



College Station, TX

Meeting Agenda

**City Council Economic Development Committee
1207 Texas Ave, College Station, TX 77840**

Internet: www.microsoft.com/microsoft-teams/join-a-meeting

Meeting ID: 212 106 360 968 / Passcode: KePqjh

Phone: 979-431-4880 / Phone Conference ID: 162 708 628#

The City Council may or may not attend this meeting.

August 7, 2024

3:00 PM

**Visit College Station Large
Conference Room**

Notice is hereby given that a quorum of the meeting body will be present in the physical location stated above where citizens may also attend in order to view a member(s) participating by videoconference call as allowed by 551.127, Texas Government Code. The City uses a third-party vendor to host the virtual portion of the meeting; if virtual access is unavailable, meeting access and participation will be in-person only.

- 1. Call meeting to order and consider absence requests.**
- 2. Executive Session Agenda.**

Executive Session is closed to the public and will be held in the Visit College Station Large Conference Room. The committee may according to the Texas Open Meetings Act adjourn the Open Meeting during the agenda and return into Executive Session to seek legal advice from the City Attorney regarding any item on the agenda under Chapter 551, Texas Government Code.

2.1. Real Estate {Gov't Code Section 551.072};

Possible action. The committee may deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. After executive session discussion, any final action or vote taken will be in public. The following subject(s) may be discussed:

- a. Approximately 28 acres of land generally located at Midtown Drive and Corporate Pkwy in the Midtown Business Park.
- b. Approximately 12 acres of land in the College Station Business Center at the intersection of Gateway Boulevard and State Highway 6.
- c. Approximately 1.5 acres of land located in the area of FM 60, Boyett Street, Church Avenue, and College Main Street.
- d. Approximately 8 acres of land located at 1508 Harvey Road.

2.2. Economic Incentive Negotiations {Gov't Code Section 551.087};

Possible action. The City Council may deliberate on commercial or financial information that the City Council has received from a business prospect that the City Council seeks to have locate, stay or expand in or near the city which the City Council in conducting economic development negotiations may deliberate on an offer of financial or other incentives for a business prospect. After executive session discussion, any final action or vote taken will be in public. The following subject(s) maybe discussed:

a. Economic development agreement for a development generally located at the intersection of University Drive East and Tarrow Street.

3. Hear Visitors.

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record.

4. Regular Agenda

- 4.1. Presentation, discussion, and possible action on the minutes of the Economic Development Committee meetings of February 7, 2024, and May 1, 2024.
- 4.2. Presentation, discussion, and possible action on the Tourism Advisory Committee meeting of May 22, 2024.
- 4.3. Presentation, discussion, and possible action on Summer 2024 events.
- 4.4. Presentation, discussion, and possible action on a entrepreneurial program.
- 4.5. Presentation, discussion, and possible action on a Convention Center Feasibility Analysis.
- 4.6. Presentation, discussion, and possible action on an Economic Development and Tourism Department update.
- 4.7. Presentation, discussion, and possible action on the creation of an annual Economic Development and Tourism Plan of Work.
- 4.8. Presentation, discussion, and possible action on economic development strategies.

5. Discussion and possible action on future agenda items.

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

6. Adjourn.

The Board or Commission may adjourn into Executive Session to consider any item listed on the agenda if a matter is raised that is appropriate for Executive Session discussion.

I certify that the above Notice of Meeting was posted on the website and at College Station City Hall, 1101 Texas Avenue, College Station, Texas, on August 1, 2024 at 1:00 p.m.



City Secretary

This building is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need accommodations, auxiliary aids, or services such as interpreters, readers, or large print are asked to contact the City Secretary's Office at (979) 764-3541, TDD at 1-800-735-2989, or email adaassistance@cstx.gov at least two business days prior to the meeting so that appropriate arrangements can be made. If the City does not receive notification

at least two business days prior to the meeting, the City will make a reasonable attempt to provide the necessary accommodations.

Penal Code § 30.07. Trespass by License Holder with an Openly Carried Handgun.

"Pursuant to Section 30.07, Penal Code (Trespass by License Holder with an Openly Carried Handgun) A Person Licensed under Subchapter H, Chapter 411, Government Code (Handgun Licensing Law), may not enter this Property with a Handgun that is Carried Openly."

