

Meeting Agenda

Regular Meeting of the  
Oak Point Economic Development Corporation

Oak Point City Hall  
100 Naylor Road  
Oak Point, Texas 75068



Tuesday, May 14, 2019 -- 6:15 P.M.

1. Call to order, roll call, and announce a quorum is present. (Armstrong)
2. Pledge of Allegiance and Pledge to the Texas Flag. (Armstrong)
3. Discuss and act upon the minutes from the April 9, 2019 Regular Meeting of the Oak Point Economic Development Corporation (Vaughn)
4. Discuss and act upon the financial report (Ashley)
5. Consider and act upon an agreement for training services between EDP Best Practices, LLC (Consultant) and the Oak Point Economic Development Corporation (OPEDC) (Dickson)
6. Presentation by Flyer View (formerly Aerial Focus) for an aerial map and marketing materials. (Ashley)
7. Workshop on Website page (Armstrong)
8. Workshop on Trade Booth updates (Armstrong)
9. Adjourn. (Armstrong)

The Corporation may vote and/or act upon each of the items listed in this Agenda. Except for items in the Agenda designated as public hearing or otherwise designated for public input, there will be no public input during the course of this meeting without express authorization from the presiding officer. If during the course of the Corporation meeting, any discussion of any item on the agenda should be held in a closed meeting, the Corporation will conduct a closed meeting in accordance with the Texas Open Meetings Act, Texas Government Code, Chapter 551, Subchapters (d) and (e).

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact City Hall at (972) 294-2312 or FAX (972) 294-1619 for further information.

CERTIFICATION:

I do hereby certify that this Notice of public meeting was posted on the outside bulletin board at the Oak Point City Hall, a place convenient and readily accessible to the general public at all times, and said Notice was posted at 11:00 a.m. p.m. on the 10th day of May 2019.

  
\_\_\_\_\_  
Joni Vaughn, City Secretary

This notice was removed at \_\_\_\_\_ a.m./p.m. on the \_\_\_\_\_ day of \_\_\_\_\_, 2019

\_\_\_\_\_  
Joni Vaughn, City Secretary



Meeting Minutes

Regular Meeting of the  
Oak Point Economic Development Corporation

Oak Point City Hall  
100 Naylor Road  
Oak Point, Texas 75068

Tuesday, April 9, 2019 -- 6:15 P.M.



**OAK POINT**

ECONOMIC DEVELOPMENT CORPORATION

**1. Call to order, roll call, and announce a quorum is present.**

President Armstrong called the meeting to order at 6:17 p.m. with the following roll call:

Deborah Armstrong	President	Present
James Hankins	Vice President	Present
Dagny Boaz	Director	Present
Rennie Dickson	Director	Present
David Rush	Director	Present
Don Lindemann	Council Liaison	Present
Keith Palmer	Council Liaison	Present

**City staff present:**

Stephen Ashley	City Manager
Joni Vaughn	City Secretary

And with a quorum present the following items were addressed:

**2. Pledge of Allegiance and Pledge to the Texas Flag**

President Armstrong led the Pledge of Allegiance and the Pledge to the Texas Flag.

**3. Discuss and act upon the minutes from the February 12, 2019 Regular Meeting of the Oak Point Economic Development Corporation**

Vice President Hankins motioned to approve the minutes of the February 12, 2019 meeting with correction to the date; motion seconded by Director Boaz.

**Motion passed 7-0**

**4. Discuss and act upon the financial report**

City Manager Ashley gave the financial report. A break down of the advertising account was requested.

Motion to approve the financial report was made by Director Boaz and seconded by Director Rush.

**Motion passed 7-0**

**5. Discuss authorized expenditures of MDD funds**

City Manager Ashley gave a Power Point presentation to explain authorized use of Municipal Development Districts based on the Local Government Code Chapter 377 and then answered questions from the Board.

**6. Overview of the OP Incentive Decision Guide**

City Manager Ashley reviewed the current Oak Point Incentive Plan with the Board.

**7. Overview of Chapter 380 of the Texas Local Government Code**

City Manager Ashley reviewed Chapter 380 of the Local Government Code and noted that the City of Oak Point has not adopted a policy on 380 agreements.

**8. Presentation of potential training opportunities**

Director Dickson gave the Board a Power Point presentation regarding potential training opportunities for the Oak Point EDC. The Board requested Director Dickson bring back curriculum information from Greg Last.

