

## Shelby County and the University of Montevallo

This performance contract is entered into as of this 1<sup>st</sup> day of July, 2019 by the UNIVERSITY OF MONTEVALLO (hereinafter called UM) and SHELBY COUNTY (hereinafter called the COUNTY). This contract requires the University of Montevallo to develop and implement academic, athletic events, competitions and programs within Shelby County focusing on collegiate, secondary education and middle school students. The academic activities and competitions shall be focused on math, science, engineering, speech, debate, athletic, fine arts and musical instruments. The COUNTY intends to support capital projects that strengthens UM student recruitment and retention efforts within all UM departments. The COUNTY was provided a copy of the planned recruitment goals and expectations for the UM College of Fine Arts, attached as Exhibit A. UM herein documents, through Exhibit B, its proposed actions and efforts to grow the UM student population, by hosting events, programs, competitions to leverage and secure the investment. The COUNTY pledges to provide financial support towards the construction of the University of Montevallo College of Fine Arts - Center for the Arts located on the campus of the University of Montevallo (hereinafter called the PROJECT), pursuant to the following stipulations:

The COUNTY'S financial support of the PROJECT can equal up to **\$1,200,000** over a seven-year period initiated with the acceptance and award of an approved bid and the start of construction with the initial payment of **\$300,000** to be paid by the COUNTY to UM during year one projected to be in FY 2019. Future year payments will be made according to the following schedule pending the successful completion of the performance measures contained within this agreement and documented within the applicable reports.

Fiscal Year	Payment Amount
2019	\$300,000
2020	\$150,000
2021	\$150,000
2022	\$150,000
2023	\$150,000
2024	\$150,000
2025	\$150,000

The six payment dates (2020 – 2025) after the initial FY2019 payment will be established following the receipt and approval by the COUNTY of the UM report documenting the successful completion of programs, competitions or events from the previous year. The activities scheduled for the following year by UM and the applicable departments shall support the common goal of increasing student population and tourism to UM, the City of Montevallo, and Shelby County. The COUNTY is investing county lodging tax and promotional funds to support the UM capital project and the associated UM annual actions of academic and athletic events that impact tourism, economic development, in-county lodging, and UM student recruitment and

retention. Annual payment amounts may be reduced or accelerated by the COUNTY based on performance review of annual report provided by UM on student recruitment, competition events, tourism, and related activities that impact tourism, in-county lodging, and UM student recruitment and retention.

During year eight and beyond, a potential **\$30,000** annual contract services relationship may be established between UM and the COUNTY for enhancing and supporting newly established UM academic and athletic competitions, programs or events and based on continued attainment of mutually agreed upon performance measures. The events applicable to this contract action will be approved by both parties and UM will provide the COUNTY an annual report of the listed events completed and an annual calendar of future events planned as part of this initiative held by UM to meet the goal of increasing student population and enhancing tourism through events and entertainment at UM and in Shelby County.

UM will develop and implement specific strategies for each scheduled event, including the following: targeted participants and partnering educational entities or organizations, goals and measurable for each event, and pre-and post-event reporting to the COUNTY. UM shall provide the COUNTY an annual detailed report of the events or competitions that were completed and an annual calendar of future events planned as part of this initiative. UM intends to meet the goal of enhancing tourism through events, competitions and programs at UM and in Shelby County.

[DiscoverShelby.com](http://DiscoverShelby.com) and the COUNTY seal shall be clearly listed as a UM partner and sponsor on materials used to promote activities that are part of this contract including webpages that relate to those activities.

The PROJECT site and other UM venues shall be used for high school Scholar's Bowl competitions, STEM events organized around state, regional and national competitions, high school and collegiate state and regional speech/forensic competitions, and fine arts competitions including vocal and instrument competitions applicable to state and regional targets. UM agrees to actively recruit these high school and middle school academic competitions to UM or to other venues within the COUNTY in order to attract and expose students to UM as part of an active student recruitment process. UM will provide the COUNTY an annual report of these completed events that were held on the UM campus and an annual calendar of future events planned on the UM campus.

