



## AGENDA ITEM SUMMARY

### District Impacted

- ☐ 1 = Anzollitto
- ☐ 2 = Woolard
- ☐ 3 = Tye
- ☐ 4 = Cisneros
- ☐ 5 = Handren
- ☒ X All

<b>AGENDA DATE</b>	<i>November 27, 2018</i>
<b>DESCRIPTION</b>	2019 ECONOMIC DEVELOPMENT WORK PLAN
<b>STAFF'S RECOMMENDED ACTION (be specific)</b>	The 2019 draft economic Development Work Plan will be presented for discussion at the Council workshop. No action is recommended at this time. The final version will be presented to the Council at a future regular Council meeting for consideration.
<b>CONTACT PERSON</b>	Dan Blankenship, Assistant City Manager
<b>SUMMARY</b>	<p>On August 28, 2018 the Boerne City Council adopted the 2018 Boerne Master Plan. The "Plan" serves as a blueprint to guide future development and redevelopment based on the established vision. The Plan considers existing and future needs and determines actions that the community should pursue over time to realize the overall vision. Each of the 5 primary elements of the Plan have a direct correlation to economic development. Therefore, the Plan, as a whole, is used to shape the guiding principles for economic development.</p> <p>The 2019 City of Boerne Economic Development Work Plan will serve as a guide for the City's economic development activities for the fiscal year. To maximize the efficiency of the effort, the City's economic development team will focus on those areas in which the City has the greatest amount of influence. The team will focus on:</p> <ul style="list-style-type: none"> <li>• Improving the development review process;</li> <li>• Updating the City development codes;</li> <li>• Improving infrastructure to create more development ready sites;</li> <li>• Enhancing tourism; and</li> <li>• Place making.</li> </ul> <p>For the areas in which the City does not have a significant amount of influence but are still critical to the community's economic growth, we will partner with those who can be more effective in these areas. The City's primary partner for all economic development activity is the Boerne Kendall County Economic Development Corporation (EDC). We will work with the EDC and our other partners for:</p> <ul style="list-style-type: none"> <li>• Marketing the community and our opportunities for growth;</li> <li>• Recruiting new businesses;</li> <li>• Retaining existing businesses;</li> <li>• Helping existing businesses grow; and</li> </ul>

	<ul style="list-style-type: none"> <li>• Developing opportunities for small business.</li> </ul> <p>The overall economic development program should position the City to take advantage of the current strong economy. With this year's planned activities, building upon the accomplishments and past preparatory efforts of the City's economic development team, 2019 is expected to be an outstanding year for economic development and growth in Boerne.</p>
<b>COST</b>	The cost of implementing the economic development work plan is included in the adopted FY19 budget. The majority of the costs are included in personnel line items of the various departments that are part of the economic development program.
<b>SOURCE OF FUNDS</b>	
<b>ADDITIONAL INFORMATION</b>	<p>In March 2018 the Texas House Select Committee on Economic Competitiveness issued their report. Through the testimony of 42 influential and prominent individuals, expert witnesses representing small and large business, law enforcement and local Communities, the committee identified the matters that impact the State's ability to be competitive. The report states: "Maintaining a business-friendly climate has historically included the use of economic incentives, a favorable regulatory environment and competitive tax structures, but more recently high quality of life indicators have played a significant role. Current site selection processes, such as Amazon's search for its proposed HQ2 location, include a more comprehensive look at factors than those traditionally emphasized by companies. 57 Businesses recognize that operating in areas with high quality of life indicators, such as shorter commute times and proximity to good schools, is central to attracting talent."</p> <p>Although the proposed Economic Development Work Plan incorporates traditional economic development strategies, it begins to provide more focus on quality of life and making our community attractive place for business development while maintaining the heritage of the community as envisioned by the 2018 Master Plan.</p>

This summary is not meant to be all inclusive. Supporting documentation is attached.