

Legislation Text

File #: 18-613, **Version:** 1

Presenter/Contact

Robert Camareno, City Manager
(830) 221-4280 - rcamareno@nbtexas.org

SUBJECT:

Approval of a resolution approving a recommendation of the New Braunfels Economic Development Corporation to approve an authorized project expenditure and to enter into a professional services agreement with the Greater New Braunfels Chamber of Commerce, Inc. for a two-year period beginning October 1, 2018.

BACKGROUND / RATIONALE:

On July 19, 2018, the New Braunfels Economic Development Corporation (NBEDC) voted to approve a professional services agreement with the Greater New Braunfels Chamber of Commerce to operate an economic development program. The expenditure is authorized by Chapter 505.102 of the Local Government Code, which allows Development Corporations to contract with another existing private corporation to carry out an industrial development program or objective or to assist with the development or operation of an economic development program or objective consistent with the purposes and duties specified in subchapter Chapters 501-505 of Texas Local Government Code. The proposed agreement for twenty-four months commences October 1, 2018 and expires September 30, 2020.

The proposed scope of work will be to assist the NBEDC's mission to promote New Braunfels in order to expand and enhance the economy, and to maintain and improve the current commercial and industrial base of New Braunfels. The Chamber serves as the single point of contact for economic development recruitment, marketing and retention and expansion opportunities in New Braunfels. It is comprised of public and private funding partners that include the City of New Braunfels through the NBEDC, Comal County, New Braunfels Utilities and private funders throughout the community through the Economic Development Foundation (EDF). Personnel dedicated to the services agreement will remain the same at 3.2 full time equivalent staffers, of which the NBEDC is invoiced for one-half (50%) of these personnel costs. Proposed line items in the budget include investments in missions and local tours, trade shows, marketing, conferences/professional organizations/training, and NBEDC directed expenditures in emerging opportunities.

The Chamber is participating with the city staff in accomplishing the 2017-2021 Economic Development Strategic Plan and will continue providing services as specified in the Agreement. In addition to regular duties including marketing and recruitment, the following goals of the strategic plan are as follows:

- Workforce- Create an environment that offers the same social and economic mobility for all New Braunfels residents by focusing on building more housing options that are affordable for core portions of the middle-class workforce.
- Quality of Place- Invest in creating more sustainable, connected, culturally rich, mixed-use

community hubs built on a people or labor-centric approach to economic growth to strengthen business attraction and expansion efforts.

- Entrepreneurship- Strengthen the existing entrepreneurial resources with investments across the entrepreneurial ecosystem that will increase local investment capacity, local funding sources, and marketing efforts.
- Regional Transit- Create a car-alternative environment with transportation options implemented at the local, intercity, and regional level designed to connect, enhance and revitalize a strategic network of mixed use districts, denser residential/commercial hubs, attractions, and unique districts.
- Real Estate Development- Maintain fiscal responsibility and support growth through expanding and strategically marketing for new commercial/industrial development with a focus on corporate campus and Class A office space expansion in strategic or higher density mixed-use nodes.

The City is currently engaging in a new Economic Development strategic planning process over the next six months, and the Chamber will assist in that effort. When completed, they will adopt the workplan for the remaining eighteen (18) months of the contract.

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

		City Plan/Council Priority:	Strategic Priorities: 17. Establish a vision for the future of the City of New Braunfels 18. Work with existing entities to ensure sustainable quality development 20. Continue to develop year-round tourism
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FISCAL IMPACT:

\$433,540 is available in FY 2018-19 and \$444,460 in FY 2019-20. The proposed project expenditure would equate to approximately seven percent of the estimated 2018-2020 total NBEDC revenues.

COMMITTEE RECOMMENDATION:

The NBEDC unanimously voted to approve this expenditure on July 19, 2018.

STAFF RECOMMENDATION:

Staff recommends approval of the resolution and professional services agreement.