UM will establish formal relationships with other in-county partners such as the four public school systems (Shelby County Schools, Hoover City Schools, Alabaster City Schools and Pelham City Schools) with facilities within the COUNTY, the Shelby County Arts Council (SCAC) and other entities to develop and implement events, projects or programs. The formal relationships shall also minimize scheduling and performance conflicts at in-county venues and allow for the utilization of venues owned/operated by UM or others. The UM annual report shall document the collaborative efforts and related events at both UM and non-UM facilities.

UM shall establish formal relationships with collegiate partners, the Gulf South Conference, and/or other post-secondary entities on academic and athletic events that provide tourism opportunities through intercollegiate competition within Shelby County. UM has elected to name

Shelby County & University of Montevallo  
Performance Contract and Project Support

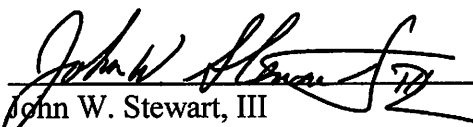
and permanently designate the main theatre as the **DiscoverShelby Theatre** within the newly constructed University of Montevallo College of Fine Arts - Center for the Arts.

This agreement may be revised as necessary, by mutual consent of the parties, by issuance of a written amendment signed and dated by all parties. After annual review of completed progress and planned actions for the future year, the parties may amend both the planned activities and/or planned payments based on the level of activities and events, participation, and follow through of the items in this agreement. As agreed upon by both parties based on circumstances that may arise, UM can substitute and modify planned events to insure level of event and participation is maintained or increased. This agreement does not restrict any party from participating in similar agreements and/or activities with other public or private entities. Each party shall perform its responsibilities and activities described herein as an independent contractor and not as an officer, agent, servant or employee of any of the other parties hereto. Each party shall be solely responsible for the acts and omissions of its officers, agents, employees, and volunteers, if any. Unless terminated by written notice, the agreement shall remain in force until such time as the parties determine that the obligations have been completed or determine to terminate their participation based on non-performance of actions described in this agreement.

**SHELBY COUNTY**

  
\_\_\_\_\_  
Jon Parker  
County Commission Chair

**UNIVERSITY OF MONTEVALLO**

  
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John W. Stewart, III  
President

***Proposed Events, Competitions and Programs  
Fiscal Year 2020***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
Men's Lacrosse Prospect Camp	Camp brings in prospective student-athletes from across the southeast, NY and TX	August or September 2019	1 day	50 - 60	Lacrosse/Track & Field Complex
Collegiate Swim Meets	Montevallo's new swim team will be host to 4 collegiate competitions	September 2019 - December 2019	1 to 2 days each	50	Pool at the SAC
UAB Cross Country Meet	UAB will use Montevallo's home cross country course to host a meet	October 2019	1 day	250 - 300	Cross Country Course
Forensics Competition	Invitational hosting teams from various school systems across the state	October 2019	1 to 3 days	50	Classrooms, dining hall, Comer Auditorium
Montevallo High School Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the State	November 2019	2 days	20	Registration on campus, events at Lay Lake
Men's and Women's Basketball Tournaments	Four team basketball tournaments that take place over two days	November 2019	2 days	80	Trustmark Arena
eSports Competition	Collegiate competitive gaming tournament	January 2020 - May 2020	1 to 2 days each	20	eSports Arena
FORTE Festival of Creativity	Interdisciplinary collaboration that consists of interactive workshops and performances, art exhibitions, crafts, and demonstrations	April 2020	3 days	3,800	Gallery at Bloch Hall, Reynolds Hall theatre, library, classrooms, Davis Recital Hall, Center for the Arts, businesses on Main Street

