



Denton Chamber Office of Economic Development

FY 2017-18 Budget Presentation



Denton Chamber Econ. Dev. Goals and accomplishments

Highlight Accomplishments for 16-17

- Fulfilled everything to date as stated in the City/Chamber ED contract
- Currently sit at 85 leads with 47 proposals sent or engaged (only halfway through fiscal year)
- 11 site visits from 9 different companies (Peanut Butter, Southern Comfort, Penmountain, Chicken, Rail Load, Columbus Balbo, Coil Engineering, Trim, and Balk). Only had 9 total site visits the entire year last year, and only 5 by this same time period.
- Conducted all target marketing trips
- Raised the number of private investors in the Partnership (up to 63)
- Raised the amount of private investment in the Partnership

Highlight Goals for 17-18

- Fulfill everything as stated in the City/Chamber ED contract
- Increase the number of outgoing proposals
- Increase number of site visits
- Raise number of private investors to 65
- Raise the amount of private investment in the Partnership



Denton Chamber Econ. Dev. Performance Measures

Current

- Perform duties of the office per City/Chamber contractual agreement
- Act as the gatekeeper with site location consultants and prospect activity, that doesn't require a formal RFP issued from the Office of the Governor or the Dallas Regional Chamber
- Conduct all marketing/prospect development activities
- Maintain EDP website, marketing materials, and promotional items
- Maintain ED Partnership investor relations
- Maintain private sector/investor funds for additional budget dollars

Propose

- Perform duties of the office per City/Chamber contractual agreement
- Attend and participate in activities and organizations with local, metro, state, regional and international organizations stipulated in the annual agreement
- Continue with target marketing activities and attend as many site location consultant activities as budget will allow
- Increase social and web-based activities
- Implement a CRM system with City ED staff as budget allows



Denton Chamber Econ. Dev. Cost Containment Strategies

Give summary of department efforts to:

- **Reduce inefficiencies** – Chamber office has previously eliminated all inefficiencies.
- **Reduce Costs – Chamber ED Office** – We have narrowed down marketing trips to all the ones that have provided results in the past. Chamber office has eliminated all costs that have previously resulted in any inefficiencies.
- **Eliminate duplication of services** – 1) Chamber Office of ED handles all incoming prospects that are not direct RFP requests from the Office of the Governor and the Dallas Regional Chamber, as well as all prospects generated through marketing activities. 2) The Chamber maintains a separate, private budget to conduct additional marketing activities not specified in the public ED budget, along with maintaining all memberships and economic development investor relations.



Denton Chamber Econ. Dev. Process Improvements

Highlight completed Process Improvement or Lean projects

- Narrowed down marketing trips to all the ones that have provided results in the past

List future recommended Process Improvement/Lean Projects for your department

- Constantly analyze the marketing results to make continuous improvements



Denton Chamber Econ. Dev Revenue / Expenditures

Comment on any changes/issues with revenues and expenditures in this fiscal year and projections for next fiscal year.

There are no changes/issues with revenues and expenditures. The Chamber Office of Economic Development maintains a steady, public budget to fulfill all terms outlined in the City/Chamber ED contract.



Denton Chamber Econ. Dev Budget Highlights

Revenues	FY 2014-15 Actuals	FY 2015-16 Actuals	FY 2016-17 Budget	FY 2017-18 Proposed
City of Denton General Fund	\$62,034	\$66,241	\$62,182	\$62,897
City of Denton Utility Fund	\$165,433	\$176,655	\$176,654	\$175,939
Total Operations Funding	\$227,467	\$242,896	\$238,836	\$238,836
Private Funding	\$65,722	\$74,578	\$74,000	\$75,000
Total Private Funding	\$65,722	\$74,578	\$74,000	\$75,000
Total	\$293,189	\$317,474	\$312,836	\$313,836



Denton Chamber Econ. Dev Budget Highlights

Expenses	FY 2014-15 Actuals	FY 2015-16 Actuals	FY 2016-17 Budget	FY 2017-18 Proposed
Administration	\$185,473.62	\$201,568.54	\$196,956.00	\$204,872.00
Marketing/Prospect Development	\$39,407.17	\$24,168.38	\$29,680.00	\$21,764.00
Small Business Development Center	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00
ED Partnership Board	\$681.22	\$1,706.50	\$1,200.00	\$1,200.00
Special Project/Marketing	\$14,670.73	\$15,890.88	0.00	0.00
Total	\$251,231.74	\$254,334.30	\$238,836.00	\$238,836.00





Denton Chamber Economic Development

Questions / Comments