Codigo Penal § 30.07. Traspasar Portando Armas de Mano al Aire Libre con Licencia.

"Conforme a la Seccion 30.07 del codigo penal (traspasar portando armas de mano al aire libre con licencia), personas con licencia bajo del Sub-Capitulo H, Capitulo 411, Codigo de Gobierno (Ley de licencias de arma de mano), no deben entrar a esta propiedad portando arma de mano al aire libre."

August 7, 2024

Item No. 2.1.

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Real Estate {Gov't Code Section 551.072};

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- c. Approximately 1.5 acres of land located in the area of FM 60, Boyett Street, Church Avenue, and College Main Street.
- d. Approximately 8 acres of land located at 1508 Harvey Road.

Relationship to Strategic Goals:

Recommendation(s):

Summary:

Budget & Financial Summary:

Attachments:

None

August 7, 2024
Item No. 2.2.

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Economic Incentive Negotiations {Gov't Code Section 551.087};

Possible action. The City Council may deliberate on commercial or financial information that the City Council has received from a business prospect that the City Council seeks to have locate, stay or expand in or near the city which the City Council in conducting economic development negotiations may deliberate on an offer of financial or other incentives for a business prospect. After executive session discussion, any final action or vote taken will be in public. The following subject(s) maybe discussed:

a. Economic development agreement for a development generally located at the intersection of University Drive East and Tarrow Street.

Relationship to Strategic Goals:

Recommendation(s):

Summary:

Budget & Financial Summary:

Attachments:

None

August 7, 2024
Item No. 4.1.
Minutes of Previous Meeting(s)

Sponsor: Brian Piscacek, Assistant Director of Economic Development

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the minutes of the Economic Development Committee meetings of February 7, 2024, and May 1, 2024.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends approval of the minutes.

Summary: This item includes minutes from the February 7, 2024 and May, 1, 2024 meetings.

Budget & Financial Summary: N/A

Attachments:

1. Minutes 2.7.24
2. Minutes 5.1.24



COLLEGE STATION



CITY OF COLLEGE STATION
Home of Texas A&M University®

Economic Development Committee
Wednesday, February 7, 2024, at 3:00 p.m.
1207 Texas Ave. College Station, TX 77840

Minutes

Present:

Mayor John Nichols
Council Member William Wright
Council Member Bob Yancy

Staff Attending:

Bryan Woods, City Manager
Adam Falco, City Attorney
Aaron Longoria, Assistant City Attorney
Michael Ostrowski, Chief Development Officer
Brian Piscacek, Assistant Director Economic Development
Stacey Vasquez, Economic Development Coordinator

1. Call to Order.

The Economic Development Committee meeting was called to order by Mayor John Nichols at 3:02 p.m. on February 7, 2024.

2. Hear Visitors.

There were no visitors in attendance.

3. Agenda Items

3.1 Presentation, discussion, and possible action regarding Economic Development Committee roles and responsibilities.

Michael Ostrowski, Chief Development Officer, presented on the committee's role in the City's economic development efforts. The committee discussed the frequency of meetings and ability to be flexible should the need for a special meeting arise.

3.2 Presentation, discussion, and possible action regarding a staffing update.

Michael Ostrowski, Chief Development Officer, presented organization chart for Economic Development & Tourism Department and highlighted open positions within the department. The following positions are currently vacant: two Sales Coordinator positions, one Sports Manager position, and a Business Development Manager position.

3.3 Presentation, discussion and possible action regarding marketing and recruitment activities.

Brian Piscacek, Assistant Director Economic Development, provided an overview of recruitment strategy for retail and industry recruitment, partnerships with a national retail consultant, current marketing efforts including marketing collateral and website update, and business retention and expansions programs run by the department.

3.3 Presentation, discussion, and possible action regarding the January 9, 2024, Tourism Advisory Meeting.

Brian Piscacek, Assistant Director Economic Development, provided a summary of Tourism Advisory Committee meeting held on January 9, 2024.