***Proposed Events, Competitions and Programs  
Fiscal Year 2021***

**EXHIBIT B**

<b>Activity Title</b>	<b>Activity Description</b>	<b>Targeted Month(s)</b>	<b>Length of Event</b>	<b>Number of Participants</b>	<b>Venue(s)</b>
Local Swim Team practices	Provide facility usage for local swim team practice in training for short course and long course competitions	various times throughout the year on a regularly scheduled basis	1 to 2 days/week except for off-season	20	Pool at the SAC
Men's Lacrosse Prospect Camp	Camp brings in prospective student-athletes from across the southeast, NY and TX	August or September 2020	1 day	50 - 60	Lacrosse/Track & Field Complex
Collegiate Swim Meets	Montevallo's new swim team will be host to 4 collegiate competitions	September 2020-December 2020	1 to 2 days each	50	Pool at the SAC
UAB Cross Country Meet	UAB will use Montevallo's home cross country course to host a meet	October 2020	1 day	250 - 300	Cross Country Course
Forensics Competition	Invitational hosting teams from various school systems across the state	October 2020	1 to 3 days	50	Classrooms, dining hall, Comer Auditorium
Montevallo College Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the region	October 2020	2 days	35	Registration on campus, events at Lay Lake
eSports Tournament	Invitational League of Legends Tournament for various school systems across Alabama, Georgia, Florida, Tennessee and Mississippi	November 2020	1-3 days	50-100	Registration on campus, events at Performing Arts Center, eSports Arena, Strong Hall
Montevallo High School Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the State	November 2020	2 days	40	Registration on campus, events at Lay Lake
Men's and Women's Basketball Tournaments	Four team basketball tournaments that take place over two days	November 2020	2 days	80	Trustmark Arena
eSports Competition	Collegiate competitive gaming tournament	January 2021 - May 2021	1 to 2 days each	20	eSports Arena

***Proposed Events, Competitions and Programs***  
***Fiscal Year 2021***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
FORTE Festival of Creativity	Interdisciplinary collaboration that consists of interactive workshops and performances, art exhibitions, crafts, and demonstrations	April 2021	3 days	3,800	Gallery at Bloch Hall, Reynolds Hall theatre, library, classrooms, Davis Recital Hall, Center for the Arts, businesses on Main Street

***Proposed Events, Competitions and Programs  
Fiscal Year 2022***

**EXHIBIT B**

<b>Activity Title</b>	<b>Activity Description</b>	<b>Targeted Month(s)</b>	<b>Length of Event</b>	<b>Number of Participants</b>	<b>Venue(s)</b>
local Swim Team practices	provide facility usage for local swim team practice in training for short course and long course competitions	various times throughout the year on a regularly scheduled basis	1 to 2 days/week except for off-season	20	Pool at the SAC
Professional Development Conference	Workshops and breakout sessions for educators across the state	July 2021	1-2 days	75-100	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Men's Lacrosse Prospect Camp	Camp brings in prospective student-athletes from across the southeast, NY and TX	August or September 2021	1 day	50 - 60	Lacrosse/Track & Field Complex
David Mathews Center for Civic Life event	Workshops on deliberative learning and civic engagement	September 2021	1-2 days	50-75	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Collegiate Swim Meets	Montevallo's new swim team will be host to 4 collegiate competitions	September 2021-December 2021	1 to 2 days each	50	Pool at the SAC
UAB Cross Country Meet	UAB will use Montevallo's home cross country course to host a meet	October 2021	1 day	250 - 300	Cross Country Course
Forensics Competition	Invitational hosting teams from various school systems across the state	October 2021	1 to 3 days	50	Classrooms, dining hall, Comer Auditorium
Montevallo College Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the region	October 2021	2 days	35	Registration on campus, events at Lay Lake
eSports Tournament	Invitational League of Legends Tournament for various school systems across Alabama, Georgia, Florida, Tennessee and Mississippi	November 2021	1-3 days	50-100	Registration on campus, events at Performing Arts Center, eSports Arena, Strong Hall
Montevallo High School Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the State	November 2021	2 days	40	Registration on campus, events at Lay Lake
Men's and Women's Basketball Tournaments	Four team basketball tournaments that take place over two days	November 2021	2 days	80	Trustmark Arena

***Proposed Events, Competitions and Programs***  
***Fiscal Year 2022***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
eSports Competition	Collegiate competitive gaming tournament	January 2022 - May 2022	1 to 2 days each	20	eSports Arena
FORTE Festival of Creativity	Interdisciplinary collaboration that consists of interactive workshops and performances, art exhibitions, crafts, and demonstrations	April 2022	3 days	3,800	Gallery at Bloch Hall, Reynolds Hall theatre, library, classrooms, Davis Recital Hall, Center for the Arts, businesses on Main Street