**9. Discuss Board recommendations for Website updates**

President Armstrong discussed some ideas that she has for what the EDC's webpage should look like. Staff will contact CivicPlus to engage someone to implement the design and information that EDC is looking for.

**10. Discuss Board recommendations for Trade Booth updates**

President Armstrong suggested that Agenda Items 9 and 10 be carried over to the next meeting.

**11. City Manager update on 7-Eleven and any other activity in commercial area**

City Manager Ashley reported on 7-Eleven progress. He said that it may be 7-Eleven has an issue with getting sanitary sewer and they are looking at the option of a grinder pump. Standridge is working with a Montessori School, but nothing has been finalized yet.

Chairman Armstrong asked staff to investigate the cost of new, larger, way finding signs from Signs by Design. She would also like clarification regarding what expenses can be paid by the EDC. She asked for a policy for 380 agreements, and asked Staff to locate the Buxton Survey. Director Hankins will review the City's 7-Eleven documents.

Chairman Armstrong requested Agenda Items 8 be placed on the next agenda as well a work session for the website and the trade booth display.

**12. Adjourn**

Director Boaz made a motion to adjourn and Vice-President Hankins seconded the motion.

**The EDC meeting adjourned at 8:35 p.m.**

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Deborah Armstrong, President

**ATTEST:**

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Joni Vaughn, City Secretary



**To:** Economic Development Corporation (EDC) Board of Directors

**From:** Donna Boner, Finance Manager

**Re:** Oak Point EDC Meeting – Tuesday, May 14

**Date:** May 7, 2019

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**Agenda Item:**

Review and discuss a financial report of the Oak Point Economic Development Corporation.

**Description of Agenda Item:**

The attached financial report is intended to provide the EDC with an overview of the EDC's current finances.

**Year-To-Date Budget Report**

The Year-To-Date Budget Report compares budgeted and actual year-to-date revenues and expenditures. In reviewing the year-to-date revenues and expenditures in the Report, the EDC should note that 58% of the 2018-19 budget year has transpired.

**Sales Tax Revenue Analysis**

The Sales Tax Revenue Analysis tracks the collection of sales tax revenue and compares current year sales tax collections with prior year collections. Annual sales tax collections are higher than projected. Sales Tax Revenue for the months of October 2018 and November 2018 are directly related to last fiscal year; therefore, these amounts are not part of the FY 2018-19 financials. For fiscal year 2018-19, the EDC sales tax revenue received through April 30, 2019 is \$50,794. On the cash basis, the EDC sales tax revenue has received \$68,941 from October 2018 through April 2019, which represents an increase of \$6,118.75 or 9.7% from October 2017 through April 2018.

**EDC Fund Balance**

As of April 30, 2019, the balance of the EDC Fund is \$585,102.

**Attached Documents:**

EDC Financial Report

**Board, Committee and/or Staff Recommendation:**

It is recommended that the EDC review and discuss the current financial report of the Oak Point Economic Development Corporation.



# Budget Report Account Summary

For Fiscal: 2019 Period Ending: 04/30/2019

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Fund: 50 - Economic Development Fund</b>						
<b>Revenue</b>						
<b>SubObject: 560 - EDC Fund - Revenue</b>						
<a href="#">50-56-560100</a> General Sales Taxes - EDC Fund	99,277.00	99,277.00	8,831.87	50,793.75	-48,483.25	51.16 %
<b>SubObject: 560 - EDC Fund - Revenue Total:</b>	<b>99,277.00</b>	<b>99,277.00</b>	<b>8,831.87</b>	<b>50,793.75</b>	<b>-48,483.25</b>	<b>51.16 %</b>
<b>Revenue Total:</b>	<b>99,277.00</b>	<b>99,277.00</b>	<b>8,831.87</b>	<b>50,793.75</b>	<b>-48,483.25</b>	<b>51.16 %</b>
<b>Expense</b>						
<b>Department: 850 - EDC - Economic Development Corp</b>						
<b>SubObject: 880 - EDC Fund - Expenses</b>						
<a href="#">50-850-880200</a> Trade Shows, Membership & Profe	8,430.00	8,430.00	0.00	3,338.86	5,091.14	39.61 %
<a href="#">50-850-880300</a> Advertising	19,500.00	19,500.00	0.00	69.28	19,430.72	0.36 %
<a href="#">50-850-880500</a> Printing & Postage	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00 %
<b>SubObject: 880 - EDC Fund - Expenses Total:</b>	<b>30,430.00</b>	<b>30,430.00</b>	<b>0.00</b>	<b>3,408.14</b>	<b>27,021.86</b>	<b>11.20 %</b>
<b>Department: 850 - EDC - Economic Development Corp Total:</b>	<b>30,430.00</b>	<b>30,430.00</b>	<b>0.00</b>	<b>3,408.14</b>	<b>27,021.86</b>	<b>11.20 %</b>
<b>Expense Total:</b>	<b>30,430.00</b>	<b>30,430.00</b>	<b>0.00</b>	<b>3,408.14</b>	<b>27,021.86</b>	<b>11.20 %</b>
<b>Fund: 50 - Economic Development Fund Surplus (Deficit):</b>	<b>68,847.00</b>	<b>68,847.00</b>	<b>8,831.87</b>	<b>47,385.61</b>	<b>-21,461.39</b>	<b>68.83 %</b>
<b>Report Surplus (Deficit):</b>	<b>68,847.00</b>	<b>68,847.00</b>	<b>8,831.87</b>	<b>47,385.61</b>	<b>-21,461.39</b>	<b>68.83 %</b>

