



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

CM/ DCM/ ACM: Bryan Langley

DATE: September 12, 2017

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the transition plan for Stoke Denton.

BACKGROUND

Staff's top priority in the transition of Stoke Denton's management from the Dallas Entrepreneur Center (DEC) to the City is continuity of service for the existing 38 member businesses and their 60 employees. On August 25, 2017, City staff hosted a member meeting at Stoke Denton to provide information, answer questions, and introduce Stoke members to the City's transition team. Staff communicated the following:

- All current Stoke Denton members are welcome to renew their membership agreements with the City when DEC management ends (45% of current members are tech or tech-enabled businesses)
- Membership pricing structure will not change
- Operational hours will not change
- The City will make every effort to preserve Stoke's existing community and culture
- A Request for Proposals will be issued for a new management vendor on an accelerated timeline
- Two more member meetings will be held on Sept. 8 and Sept. 22

Transition Team/Roles

The following City staff are the primary members of the Stoke Denton transition team:

- Caroline Booth, Director, Economic Development
 - General oversight and coordination with DEC and relevant City departments; RFP process; liaison to City Council and City management
- Paul Desjardins, Enterprise Infrastructure Manager, Technology Services:
 - Technology-related items, on-site presence
- Jamie Lindsay, Assistant Manager, Customer Service
 - Customer service-related items, on-site presence
- Kerry Montz, Assistant Branch Manager (North Branch)/Business Outreach Librarian, Libraries
 - Programming/events, on-site presence

Melissa Kraft (Chief Technology Officer) and Tiffany Thomson (Customer Service Manager) are serving as consultants to the team. Economic Development Department staffer Michelle Coughlin will continue to process payments for rent/utilities and other expenses and serve as liaison to the Martino Group and City Facilities. Economic Development staffer Julie Glover will assume responsibility for social media and website content updates. All Economic Development staff will be available for after-hours event staffing and additional on-site presence, as needed.

Legal Considerations

Deputy City Attorneys Larry Collister and Jennifer DeCurtis are drafting the following documents necessary for the transition, including:

- Non-renewal letter to the DEC
- Fee ordinance
- Membership agreement and ordinance
- Special event rental agreement and ordinance

Fiscal Considerations

Staff is revising the financial reporting structure to provide more accountability for both revenues and expenditures and is working on a detailed operating budget.

Stoke Denton Operations

The transition team is gathering information about and planning for coverage and/or resolution of the following operational items:

- Daily Management
- Programming/Events
- Marketing/Recruitment
- Mentor Program
- Purchase of DEC-owned furniture, fixtures, and equipment currently in the Stoke facility
- Transfer of website, social media platforms, and space management platforms from the DEC to the City

Request for Proposals

To facilitate a common understanding of terms related to Stoke Denton, staff has compiled a list of definitions for reference of the Council and the RFP Evaluation Committee (Exhibit 2). The anticipated schedule for the RFP is listed in the Estimated Schedule of Project section below.

Members of the RFP Evaluation Committee are:

- Todd Hileman, City Manager
- Bryan Langley, Deputy City Manager
- Aaron Leal, Interim City Attorney
- Melissa Kraft, Chief Technology Officer
- Tony Puente, Assistant Director of Finance
- Karen Smith, Purchasing Manager
- Caroline Booth, Director of Economic Development

NEXT STEP

The agreements and ordinances will come before the Council for votes on Sept. 19 to have them in place before Oct. 1.

ESTIMATED SCHEDULE OF PROJECT

Sept. 12, 2017 – Work session on Stoke transition

No later than Sep. 15, 2017 – Request for Proposals is issued for new management of Stoke Denton

Sept. 19, 2017 – Fee schedule and membership agreements presented for Council vote

Sept. 30, 2017 – DEC contract for Stoke Denton management ends

Oct. 1, 2017 – City management of Stoke Denton begins

Oct. 2, 2017 – Request for Proposals closed

Oct. 6, 2017 – Evaluation Committee's first review of qualified proposals

Oct. 20, 2017 – Preferred vendor selected by Evaluation Committee

Nov. 10, 2017 – Contract with preferred vendor executed

Dec. 2017 – Vendor begins management of Stoke Denton

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

August 22, 2017 – Work session presentation on the Stoke Denton management contract with the DEC; Council's direction is to not renew the contract with the Dallas Entrepreneur Center after Sept. 30, 2017, and for City staff to manage Stoke's operations in the interim while a Request for Proposals is issued for new management.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Economic Development

Related Goal: 3.3 Promote a business-friendly environment

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Stoke-related Terms and Definitions

Exhibit 3 – Presentation

Respectfully submitted:

Caroline Booth

Director of Economic Development