4. Discussion and possible action on future agenda items.

Committee members encouraged staff to invite Susan Davenport, President and CEO of the Brazos Valley Economic Development Corporation, to a future meeting to discuss collaborative efforts. Committee members also requested a discussion regarding a process through which unsuccessful economic development projects are reviewed.

5. Executive Session Agenda.

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5.1 Real Estate {Gov't Code Section 551.072};

Possible action. The committee may deliberate the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. After executive session discussion, any final action or vote taken will be public. The following subject(s) may be discussed:

- a. Approximately 28 acres of land generally located at Midtown Drive and Corporate Pkwy in the Midtown Business Park.
- b. Approximately 23.5 acres of land in the College Station Business Center at the intersection of Gateway Boulevard and State Highway 6.

- c. Property generally located in the area of FM 60, Boyett Street, Church Avenue, and College Main Street.

6. Adjourn.

There being no further business, Mayor Nichols adjourned the Economic Development Committee meeting at 5:03 p.m. on Wednesday, February 7, 2024.



COLLEGE STATION



CITY OF COLLEGE STATION
Home of Texas A&M University®

Economic Development Committee
Wednesday, May 1, 2024, at 3:00 p.m.
1207 Texas Ave. College Station, TX 77840

Minutes

Present:

Mayor John Nichols
Council Member William Wright
Council Member Bob Yancy

Staff Attending:

Jeff Kersten, Assistant City Manager
Adam Falco, City Attorney
Aaron Longoria, Assistant City Attorney
Michael Ostrowski, Chief Development Officer
Brian Piscacek, Assistant Director Economic Development

1. Call to Order.

The Economic Development Committee meeting was called to order by Mayor John Nichols at 3:03 p.m. on May 1, 2024.

2. Hear Visitors.

There were no visitors in attendance.

3. Agenda Items

3.1 Presentation, discussion, and possible action on the Tourism Advisory Committee.

Michael Ostrowski, Chief Development Officer, provided a summary of Tourism Advisory Committee meeting held on March 27, 2024.

3.2 Presentation, discussion, and possible action on a policy for advertising events outside the city limits.

Michael Ostrowski, Chief Development Officer, presented on the events calendar featured on the Visit College Station website and the proposed guidelines for approved events. Committee members discussed the potential of highlighting events outside the city limits that qualify as regional in nature.

3.3 Presentation, discussion and possible action on an entrepreneurial and/or business accelerator program.

Brian Piscacek, Assistant Director Economic Development, provided an overview of engagement strategies to support the local entrepreneur ecosystem and promote economic development activities. Committee members discussed various alternatives and encouraged staff to proceed with an entrepreneurship initiative leveraging local advisors and stakeholders.

3.3 Presentation, discussion, and possible action on City-owned properties in business/industrial parks.

Brian Piscacek, Assistant Director Economic Development, provided a summary City-owned properties designated for industrial development, including College Station Business Center and Midtown Business Park. Staff highlighted the current real estate activity relating to the remaining lots in the Business Center and discussed strategy for engagement regarding Subdistrict B of the Midtown Business Park.

4. Discussion and possible action on future agenda items.

Committee members discussed economic development strategies.

5. Adjourn.

There being no further business, Mayor Nichols adjourned the Economic Development Committee meeting at 4:47p.m. on Wednesday, May 1, 2024.

August 7, 2024
Item No. 4.2.
Tourism Advisory Committee Meeting

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the Tourism Advisory Committee meeting of May 22, 2024.

Relationship to Strategic Goals:

- Diverse & Growing Economy

Recommendation(s): Staff recommend the committee receive the presentation and provide direction as needed.

Summary: This item includes a summary of discussion from the May 22, 2024, Tourism Advisory Committee meeting. Primary areas of conversation included the Christmas in College Station campaign and the anticipated tourism strategic plan RFP.

Budget & Financial Summary: N/A

Attachments:

1. Packet
2. Presentation
3. Minutes



COLLEGE STATION



CITY OF COLLEGE STATION
Home of Texas A&M University®

Tourism Advisory Committee
Wednesday, May 22nd, 2024, at 3:00 pm
1207 Texas Ave. College Station, TX 77842

Agenda

- 1) Call to order.
- 2) Christmas in College Station
- 3) Strategic Plan RFP
- 4) Adjourn.