**Group Summary**

SubObject	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Fund: 50 - Economic Development Fund</b>						
<b>Revenue</b>						
560 - EDC Fund - Revenue	99,277.00	99,277.00	8,831.87	50,793.75	-48,483.25	51.16 %
<b>Revenue Total:</b>	<b>99,277.00</b>	<b>99,277.00</b>	<b>8,831.87</b>	<b>50,793.75</b>	<b>-48,483.25</b>	<b>51.16 %</b>
<b>Expense</b>						
<b>Department: 850 - EDC - Economic Development Corp</b>						
880 - EDC Fund - Expenses	30,430.00	30,430.00	0.00	3,408.14	27,021.86	11.20 %
<b>Department: 850 - EDC - Economic Development Corp Total:</b>	<b>30,430.00</b>	<b>30,430.00</b>	<b>0.00</b>	<b>3,408.14</b>	<b>27,021.86</b>	<b>11.20 %</b>
<b>Expense Total:</b>	<b>30,430.00</b>	<b>30,430.00</b>	<b>0.00</b>	<b>3,408.14</b>	<b>27,021.86</b>	<b>11.20 %</b>
<b>Fund: 50 - Economic Development Fund Surplus (Deficit):</b>	<b>68,847.00</b>	<b>68,847.00</b>	<b>8,831.87</b>	<b>47,385.61</b>	<b>-21,461.39</b>	<b>68.83 %</b>
<b>Report Surplus (Deficit):</b>	<b>68,847.00</b>	<b>68,847.00</b>	<b>8,831.87</b>	<b>47,385.61</b>	<b>-21,461.39</b>	<b>68.83 %</b>

**Fund Summary**

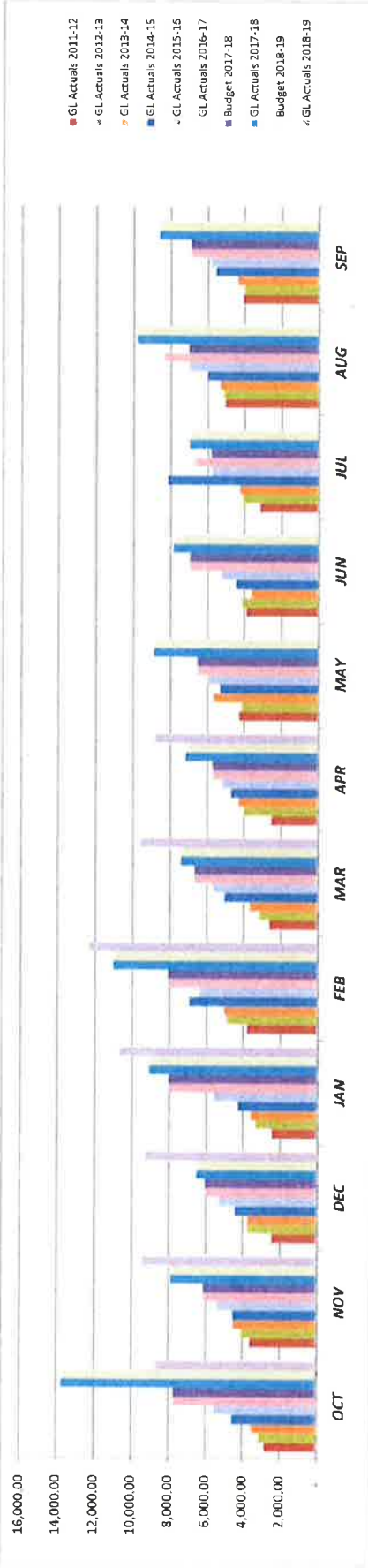
<b>Fund</b>	<b>Original Total Budget</b>	<b>Current Total Budget</b>	<b>Period Activity</b>	<b>Fiscal Activity</b>	<b>Variance Favorable (Unfavorable)</b>
50 - Economic Development Fund	68,847.00	68,847.00	8,831.87	47,385.61	-21,461.39
<b>Report Surplus (Deficit):</b>	<b>68,847.00</b>	<b>68,847.00</b>	<b>8,831.87</b>	<b>47,385.61</b>	<b>-21,461.39</b>



