

FEBRUARY 12, 2025

COMPETITIVENESS STUDY RFQ

OFFICE OF ECONOMIC DEVELOPMENT

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EDP25-005, 2-12-25

OBJECTIVE OF THE STUDY

- Evaluate Denton's competitiveness based on top site selection considerations.
- Provide recommendations to staff and EDP Board on areas of improvements and opportunities.

TOP SITE SELECTION CRITERIA

- 1. **Workforce / labor availability**
 - Average wage comparisons
 - Cost of Living for employees
- 2. **Availability of development ready sites**
 - Land availability with ready infrastructure
 - Existing building availability
 - Airport sites
- 3. **Cost of Doing Business**
 - Local property and sales tax rates
 - Development permit and impact fees, development timelines (from Pre-application meetings to completion) and other related costs
 - Airport Fee comparisons

TOP SITE SELECTION CRITERIA CONT.

- **4. Incentive Evaluation**

- Comparison of Denton incentives and funding mechanisms to other cities and economic development policies of top performing cities.
- Fiscal and economic impacts of the top incentivized projects awarded to comparable cities including, but not limited to, revenue recovery timeline, new revenue gains, new job gains, taxbase diversification, and other relevant factors.

- **5. Utilities / infrastructure**

- Utility rate comparison and access to infrastructure
- Water and sewer infrastructure access and limitations within industrial areas

- **6. Quality of Life**

- Executive and Affordable housing and price comparisons, School District ratings and access

- **7. Transportation and Supply chain risk and mitigation**

DELIVERABLE 1 -CITY COMPARISONS

Collect and compare data based on the “Criteria” section from **competitor** cities in the Dallas–Fort Worth region including Denton, Ft. Worth, Dallas, McKinney, Forney, **Northlake, Alliance, Frisco, South Dallas communities, cities near the DFW airport**, as well as cities in other parts of Texas and the United States that are comparable to City of Denton (in terms of size, attributes, geography, demographics, and other relevant factors) to determine successes in recruitment of businesses and creation of new jobs.

DELIVERABLE 2 -EVALUATION OF EXISTING INCENTIVES AND ROI

- Analysis of existing incentive policies to ensure competitiveness and evaluation of existing incentive agreements and short- and long-term Return on Investment for the city's general fund.
- Evaluation of commercial verse residential land within the city limits and tax revenue generated per acre or other metric compared to other cities.
- Evaluation of the City's current budget and impact of future economic development projects or other considerations affecting the tax base
- Consideration of other development limitations including existing zoning or other factors.

DELIVERABLE 3 -RECOMMENDATIONS

- Provide recommendations for improving all aspects of economic development practices, policies, developer environment, and incentive structures in the City of Denton, including the implementation of new facilities and infrastructure improvements if relevant.
- Identify top trends impacting the facility location decision-making process in Texas, United States and nationally.

ADDITIONAL INFO:

Submission Due Date/Time

- Proposals must be received by Friday, March 28, 2025.
- Budget: \$50,000

QUESTIONS?