Future Meetings (3:00 PM)

September (TBD)

Events Calendar

May 22nd, 2024 – September 1st, 2024

Event Name	Meeting Dates
Challenge Soccer Club Texas Shootout	5/25-5/27
WILLIAMS Xtreme Industrial Fire & Hazard Response Training	5/31-6/11
2024 Great American Shootout	5/31-6/2
Texas Youth 7v7 State Championship	6/1-6/2
Texas Cinderella State Championships	6/1-6/8
State 4-H Roundup	6/2-6/6
Summer EMPISA Residency Week	6/2-6/8
Catholic Campus Ministry Association CALLED 24	6/3-6/7
Texas Junior Simmental/Simbrah Association State Futurity 2024	6/5-6/9
MEXTOUR Soccer Match	6/8
AP Summer Institutes (APSI) - Block 1	6/9-6/13
FBI National Academy Associates Texas Chapter Conference	6/11-6/15
41@100: George HW Bush Library & Museum	6/11-6/13
Texas State Federation of Square and Round Dancers State Festival	6/13-6/16
George Strait- The King at Kyle	6/15
Texas Association of Community College Business Officers Annual Meeting	6/17-6/21
Cowart Sports & Events Softball Regional	6/20-6/22
Air Force One Aircrew and Maintenance Reunion	6/20-6/23
Texas Travel and Tourism College	6/23-6/27
AP Summer Institutes (APSI) - Block 2	6/23-6/27
Texas Hotel & Lodging Association Summer Camp	6/24-6/26
7v7 State Championships	6/27-6/29
Texas Health Occupations Association Health Science Teachers Conference	7/6-7/11
AP Summer Institutes (APSI) - Block 3	7/7-7/11
STEM Project - Block 1	7/14-7/19
North and East Texas County Judges and Commissioners Annual Conference	7/15-7/18
Texas State 4-H Horse Show	7/20-7/26
STEM Project - Block 2	7/21-7/26
Junior Olympic National Championship Track & Field	7/22-7/28
TEES Training Cohort- Bootcamp	7/28-8/2
AgriLife Extension State Conference	7/30-8/1
Texas Justice Court Training Center Impaired Driving Symposium 2024	7/31-8/2
Beef Cattle Short Course	8/4-8/7
TEES Training Cohort- Gene Therapy	8/4-8/8
TEES Training Cohort- mRNA	8/11-8/16
75th Division Veterans Association Reunion	8/21-8/25
Boomfit BCS Classic	8/23-8/25



TOURISM ADVISORY COMMITTEE

MAY 22ND, 2024

Grow and diversify the local economy through tourism

Respect Everyone

Deliver Excellent Service

Risk, Create, Innovate

One City, One Team

Be Personally Responsible

Do the Right Thing

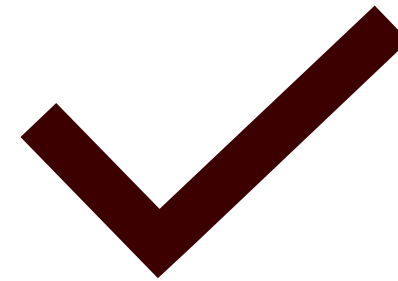
Have Fun

MISSION STATEMENT/ CORE VALUES

AGENDA



Christmas in College Station



Strategic Plan RFP



Christmas in College Station

HOLIDAY SEASON 2023/NOVEMBER 12th - DECEMBER 31st



Aggieland Express

HOLIDAY DEALS PASS

Explore

**Christmas festivities around
College Station**

Earn

**Points with each holiday event
attended or holiday themed drink
purchased**

Redeem

**For exclusive Visit College
Station prizes**



**INTERESTED IN ADDING
YOUR BUSINESS TO THE
PASS? SCAN TO SIGN UP!**



Santa's Wonderland Partnership





Marketing Efforts:

COLLEGE Visit STATION

CHRISTMAS SHOULD BE EXTRAORDINARY.

There's no place like Christmas in College Station for the holidays. Enjoy Santa's Wonderland, performances of the Nutcracker Ballet, shopping at artisan markets, ice skating, Breakfast with Santa, and much more!

