

The purpose of this agreement is to summarize the mutual understanding of Horry Telephone Cooperative, Inc. (HTC) and the City of Myrtle Beach regarding a gift of support for innovation, technology, and economic growth intended to help the citizens of both the City of Myrtle Beach and Horry County in general.

Under the conditions of this gift, HTC proposes to gift to the City of Myrtle Beach a donation of cash and in-kind services totaling approximately \$250,000.00. This gift would be described as follows: a total of \$125,000 cash with \$50,000 cash payment within the first 90 days of acceptance of this agreement, and subsequent payments of \$15,000.00 annually for five years and equivalent value of \$125,000 in-kind HTC services to be used as/when needed up to the end of the term of the agreement. HTC will coordinate with Fox Simons for approval of in-kind services to be charged to this agreement as appropriate.

In recognition of this gift and commitment, the City of Myrtle Beach will offer HTC the naming rights for the soon to be developed “technology and innovation center” for a period of ten years. HTC will be the exclusive provider of communication services to the “Arts and Innovation District” for the term of the agreement. For properties sold by the City of Myrtle Beach in this area, the City agrees to recommend HTC’s fiber/services and provide a lead contact for the purchaser of the property.

HTC will receive recognition in a minimum of two areas in prominent locations at the facility, one location inside the venue and one location outside the venue. The location of such displays will be mutually agreed upon by HTC and the City of Myrtle Beach.

HTC will receive recognition of the gift and naming rights to the facility in all materials utilized to promote and/or identify the venue for a period of 10 years. Such materials include, but are not limited to, the following:

- E-mail Marketing & Website
- Event Invitations & Promotions
- All Advertising Media (Print, Radio, Television, Digital)
- All Printed Promotional Collateral

HTC would also be allowed to do the following:

The right to advertise, highlight, profile the “technology and innovation center” in print, video, and social media.

The right to advertise HTC as the City of Myrtle Beach’s Technology Partner...”The Official Technology Provider for the City of Myrtle Beach.”

Free use of the facility to host quarterly workshops for businesses and community members. Understanding that “free” simply covers the cost of the actual facility and not food, drink, or other materials. The City of Myrtle Beach or its designee would be listed as a sponsor as appropriate.

During the term of this agreement, HTC would seek to have representation on the appropriate committee or board that provides oversight to the “technology and innovation center.”

HTC would be given space to furnish a tabletop or digital exhibit highlighting HTC technology resources and services available.

To work with the appropriate City of Myrtle Beach personnel for joint PR efforts such as announcements, ribbon cuttings, hosted events.