



## **Collaboration Agreement between the Region of Orange County, Florida and the Region of Hart van Brabant**

### **The undersigned:**

1. the Region of Hart van Brabant, the Netherlands, acting in implementation of a Decree passed by the Governing Board dated November 13, 2012, for these purposes represented by the Chairman, P.G.A. Noordanus; and
2. the Region of Orange County, Florida, United States of America, acting in implementation of a Decree passed by the Municipal Executive dated November 13, for these purposes represented by the Mayor of Orange County, Teresa Jacobs;

### **Whereas:**

the parties acknowledge that in both the Region of Orange County and the Region of Hart van Brabant a number of economic sectors are strongly represented and play a central role in the economic policy, including leisure, healthcare, aerospace & maintenance and logistics;

the parties have a special interest with respect to the key area of leisure, in view of the presence in both regions of an extensive leisure infrastructure aimed at the family market, consisting of attractions and events and a large number of international amusement parks (such as Disney and Universal in the Region of Orange County and Efteling and Libema in the Region of Hart van Brabant);

the parties acknowledge that knowledge institutes that are relevant for the leisure sector are located in both the Region of Orange County and the Region of Hart van Brabant, in the form of Full Sail University and Rosen College of Hospitality Management in the Region of Orange County and Fontys School of Fine and Performing Arts, Fontys Academy for Creative Industries and NHTV in the Region of Hart van Brabant, which complement each other;

the Masters program in Leisure Studies at NHTV has been declared by the World Leisure Organization to be the third World Leisure Center of Excellence (in addition to Arizona University and Vancouver Island University), and in the Region of Hart van Brabant the leisure education sector is collaborating on the expansion of a Leisure Academy Brabant, within which, among other things, an Academic Workplace for Storytelling & Business Development has been established;

in addition, prestigious universities are also located in both regions, in the form of the University of Central Florida and Tilburg University, which distinguish themselves in the field of gamma knowledge,;

the parties in both regions find that there is a good starting position for further development of the sector in view of the presence of the above-mentioned relevant knowledge institutes, a labor market that fits well with the leisure industry, the availability of sufficient physical space to facilitate expansion and a location in a large provision area consisting of several hundreds of millions of financially strong consumers;

the parties wish to maximally facilitate the sector in their own region, so that development opportunities are taken advantage of optimally, both physically and in terms of municipal planning and in respect of the development of the labor market, energy and sustainability;

in the Region of Hart van Brabant nine municipalities work together to realize a strategic agenda with the Leisure sector as a key area in the region, to implement the strategic goals 'Midpoint Brabant' - a regional development organization- is established which is backed by stakeholders from education institutions and entrepreneurs that has drawn up an economic development program for the sector: "Midpoint Leisure Boulevard"; the strategic leisure agenda of Hart van Brabant and the program of Midpoint Leisure Boulevard will be the corner stone of the leisure agenda of the Province of Noord-Brabant with leisure as an economic top priority.

in the Orange County region Orange County's Department of Tourism, Trade and Economic Development partners with Osceola County, Seminole County and Lake County through the Orange County Economic Development Commission to promote the region as a business destination while further specifically focusing on the recruitment and retention of companies in the following sectors, Aerospace & Defense, Agritechology, Advanced Manufacturing, Business Services, Clean Technology, Digital Media, Film & Television, Information Technology, Life Sciences, Warehousing & Distribution, Modeling, Simulation & Training and Optics & Photonics. Orange County's Department of Tourism, Trade and Economic Development also partners with Visit Orlando who is the officially recognized sales and marketing organization for the Orlando and Orange County area to promote the region as one of America's great vacation and meeting destinations ;

and the parties wish to endeavor to create a concrete joint venture for the further development of the leisure sector in the Region of Orange County and the Region of Hart van Brabant;

**Hereby agree as follows:**

### **I Objectives**

The purpose of this Agreement is to lay down the parties' intention to collaborate in order to further develop the leisure sector in both regions sustainably and by means of an 'active cluster development approach'. In the first instance, by signing this Collaboration Agreement the parties are expressing that they will make every possible effort to undertake the following three activities. The parties hereby also express their explicit intention to give further concrete form to the realization of these collaboration activities in an implementation agreement.