Discover more at christmasincs.com

Howdy Holly Days at Northgate

COLLEGE Visit STATION

WELCOME TO WONDERLAND.

There's no place like College Station for the holidays. The largest outdoor Christmas attraction in the southern U.S. opens its big barn doors on November 10. Experience Santa's Wonderland and so much more at Christmas in College Station!

See more at CHRISTMASINCS.COM

COLLEGE Visit STATION

CHRISTMAS SHOULD BE EXTRAORDINARY.

Nutcracker Ballet at Rudder Theatre

Plan Your Stay

MEDIA TACTICS: DIGITAL DISPLAY, PAID SOCIAL, SEARCH

College Station Christmas Parade



COLLEGE STATION'S INAUGURAL CHRISTMAS PARADE

Saturday, Dec. 2, 2023

810 Holleman Dr. E. to
1000 Krenek Tap Rd.

PARADE

- 2 p.m. - Parade Line-Up Begins
- 4 p.m. - Parade Begins
- 6 p.m. - Christmas in the Park!
- 6:30 p.m. - Lighting of the Christmas Tree!

For General Questions contact:
parade@cstx.gov

PARKING

- Post Oak Mall
- Wolf Pen Creek
- Wolf Pen Creek Amphitheater
- College Station Municipal Courthouse



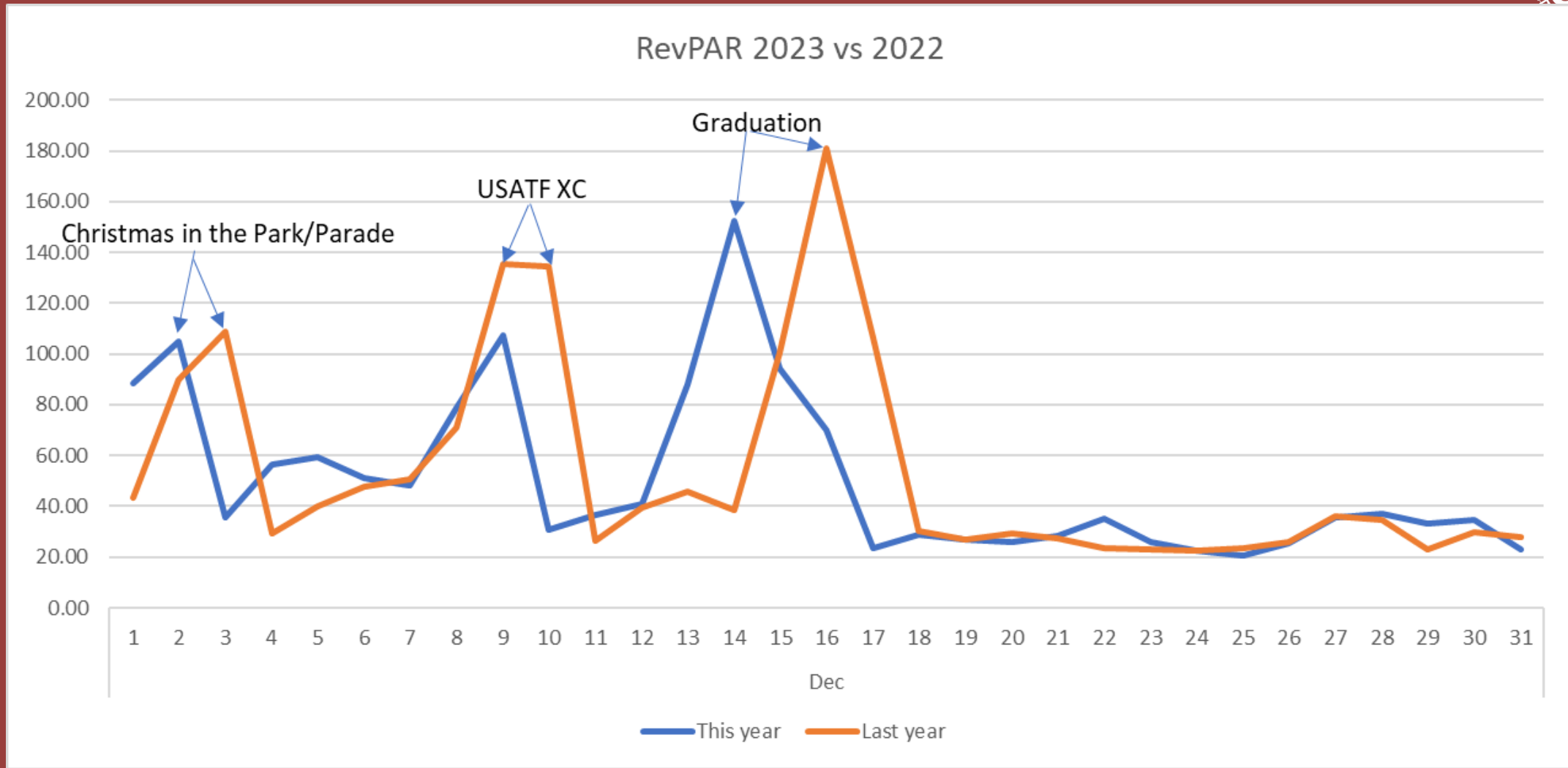


Christmas in College Station Events:

- NOV. 12 - DEC. 30: SANTA'S WONDERLAND
- NOV. 12: KICK-OFF TO CHRISTMAS IN COLLEGE STATION*
- NOV. 12: JINGLE BELL MARKET
- NOV. 23 - JAN 1: LIGHTS ON - CHRISTMAS IN THE PARK
- DEC. 1 & 2: CHRISTMAS IN THE PARK EVENT WEEKEND
- DEC. 1 & 2: NUTCRACKER BALLET
- DEC. 2: BREAKFAST WITH BLUE SANTA
- DEC. 2: COLLEGE STATION CHRISTMAS PARADE
- DEC. 2: ST. NICK FUN RUN
- DEC. 3: TEXAS A&M HOTEL HOLLY JOLLY HOLIDAY MARKET
- DEC. 3: JINGLE ON THE GREEN
- DEC. 3: MERRY & BRIGHT, MAROON & WHITE HOLIDAY STROLL
- DEC. 3: HOLIDAY SPIRIT OF AGGIELAND
- DEC. 5 & 6: CIRQUE DREAMS HOLIDAZE
- DEC. 9: HOWDY HOLLY DAYS AT NORTHGATE*