City of Oak Point  
 EDC Fund - Sales Tax  
 Current & Previous Year Comparison and Variance Analysis

Fiscal	GL Actuals 2010-11	GL Actuals 2011-12	GL Actuals 2012-13	GL Actuals 2013-14	GL Actuals 2014-15	GL Actuals 2015-16	GL Actuals 2016-17	Budget 2017-18	GL Actuals 2017-18	GL Actuals 2018-19	Budget 2018-19	Variance Actual/Budg 2018-19	Variance % Actual/Budg 2018-19	Variance Curr to Prev 2018-19	Variance % Curr to Prev 2018-19
OCT	3,145.36	2,795.96	3,127.07	3,517.34	4,528.44	5,539.73	7,717.65	7,717.65	13,739.51	8,670.09	13,739.51	(5,069.41)	63%	(5,069.41)	63%
NOV	3,198.39	3,597.08	4,079.04	4,502.47	4,508.87	5,398.05	6,134.17	6,134.17	7,884.91	9,477.20	7,884.91	1,592.29	120%	1,592.29	120%
DEC	2,465.85	2,423.65	3,743.16	3,726.62	4,428.41	5,317.81	6,051.65	6,051.65	6,509.55	9,312.86	6,509.55	2,803.31	143%	2,803.31	143%
JAN	2,484.42	2,428.60	3,355.40	3,580.18	4,270.74	5,586.49	8,006.85	8,006.85	9,085.67	10,693.00	9,085.67	1,607.33	118%	1,607.33	118%
FEB	3,376.16	3,770.06	4,915.27	5,015.69	6,904.77	6,355.49	8,069.17	8,069.17	11,025.70	12,372.17	11,025.70	1,346.47	112%	1,346.47	112%
MAR	3,645.91	2,607.21	3,160.60	3,638.47	5,012.79	5,679.40	6,665.23	6,665.23	7,411.42	9,583.85	7,411.42	2,172.43	129%	2,172.43	129%
APR	2,613.81	2,495.05	4,010.33	4,280.23	4,681.15	5,177.79	5,711.44	5,711.44	7,165.49	8,831.87	7,165.49	1,666.38	123%	1,666.38	123%
MAY	3,332.26	4,245.33	4,156.60	5,665.54	5,307.20	5,955.50	6,537.68	6,537.68	8,901.65	0.00	8,901.65	(8,901.65)	0%	(8,901.65)	0%
JUN	2,698.91	3,866.92	4,167.48	3,604.46	4,464.50	5,259.09	6,961.63	6,961.63	7,845.50	0.00	7,845.50	(7,845.50)	0%	(7,845.50)	0%
JUL	2,584.07	3,114.85	4,104.36	4,219.88	8,141.31	5,802.25	6,743.31	6,743.31	6,981.49	0.00	6,981.49	(6,981.49)	0%	(6,981.49)	0%
AUG	3,278.06	5,011.54	5,166.91	5,313.93	6,016.27	7,010.04	8,351.61	7,010.04	9,831.27	0.00	9,831.27	(9,831.27)	0%	(9,831.27)	0%
SEP	2,503.90	4,051.60	3,985.90	4,351.88	5,551.26	5,852.87	6,891.99	6,891.99	8,611.05	0.00	8,611.05	(8,611.05)	0%	(8,611.05)	0%
<b>TOTALS</b>	<b>35,327</b>	<b>40,408</b>	<b>47,972</b>	<b>51,417</b>	<b>63,816</b>	<b>68,935</b>	<b>83,842</b>	<b>81,564</b>	<b>104,993</b>	<b>68,941</b>	<b>104,993</b>	<b>(36,052)</b>	<b>66%</b>	<b>(36,052)</b>	<b>66%</b>

