



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: April 9, 2025

SUBJECT

Consider recommending 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.

BACKGROUND

The City Council and the Denton Chamber of Commerce first 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.

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.

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.

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.

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

RECOMMENDATION

Staff recommends approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 – EDP Annual Report 2024

Exhibit 3 – Presentation

Respectfully submitted:
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Assistant City Manager

Prepared By:
Matilda Weeden
Economic Development Specialist