



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: Sept. 19, 2017

SUBJECT

Consider adoption of an ordinance approving an agreement between the City of Denton, Texas, and the Denton Chamber of Commerce regarding an economic development partnership; and providing an effective date.

BACKGROUND

The City Council and the Denton Chamber of Commerce first entered into an economic development partnership agreement in 1986. The City's participation consists of General Fund and Utility Funds dollars and provides for the administration and operation budget of the Chamber of Commerce's Office of Economic Development that includes:

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

Exhibit 3 is the draft of an economic development program agreement between the City and the Chamber. This draft is significantly different from prior years' agreements in that it includes specific goals, deliverables, and metrics for the Chamber's Office of Economic Development (under 2. Duties of the Office), along with enhanced clauses regarding financial reporting (under 2.g.i. and 3. Support Services and Funding), insurance requirements (under 5. Insurance), and indemnity (under 6. Indemnity).

After the Chamber Board's meeting on Aug. 31, Chamber staff expressed two concerns with the draft contract that was presented to Council:

- The expectation of a 20% increase in page views unique users at DentonEDP.com continuing year after year
- Metrics requiring that the Chamber provide the source of leads, including the name/contact information of the company when there may be non-disclosure agreements required to be signed by Chamber staff

City staff responded that the 20% increase is applicable for the FY 17-18 contract only, and metrics for future contracts will be determined at the appropriate time. Further, City staff will complete any necessary non-disclosure agreements in order to receive complete reporting from the Chamber.

Per the Council's direction during the August 15th work session on the Chamber contract, during FY 2017-18, staff will be evaluating options and costs for the provision of marketing and prospect generation

activities, including bringing the function into the City or contracting with other providers. This information will be presented for Council's review and direction at a future date.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

August 15, 2017 – Staff presented a work session on the Chamber contract to Council

July 25, 2017 – The Denton Chamber of Commerce presented its funding request to the City Council.

FISCAL INFORMATION

The Denton Chamber of Commerce has requested funding from the City of Denton in the amount of \$238,836 for economic development efforts in FY 2017-18.

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: 3.4 Encourage development, redevelopment, recruitment, and retention

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – 2016-17 Chamber of Commerce Economic Development Ordinance and Contract

Exhibit 3 – 2017-18 Chamber of Commerce Economic Development Ordinance and Contract

Exhibit 4 – Presentation

Respectfully submitted:
Caroline Booth
Director of Economic Development