Monthly Sales Tax Collections





City of Oak Point, TX

# Balance Sheet

## Account Summary

As Of 04/30/2019

Account	Name	Balance	
<b>Fund: 50 - Economic Development Fund</b>			
<b>Assets</b>			
<a href="#">50-100099</a>	Claim on Cash	585,101.72	
<a href="#">50-125050</a>	Receivable from GF to EDC Fund	0.00	
<a href="#">50-127000</a>	Sales Tax Receivable - EDC	0.00	
	<b>Total Assets:</b>	<b>585,101.72</b>	<b><u>585,101.72</u></b>
<b>Liability</b>			
<a href="#">50-200000</a>	Accounts Payable	0.00	
<a href="#">50-200099</a>	AP Pending - Due to Pool	0.00	
<a href="#">50-285600</a>	Sales Tax Payable EDC	0.00	
	<b>Total Liability:</b>	<b>0.00</b>	
<b>Equity</b>			
<a href="#">50-360050</a>	Fund Balance - Prior Year Adjustments	69,212.10	
<a href="#">50-390050</a>	Fund Balance - Reserved for EDC Fund	468,504.01	
	<b>Total Beginning Equity:</b>	<b>537,716.11</b>	
Total Revenue		50,793.75	
Total Expense		3,408.14	
<b>Revenues Over/Under Expenses</b>		<b>47,385.61</b>	
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>585,101.72</b>	
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>		<b><u>585,101.72</u></b>



**To:** Economic Development Corporation (EDC) Board of Directors  
**From:** Stephen Ashley, City Manager and Executive Director of the EDC  
**Re:** Oak Point EDC Meeting – Tuesday, May 14, 2019  
**Date:** May 10, 2019

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**Agenda Item:**

Discuss and Act upon an agreement for EDC training services,

**Description of Agenda Item:**

At previous EDC meetings there was discussion around providing Basic Economic Development training for Board Members. Board Member Rennie Dickson sought proposals from three ED Consultants that included Johnson & Associates, The Mike Barnes Group & EDP Best Practices, LLP. The Board requested Board Member Dickson provide the Curriculum for the training for EDP Best Practices, LLP.

**Budget Impact:**

\$790.00 Estimated Total

**Legal Obligations and Review:**

None

**Attached Documents:**

1. Proposal

**Board, Committee and/or Staff Recommendation:**

City staff recommends that the EDC discuss and act upon the proposal for Basic Economic Development Professional Training.

**Other Options:**

1. Do not recommend approval.
2. Table the item for a future meeting.

Date: May 8, 2019

To: Oak Point Economic Development Corporation

c/o Stephen Ashley, CEcD  
City Manager, City of Oak Point  
100 Naylor Road  
Oak Point, TX 75068



Re: ***Economic Development - Professional Training***

I appreciate the opportunity to provide this Agreement for the Services defined herein. This Service Agreement (Agreement) shall be between EDP Best Practices, LLC (Consultant) and the Oak Point Economic Development Corporation (OPEDC). Consultant and OPEDC are sometimes hereinafter referred to collectively as the "Parties" or individually as a "Party."

1. **Services**: The Services (Services) shall be as follows.
2. **Consultant to provide**:
  - 2.1. **One-page Service Profile**: Provide a one-page profile (pdf) providing an overview of the purpose and content of the Training.
    - A. **Initial Training**: It is my understanding that the Introduction to Economic Development module is the initial training desired (see profile attached).
  - 2.2. **PowerPoint Presentation**: Provide a professional training session using PowerPoint as a discussion leader, engaging the attendees in an informal discussion on one or more of the following training modules.
    - A. **Introduction to Economic Development**: An overview of all aspects of implementing an efficient and productive Economic Development program for any size jurisdiction.
    - B. **Business Retention & Expansion Overview**: An overview of many ways to support existing businesses through development and implementation of BRE programs.
    - C. **Local Incentives Overview**: Great way to open a discussion with the Board on various incentives that might be requested or offered, etc.
    - D. **Incentive Policies, Analysis & Agreements**: An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements.
  - 2.3. **Attendee Handout**: Provide a color and b/w (pdf) of the presentation with four (4) slides per page.
  - 2.4. **Evaluation Form**: Provide printed Evaluation Forms to solicit feedback from attendees on various aspects of the Training session.
3. **OPEDC to provide**: OPEDC shall provide the following.
  - 3.1. **Project Coordinator (Coordinator)**: Provide a staff liaison to work with Consultant to provide insights as to the desires of the OPEDC and facilitate communication.
  - 3.2. **Meetings**: Coordination of any desired meetings.
  - 3.3. **Venue**: Provide a professional environment of adequate size and comfort to host the Training.
  - 3.4. **Audio / Video Equipment**: Provide a projector and adequately-sized screen to accommodate connection from the Consultant's laptop for projection of the PPT presentation. Depending on the size of the room, audio enhancements for speaking may be needed as well.
  - 3.5. **Printing**: Printing (if desired) and distribution of the Attendee Handout.