- DEC. 10: THE HOLIDAY POPS CONCERT
- DEC. 10: AIA GINGERBREAD BUILD-OFF
- DEC. 16: HOLIDAY ARTISAN MARKET*
- AND MORE!



Christmas in College Station Hotel RevPAR



STRATEGIC PLAN RFP

FUTURE DATES

- September, TBD





COLLEGE STATION



Tourism Advisory Committee
Wednesday, May 22nd, 2024, at 3:00 pm
1207 Texas Ave. College Station, TX 77840

Minutes

Present: Bob Holzweiss, Cortney Phillips, Jenny Davis, Salim Ismail, Greg Stafford, Hunter Goodwin (virtual)

Absent: Rebekka Dudensing, Bill Peel, Hege Kalaouze

Staff Attending: Bryan Woods, Michael Ostrowski, Jeremiah Cook

- 1) Call to order.
- 2) Christmas in College Station
 - a. Staff presented an update on the Christmas in College Station campaign. Staff also presented an update on the current agreement status between the City of College Station and Santa's Wonderland.
 - b. Tourism Advisory Committee members discussed recommendations on potential changes to the Santa's Wonderland agreement. Members also discussed a Christmas event grant program and further collaboration with Texas A&M to help grow tourism in College Station.
- 3) Strategic Plan RFP
 - a. Staff presented an update on the Strategic Plan Request for Proposal.
 - b. Tourism Advisory Committee members agreed to submit any recommended changes via email after the meeting due to time constraints.
- 4) Adjourn.

August 7, 2024
Item No. 4.3.
Update on Summer 2024 Events

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on Summer 2024 events.

Relationship to Strategic Goals:

- Financial Sustainability
- Diverse & Growing Economy
- Sustainable City

Recommendation(s): Staff recommends that the committee receive the presentation.

