



Legislation Text

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Agenda Information Sheet

DEPARTMENT: Economic Development

CM/ ACM: Jon Fortune

Date: September 21, 2016

SUBJECT

Receive a report and hold a discussion regarding changes to the Economic Development Program Agreement between the City of Denton and the Denton Chamber of Commerce.

BACKGROUND

During its July 13, 2016, meeting, the Economic Development Partnership Board received a report, held a discussion, and gave staff direction regarding the Novaces Agile Economic Development consulting report, which recommended certain changes to the responsibilities of the City of Denton and the Denton Chamber of Commerce under the Denton Economic Development Partnership. These changes included:

- Shifting the responsibility for request for proposals (RFP) preparation from the Chamber to the City;
- The Chamber instituting the use of a “marketing scorecard” to gauge the effectiveness of its marketing activities;
- The City and Chamber jointly using a customer relationship management program to streamline communications and share prospect information.

After its discussion, the EDP Board directed staff to move forward with implementing the above changes. City and Chamber staff have had several discussions/meetings since then about implementing the changes, including how such changes will be reflected in the FY 2016-17 Economic Development Program Agreement (the annual contract) between the City and the Chamber.

On August 23, 2016, as part of its budget deliberations, the City Council requested a work session regarding the current Economic Development Program Agreement between the City and the Chamber and the changes proposed for the FY 2016-17 Economic Development Program Agreement. After its discussion, the Council directed staff to move forward with changes to the agreement as outlined above.

The FY 2016-17 Economic Development Program Agreement has been placed on the Council’s consent agenda for approval during the September 20, 2016, meeting, so that funding for FY 2016-17 will be available to the Chamber on Oct. 1, 2016.

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**

Respectfully submitted:
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