4. **Confidentiality**: Both parties agree to the following confidentiality.
  - 4.1. **Content**: The Consultant agrees to keep confidential any information related to the Services that is deemed confidential by the OPEDC and communicated to the Consultant in writing.
  - 4.2. **Marketing Permission**: OPEDC agrees to allow Consultant to reference the OPEDC as a client and to allow Consultant to use a high-level explanation of Services provided.
  - 4.3. **Payment Disclosure**: OPEDC agrees not to disclose the amount of payment included in the Agreement unless required by law.
5. **Documents**: All documents generated as a result of the Services shall be the property of the OPEDC to use as needed. However, the OPEDC agrees not to release an editable / original version of any of the documents except as required by law.
  - 5.1. **Proprietary Forms**: Original forms used by the Consultant are proprietary and will not be provided to the OPEDC for their continued use.
6. **Payment**: The fee for the Services as defined herein shall be as follows.
  - 6.1. **Base Fee**: The Base Fee is intended to cover a portion of the time it takes to prepare the presentation and keep it updated. This fee shall be four hundred dollars (\$400) per training module provided.
  - 6.2. **Presentation Fee**: The Presentation Fee shall be one-hundred and twenty dollars (\$120.00) per hour, inclusive of set-up, presentation and take-down time.
  - 6.3. **Drive Time**: Travel time from the Consultants office to the venue shall be billed at 50% of hourly rate.
  - 6.4. **Additional Expenses**: Out-of-pocket expenses shall be billed at cost (lunch meetings, lodging costs).
  - 6.5. **Payment Due**: Payments shall be within 30 days of receipt of an invoice from the Consultant.
  - 6.6. **ESTIMATE**: Based on the noted assumptions, following is an estimate of fees. Invoice shall be for actual time spent.
    - A. \$400 – Each module
    - B. \$210 – 1.5 hour presentation plus 15 min for set up / take down at hourly rate
    - C. \$180 – 3 hours drive time to / from training location at 50% of hourly rate
    - D. \$790 estimated total
7. **Cancellation of Agreement**: Either Party may cancel this Agreement upon ten (10) calendar days notice in writing to the other Party. Should the OPEDC elect not to continue with this Agreement at any point, the Consultant shall be paid for services rendered to that point in time.

--- Remainder of page left blank intentionally ---



Approval of this Agreement represented by:

Consultant: EDP Best Practices, LLC

OPEDC: Oak Point Economic Development Corp.

Signed:  \_\_\_\_\_

Signed: \_\_\_\_\_

Name: Greg Last, CED, AICP, RLA

Name: \_\_\_\_\_

Title: Chief Executive Officer

Title: \_\_\_\_\_

Date: May 8, 2019

Date: \_\_\_\_\_

PH: (817) 992-6156

PH: \_\_\_\_\_

EM: [glast@EDPBestPractices.com](mailto:glast@EDPBestPractices.com)

EM: \_\_\_\_\_

Address: 4609 Shadycreek Lane  
Colleyville, TX 76034

Address: 100 Naylor Road  
Oak Point, TX 75068

Bio: Greg Last, CEO



Greg Last is the Chief Executive Officer of EDP Best Practices, LLC, an economic development consulting firm focused on assisting municipalities and economic development organizations with **policies, programs and plans**. Greg has held certifications as a *Certified Economic Developer (CED)*, a *Nationally Certified Planner (AICP)* and a *Texas Registered Landscape Architect (RLA)*. A Master's Degree in Business Administration complements a diverse background with management and operations expertise.