***Proposed Events, Competitions and Programs  
Fiscal Year 2023***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
local Swim Team practices	provide facility usage for local swim team practice in training for short course and long course competitions	various times throughout the year on a regularly scheduled basis	1 to 2 days/week except for off-season	20	Pool at the SAC
Professional Development Conference	workshops and breakout sessions for educators across the state	July 2022	1-2 days	75-100	classrooms, Center for the Arts, Comer Auditorium, dining hall
Men's Lacrosse Prospect Camp	Camp brings in prospective student-athletes from across the southeast, NY and TX	August or September 2022	1 day	50 - 60	Lacrosse/Track & Field Complex
David Mathews Center for Civic Life event	Workshops on deliberative learning and civic engagement	September 2022	1-2 days	50-75	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Collegiate Swim Meets	Montevallo's new swim team will be host to 4 collegiate competitions	September 2022-December 2022	1 to 2 days each	50	Pool at the SAC
Film Festival	Short film festival for high school and college participants	Fall 2022	1-2 days	150	Center for the Arts
UAB Cross Country Meet	UAB will use Montevallo's home cross country course to host a meet	October 2022	1 day	250 - 300	Cross Country Course
Forensics Competition	Invitational hosting teams from various school systems across the state	October 2022	1 to 3 days	50	Classrooms, dining hall, Comer Auditorium
Montevallo College Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the region	October 2022	2 days	35	Registration on campus, events at Lay Lake
Fitter and Faster swim clinics	Clinics for competitive swim teams	October 2022	2-3 days	30-50	Pool at the SAC
Montevallo High School Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the State	November 2022	2 days	40	Registration on campus, events at Lay Lake

***Proposed Events, Competitions and Programs***  
***Fiscal Year 2023***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
Men's and Women's Basketball Tournaments	Four team basketball tournaments that take place over two days	November 2022	2 days	80	Trustmark Arena
Science Olympiad	K-12 science competitions with standards-based challenges that feature innovative science, technology, engineering and math (STEM)	February 2023	1 day	200-300	Classrooms, Center for the Arts, dining hall
eSports Competition	Collegiate competitive gaming tournament	January 2023 - May 2023	1 to 2 days each	20	eSports Arena
FORTE Festival of Creativity	Interdisciplinary collaboration that consists of interactive workshops and performances, art exhibitions, crafts, and demonstrations	April 2023	3 days	3,800	Gallery at Bloch Hall, Reynolds Hall theatre, library, classrooms, Davis Recital Hall, Center for the Arts, businesses on Main Street

***Proposed Events, Competitions and Programs  
Fiscal Year 2024***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
Local Swim Team practices	provide facility usage for local swim team practice in training for short course and long course competitions	various times throughout the year on a regularly scheduled basis	1 to 2 days/week except for off-season	20	Pool at the SAC
Professional Development Conference	Workshops and breakout sessions for educators across the state	July 2024	1-2 days	75-100	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Men's Lacrosse Prospect Camp	Camp brings in prospective student-athletes from across the southeast, NY and TX	August or September 2023	1 day	50 - 60	Lacrosse/Track & Field Complex
David Mathews Center for Civic Life event	workshops on deliberative learning and civic engagement	September 2023	1-2 days	50-75	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Collegiate Swim Meets	Montevallo's new swim team will be host to 4 collegiate competitions	September 2023-December 2023	1 to 2 days each	50	Pool at the SAC
Film Festival	Short film festival for high school and college participants	Fall 2023	1-2 days	150	Center for the Arts
Theatre Festival	Theatre festival for high school participants	Fall 2023	1-2 days	1,000	Center for the Arts
UAB Cross Country Meet	UAB will use Montevallo's home cross country course to host a meet	October 2023	1 day	250 - 300	Cross Country Course
Forensics Competition	Invitational hosting teams from various school systems across the state	October 2023	1 to 3 days	50	Classrooms, dining hall, Comer Auditorium
Montevallo College Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the region	October 2023	2 days	35	Registration on campus, events at Lay Lake
Fitter and Faster swim clinics	clinics for competitive swim teams	October 2023	2-3 days	30-50	Pool at the SAC
Montevallo High School Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the State	November 2023	2 days	40	Registration on campus, events at Lay Lake

