



Chamber of Commerce Agreement

April 9, 2025

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Agenda

- Background
- Annual Report (separate attachment)
- Updated Work Plan
- Next Steps
- Discussion & Questions



Background

The City Council and the Denton Chamber of Commerce entered into an economic development partnership agreement in 1986.

Through an economic development program agreement, the City provided funds for the administration and operation budget of the Chamber of Commerce's Office of Economic Development, which includes:

- Prospect generation activities;
- Marketing activities, i.e. trade shows, publishing/printing, website(s) administration, marketing materials; and
- Small Business Development Center support.

Over the past few years, the agreement between the City and the Chamber included specific goals, deliverables, and metrics for the Chamber's Office of Economic Development, along with enhanced clauses regarding financial reporting, insurance requirements, and indemnity.

Prior Action/ Review

In FY 2019-20, the City and Chamber approved a new format to the agreement, that allowed for the incorporation of a work plan and more details related to the ongoing division of responsibilities and reporting requirements.

The existing agreement is one year and was extended one year for FY 2023-24.

During the FY 23-24 City of Denton Budget process, the Denton Chamber of Commerce requested a \$50,000 supplemental funding increase for marketing and staff salaries.

In late FY 22-23, the City of Denton Economic Development Director, and the Denton Chamber of Commerce Director of Strategic Partnership positions both became vacant. These vacancies allowed the opportunity to evaluate and realign the economic development program duties.

Key changes included shifting business recruitment and marketing to the City and business retention and expansion to the Chamber. To accommodate this change, an amendment request was made to add \$25,000 to the Chamber's contract for staff salaries. The remaining \$25,000 was allocated in the City's budget for marketing efforts.

January 10, 2024 – The Denton Chamber of Commerce agreement was presented to the Economic Development Partnership Board. This agreement included a supplemental funding increase for staff salaries. The Economic Development Partnership Board recommended City Council approve the Agreement (9 – 0).

February 6, 2024 – The Denton Chamber of Commerce agreement was presented to the City Council. This agreement included a supplemental funding increase for staff salaries. The Council voted to approve the agreement (7- 0). Ordinance No. 24-078

- Next Steps- May 6 Council Consideration

Questions?