



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: February 12, 2025

SUBJECT

Receive a report and hold a discussion regarding the Economic Development Strategic Plan.

BACKGROUND

The Economic Development Strategic Plan was adopted in 2021. The Economic Development Strategic Plan is the guiding policy document for achieving the economic development goals in Denton. It includes three main goals, accelerate recovery, foster growth, and strengthen community inclusion, and lays out a set of strategies and actions for each goal. The Plan provides the City with a roadmap to organize its economic development efforts.

The Economic Development Strategic Plan Dashboard is a public-facing and transparent resource designed to facilitate community awareness of the Strategic Plans' progress. Utilizing a color-coding system, the dashboard simplifies the observation of various initiative statuses, enabling the public to remain informed regarding the advancement of strategic objectives. In promoting transparency and clear communication, the platform allows community members to gain insight into potential challenges and the overall progression of initiatives. The Dashboard serves as a tool for residents seeking to stay apprised of the Strategic Plan implementation within the City of Denton.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Economic Development Strategic Plan

Exhibit 3 – Strategic Plan Update Presentation

Respectfully Submitted:
Matilda Weeden
Economic Development Specialist