Summary: Staff will provide an update on the Summer 2024 events, including hotel numbers from the MexTour soccer match and George Strait concert. Numbers from USA Track and Field event will be provided if information is available.

Budget & Financial Summary: N/A

Attachments:

None

August 7, 2024
Item No. 4.4.
Entrepreneurial Program

Sponsor: Brian Piscacek, Assistant Director of Economic Development

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a entrepreneurial program.

Relationship to Strategic Goals:

- Financial Sustainability
- Diverse & Growing Economy
- Sustainable City

Recommendation(s): Staff recommends that the committee receive the presentation and provide direction as needed.

Summary: Staff have continued to explore an entrepreneurial program to support business innovation and the local entrepreneur stakeholder ecosystem. This item will serve as an update to the current efforts, including attendance at local entrepreneur events, meetings with various internal and external stakeholders, and engaging with a business incubator/innovation center on a digital platform.

Budget & Financial Summary: N/A

Attachments:

None

August 7, 2024
Item No. 4.5.
Convention Center Feasibility Analysis

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Convention Center Feasibility Analysis.

Relationship to Strategic Goals:

- Financial Sustainability
- Diverse & Growing Economy
- Sustainable City

Recommendation(s): Staff recommends the committee receive the presentation and provide direction as needed.

Summary: Staff recently drafted and released a Request for Proposals for a Convention Center Feasibility Analysis. The study will provide an analysis of convention, conference, cultural, sporting, and performing arts markets and identify the characteristics necessary for the city of College Station to effectively compete. The tasks conducted will identify issues related to this competitive environment and illustrate local, regional, national, and global trends related to supply and demand, event needs, and destination requirements including an analysis of the hotel market. The consultant will prepare a summary report that will utilize the results of the market demand analysis and will include the recommended building program, facility utilization, site selection evaluation, financing options, operating revenue and expenses, development cost analysis, economic impact analysis, and determine the return on investment (ROI).

Proposals are due September 5, 2024, after which, staff will review and recommend a consultant and contract for consideration to the City Council.

Budget & Financial Summary: N/A

Attachments:

None

August 7, 2024

Item No. 4.6.

Economic Development and Tourism Department Update

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on an Economic Development and Tourism Department update.

Relationship to Strategic Goals:

- Diverse & Growing Economy

Recommendation(s): Staff recommend that the committee receive the presentation.

Summary: Staff will provide an update on the current staffing levels within the Economic Development and Tourism Department.

As of the date of this report, one vacancy exists within the department, the Business Development Manager. This position assists in leading advanced economic development initiatives, which include a heavy emphasis on business retention and expansion, industry recruitment, and entrepreneurial development. The position was recently posted for recruitment.

Since April 2024, the department has filled the following positions: Sales Coordinator (Sports), Sales Coordinator (Conventions), Sports Manager, and Marketing Manager. The FY2025 Proposed Budget has an SLA for a Servicing Coordinator, which would bring the total number of positions within the department to 19.

Budget & Financial Summary: N/A

Attachments:

None

August 7, 2024

Item No. 4.7.

Economic Development and Tourism Plan of Work

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the creation of an annual Economic Development and Tourism Plan of Work.

Relationship to Strategic Goals:

- Financial Sustainability
- Diverse & Growing Economy
- Sustainable City

Recommendation(s): Staff recommends that the committee receive the presentation and provide direction as needed.

Summary: Staff is in the process of creating the Plan of Work for FY 2025. The Plan of Work is a plan to track key projects and emphasize critical strategies across the department, including economic development, tourism sales and servicing, events, and marketing. These projects typically go beyond daily operations and can span a longer time horizon. Staff will present some projects for discussion by the committee.

Budget & Financial Summary: N/A

Attachments:

None

August 7, 2024
Item No. 4.8.
Economic Development Strategies

Sponsor: Michael Ostrowski, Chief Development Officer

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on economic development strategies.

Relationship to Strategic Goals:

- Financial Sustainability
- Diverse & Growing Economy
- Sustainable City

Recommendation(s): To discuss strategies related to economic development.

Summary: To discuss strategies related to economic development.

Budget & Financial Summary:

Attachments:

None