



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development
CM: Sara Hensley, City Manager
DATE: April 15, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton, a Texas home-rule municipal corporation, authorizing the approval of a contract between the City of Denton and the Denton Chamber of Commerce by consent of both parties, not to exceed an amount of \$150,000, to provide funding for programming to promote economic development, providing for the expenditure of funds therefore; and providing for an effective date. The Economic Development Partnership Board recommends approval (8-0).

INFORMATION/BACKGROUND

The City of Denton and the Denton Chamber of Commerce entered into an economic development partnership agreement in 1986 to provide a program to promote economic development through joint efforts. The current scope of the partnership agreement includes:

| City Primary | Chamber Primary |
|--|---|
| <ul style="list-style-type: none">• Business Recruitment & Attraction• Marketing• Incentive negotiation, policy, and administration• Development districts• Fiscal & Economic Impact Analysis• Labor and Data Analytics• Business Community Engagement in City Initiatives | <ul style="list-style-type: none">• Business Retention & Expansion• Business Recruitment & Attraction - Site Visits & Tours & Meet with Business Leaders• Relationship building with developers, brokers, local industry, and businesses• Business-to-Business Networking• Private Investor Relations• Small Business Development Center |

| Joint- City Led | Joint-Chamber Led |
|---|---|
| <ul style="list-style-type: none"> • Technical & Advisory Support | <ul style="list-style-type: none"> • Business Training and Education |
| Cooperative Efforts | |
| <ul style="list-style-type: none"> • Strategic Plan Implementation • Workforce & Talent Development • Community Engagement | |

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. This Agreement is for fiscal year activities and may be extended for one additional one-year term ending on September 30, 2026, with the written consent and authorization of both parties.

PRIOR ACTION REVIEW:

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

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.

On April 15, 2025, the Economic Development Partnership Board recommended approval (8-0).

RECOMMENDATION:

Staff recommends approval.

FISCAL INFORMATION:

The Economic Development Partnership agreement is funded from the Economic Development, Water Utilities, and Denton Municipal Electric Operating Budget.

EXHIBITS

Exhibit 1: Agenda Information Sheet

Exhibit 2: Ordinance and Agreement

Exhibit 3: Economic Development Partnership Annual Report

Respectfully submitted:
Christine Taylor, Assistant City Manager