### *1. Promotion, acquisition and facilitation of investments*

By positioning the regions with investors from the leisure sector (leisure, hospitality, entertainment, creative industries and retail) an attempt will be made by both parties to facilitate investments. The Region of Hart van Brabant will facilitate the process by making acquisition capacity available and by setting up a 'leisure service counter' for entrepreneurs, which the entrepreneurs can contact for advice with respect to procedures, required permits and feasibility.

In the field of urban planning the Region of Hart van Brabant will make an up-to-date 'chance card' available for the entire region, on which the potential development locations will be identified where the government is willing to facilitate leisure facilities (for example by means of proactive amendments to the zoning plans). As a result the entry barrier for potential investors will be as low as possible.

### *2. Innovation, development and cluster development approach*

By informing each other with respect to the regional cluster development approach, the parties will learn from each other. Although both regions will have to have a specific area-focused approach in respect of some matters in view of their own specific characteristics, there will be parts and matters that can be implemented by one party or the other in its own region.

In this respect special attention will be paid to stimulating innovation and development using methods such as:

- setting up collective innovation landscapes for and by knowledge institutes, platforms and companies;
- developing new business models;
- facilitating academic workplaces; and
- strengthening chain connections with respect to content (performing arts & entertainment in relation to dance, music, theatre, cabaret, musicals and circus) and with respect to hospitality (chances for innovation and new accommodation formulas in combination with the business community and training courses).

### *3. Education*

Exchange of knowledge will be effected by further expanding existing knowledge institutes or promoting new collaboration between knowledge institutes in the Orange County Region (University of Central Florida including Rosen College of Hospitality Management, and Full Sail University) and those in the Province of Brabant and specifically in the Hart van Brabant Region (Tilburg University, Fontys School of Fine and Performing Arts, Fontys Academy for Creative Industries, and NHTV). Due to the complimentary profile of the knowledge institutes, collaboration and exchange of knowledge will be a supplement to the educational infrastructure in both regions, rather than a form of competition.

The collaboration could also include exchanging teachers and students, and offering a Dutch curriculum in the United States and a US curriculum in the Netherlands.

## II. The manner in which the objectives will be achieved

The parties agree that they will consult periodically at the official and administrative levels. At such consultations information will be exchanged with respect to the three activities referred to in this Agreement. The parties will explicitly base their consultations on their mutual interest in realizing the above-mentioned projects. If appropriate, the discussions during the consultations may also include possible prioritization of the projects in relation to each other and the financing of the projects.

The parties' own responsibility in the projects that are undertaken within their own regions, will remain of central importance. A joint endeavor to realize the objectives can be given form in manners such as carrying out a joint lobby and by jointly conducting meetings with stakeholders at knowledge institutes, the business community and at the government authorities at all levels.

The parties will engage those joint ventures in order to conclude an implementation agreement with respect to the three activities.

## III. Final provisions

This Agreement will enter into effect on the date on which it is signed.

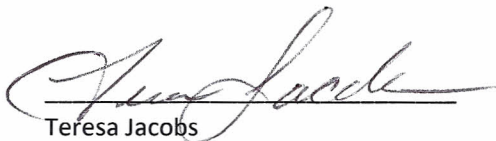
The Agreement has a provisional term of two years. Three months before the Agreement is to end the parties will decide whether the Agreement will be continued (possibly in an amended form).

The Agreement may be terminated by one of the parties in the event that the political support basis is lost. The date on which the termination will enter into effect will be determined by the parties in consultation.

This Agreement may be referred to as the 'Collaboration Agreement between the Region of Orange County and the Region of Hart van Brabant'.

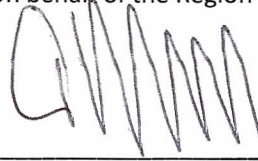
Agreed and executed in Orlando on 13 November, 2012.

On behalf of the Region of Orange County



Teresa Jacobs  
Orange County Mayor

On behalf of the Region of Hart van Brabant



P.G.A. Noordanus  
Mayor of Tilburg  
Chairman of the Region of Hart van Brabant  
Chairman of the Midpoint Brabant Foundation