***Proposed Events, Competitions and Programs  
Fiscal Year 2024***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
Men's and Women's Basketball Tournaments	Four team basketball tournaments that take place over two days	November 2023	2 days	80	Trustmark Arena
eSports Competition	Collegiate competitive gaming tournament	January 2024 - May 2024	1 to 2 days each	20	eSports Arena
Science Olympiad	K-12 science competitions with standards-based challenges that feature innovative science, technology, engineering and math (STEM)	February 2024	1 day	200-300	classrooms, Center for the Arts, dining hall
Ethics Bowl	discussion of ethics among high school teams covering a broad range of issues	February 2024	1 day	50-75	Center for the Arts, classrooms
Community partner conference	Statewide conference on community partnerships	March 2024	1-2 days	50-100	Center for the Arts, classrooms, Palmer Auditorium, Comer Auditorium, dining hall
FORTE Festival of Creativity	Interdisciplinary collaboration that consists of interactive workshops and performances, art exhibitions, crafts, and demonstrations	April 2024	3 days	3,800	Gallery at Bloch Hall, Reynolds Hall theatre, library, classrooms, Davis Recital Hall, Center for the Arts, businesses on Main Street

***Proposed Events, Competitions and Programs  
Fiscal Year 2025***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
local Swim Team practices	provide facility usage for local swim team practice in training for short course and long course competitions	various times throughout the year on a regularly scheduled basis	1 to 2 days/week except for off-season	20	Pool at the SAC
Professional Development Conference	workshops and breakout sessions for educators across the state	July 2025	1-2 days	75-100	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Men's Lacrosse Prospect Camp	Camp brings in prospective student-athletes from across the southeast, NY and TX	August or September 2024	1 day	50 - 60	Lacrosse/Track & Field Complex
David Mathews Center for Civic Life event	workshops on deliberative learning and civic engagement	September 2024	1-2 days	50-75	Classrooms, Center for the Arts, Comer Auditorium, dining hall
Collegiate Swim Meets	Montevallo's new swim team will be host to 4 collegiate competitions	September 2024-December 2024	1 to 2 days each	50	Pool at the SAC
Film Festival	Short film festival for high school and college participants	Fall 2024	1-2 days	150	Center for the Arts
Theatre Festival	Theatre festival for high school participants	Fall 2024	1-2 days	1,000	Center for the Arts
UAB Cross Country Meet	UAB will use Montevallo's home cross country course to host a meet	October 2024	1 day	250 - 300	Cross Country Course
Forensics Competition	Invitational hosting teams from various school systems across the state	October 2024	1 to 3 days	50	Classrooms, dining hall, Comer Auditorium
Montevallo College Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the region	October 2024	2 days	35	Registration on campus, events at Lay Lake
Fitter and Faster swim clinics	clinics for competitive swim teams	October 2024	2-3 days	30-50	Pool at the SAC
Montevallo High School Open - Bass fishing tournament	Invitational hosting teams from various fishing groups across the State	November 2024	2 days	40	Registration on campus, events at Lay Lake

***Proposed Events, Competitions and Programs  
Fiscal Year 2025***

EXHIBIT B

Activity Title	Activity Description	Targeted Month(s)	Length of Event	Number of Participants	Venue(s)
Men's and Women's Basketball Tournaments	Four team basketball tournaments that take place over two days	November 2024	2 days	80	Trustmark Arena
DECA high school competition	Competitive events in marketing, business management, finance, hospitality and tourism, etc.	November 2024	1-2 days	50-100	Center for the Arts, classrooms, dining hall
Future City competitive event	Competitive event that features project-based learning where students in 6th, 7th, and 8th grades imagine, research, design, and build cities of the future	January 2025	1 day	50-75	Center for the Arts, classrooms, dining hall
eSports Competition	Collegiate competitive gaming tournament	January 2025 - May 2025	1 to 2 days each	20	eSports Arena
Science Olympiad	K-12 science competitions with standards-based challenges that feature innovative science, technology, engineering and math (STEM)	February 2025	1 day	200-300	Classrooms, Center for the Arts, dining hall
Ethics Bowl	Discussion of ethics among high school teams covering a broad range of issues	February 2025	1 day	50-75	Center for the Arts, classrooms
Community partner conference	Statewide conference on community partnerships	March 2025	1-2 days	50-100	Center for the Arts, classrooms, Palmer Auditorium, Comer Auditorium, dining hall
FORTE Festival of Creativity	Interdisciplinary collaboration that consists of interactive workshops and performances, art exhibitions, crafts, and demonstrations	April 2025	3 days	3,800	Gallery at Bloch Hall, Reynolds Hall theatre, library, classrooms, Davis Recital Hall, Center for the Arts, businesses on Main Street