

Legislation Text

File #: 22-863, **Version:** 2

PRESENTER:

Jeff Jewell, Director, Economic and Community Development

SUBJECT:

Presentation and discussion of proposed professional services agreement with the City of New Braunfels

DEPARTMENT: Economic and Community Development

COUNCIL DISTRICTS IMPACTED: 1-6

BACKGROUND INFORMATION:

The NBEDC maintains a contract with the City of New Braunfels for administrative and professional services in support of the EDC's mission at an annual cost of \$167,500. Specifically, the contract requires the City to perform administrative and professional services tasks such as contract development and management, fiscal impact analysis, and record keeping. The City provides staff in support of the above services but also assists with implementation of the EDSP with many initiatives and duties not explicitly defined in the above services. In partnership with the Chamber of Commerce, staff at the City is identifying projects for feasibility, planning, development and eventual construction or implementation. The 2.75 FTEs dedicated to supporting Economic and Community Development Department (ECD) administer the EDC's normal business, as well as advance strategic capital projects such as the South Castell Preliminary Design, support airport planning and development and acted as lead staff for the Union Pacific Railroad property acquisition. In addition, the City's ECD FTEs oversee and are liaison to three distinct community boards: NBEDC, Workforce Housing Advisory Committee, and the Downtown Development Board. ECD staff will assume a lead role for the coordination of the three existing TIRZ boards in 2023.

ISSUE:

The City is proposing an increase to \$290,000 to better reflect the City's costs to provide services, as well as to provide funding for the retention of a qualified economic and community development consulting organization to assist with key incentive negotiations and housing plan implementation in 2022-2023. Specifically, the City's expanded work program includes:

- Lead staff:
 - West End Corridor Plan development and coordination
 - NBU Mainzer incentive and development agreement
 - Adoption and implementation of WHAC and City Council recommendations
 - Support for airport development projects and expanded marketing

- TIRZ board management and administration
- Advancement of UPRR property acquisition
- Downtown zoning overlay
- Rivermill incentive and development agreement (if necessary)
- Downtown parking garage feasibility
- Underground utility study for downtown
- Land use fiscal analysis and development standard revisions
- Infill development incentives and standards
- Support role:
 - Update to incentives policies to better align with EDSP and target industries
 - RFQ/RFP solicitation process for HD Supply property
 - Workforce Training and Education support to optimize existing centers to support target industries, occupations and econ dev projects
 - Further study of the future of the CTTC and future partnerships
 - Business Retention and Expansion support
 - American Rescue Plan Act project development, funding and oversight

The increase will compensate the City appropriately for its costs in administering EDC activities and providing the appropriate level of professional services to the corporation. Staff anticipates bringing a revised services agreement and project expenditure for the EDC's consideration at its regular August meeting.