Employment includes approximately ten years as a *Planner / Landscape Architect* with Civil Engineering / Planning firms prior to serving over twenty-two years as Southlake's *Director of Community Development* and *Director of Economic Development & Tourism*. Experience includes many aspects of economic development including marketing and promotion, business attraction, incentives and deal closing.

Greg served as the 2012 Chair of the Board of Directors for the *Texas Economic Development Council* and previously served on the Board of Directors for the *Texas Chapter of the American Planning Association* and was a Charter member of the *DFW Marketing Team*. He also has been an instructor for the Texas Basic Economic Development Course and the IEDC Strategic Planning course.

For additional information see [www.EDPBestPractices.com](http://www.EDPBestPractices.com)



# Training - Introduction to Economic Development

An introductory overview of all aspects of implementing an efficient and productive Economic Development program for any size jurisdiction.

## Problem Identification

- Board has been recently established and needs an overview as to future responsibilities
- Changes in Board / Staff would benefit in a comprehensive review of economic development programs

## Goal is to Understand the Following

- The various EDO organizational structures and how that impacts their responsibilities
- How you set a direction for the EDO
- The roles and responsibilities of the Council / Board / Staff
- Ways to increase the efficiency and productivity of an EDO
- What type of ED programs should be implemented
- What resources are available to help the ED program

## Typical Presentation Setting / Format

- Preferably a setting that allows for a PowerPoint presentation (+/- 50 slides) along with easy and informal discussion between the consultant, Board and Staff. Depending on questions and dialogue, anticipate a 1 - 1.5 hour discussion.

## Topics Covered

- Differences in EDO organizational structures
- Common acronyms, terms, and their definitions
- Roles and responsibilities of all major players
- Establishing a mission and supporting goals and objectives
- Administration of an EDO
- Marketing and promotion targets, resources, venues
- The applicability and use of incentives
- Business Retention & Expansion (BRE)
- Resources available, additional training, etc.

## Other Training Available

- **Local Incentives Overview:** An informal overview of various potential local incentives, how they are authorized, identified, and incorporated into incentive agreements.
- **Incentive Policies-Analysis-Agreements:** An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements
- **Business Retention & Expansion (BRE) Programs Overview:** An overview of a wide variety of programs that can be implemented to support existing businesses

**Introduction to Economic Development**

*An introductory overview of all aspects of implementing an efficient and productive Economic Development program for any size jurisdiction*

Greg Last, CEO - EDP Best Practices, LLC

**Objectives**

Objectives for this training are primarily to understand the following:

- EDO organizational structures
- Setting a direction for the EDO
- Council / Board / Staff relationships
- Administration of an EDO
- Comprehensive ED Programs
- Available Resources

**Roles & Responsibilities**

Roles & Responsibilities

**EDO Mission-Goals-Objectives**

- "If you don't know where you are going, any road will get you there"
- "By failing to prepare you are preparing to fail"

EDO Direction & Planning

**MGO Progress Report**

Standing Report on Every Agenda

Objectives	When	Done	%	Status	Notes
1. Identify local available resources	1/1-1/2	100%	100%	YES	• website's website
2. Identify local agency resources	1/1-1/2	100%	100%	YES	• 1 by and 1/2
3. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
4. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
5. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
6. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
7. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
8. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
9. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
10. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
11. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
12. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
13. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
14. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
15. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
16. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
17. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
18. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
19. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2
20. Identify local "market" data	1/1-1/2	100%	100%	YES	• 1 by and 1/2

Market Analysis

**Board Meeting Agenda / Notice**

Great City Economic Development Corporation

Topic of Meeting: Regular Meeting

Date and Time: Thursday, February 8, 2018 at 6:00 pm

Location: Board Room, 816 Main Street, Great City, Texas 77422

1. Reconfirmation of Quorum
2. Approval of Minutes of Previous Meeting
3. Presentation of Reports
4. Presentation of Reports
5. Presentation of Reports
6. Presentation of Reports
7. Presentation of Reports
8. Presentation of Reports
9. Presentation of Reports
10. Presentation of Reports
11. Presentation of Reports
12. Presentation of Reports
13. Presentation of Reports
14. Presentation of Reports
15. Presentation of Reports
16. Presentation of Reports
17. Presentation of Reports
18. Presentation of Reports
19. Presentation of Reports
20. Presentation of Reports

Agenda