



GARLAND

ECONOMIC DEVELOPMENT

**2015-16 Proposed Budget
Funding Requests and Justifications**

**City Council Work Session
August 22, 2015**



Economic Development

Department Vehicle

\$69,225

- ❁ A departmental vehicle is needed to tour development prospects, meet with business stakeholders on location, conduct site visits, and implement field research. The vehicle needs to project an appropriate image to departmental clients and stakeholders.





Economic Development

Department Interns

\$20,000

- Departmental interns will conduct data collection and field research for important ED programs, projects, and strategic initiatives.
- Interns will only be engaged once appropriate project methodologies and needs are defined.
- Initial projects include: Retail Vibrancy Index, Commercial Conditions Survey, Shop Garland Initiative, Commercial Town Hall Conference, Major Gateways Assessment, Defining Corridors Project, etc.
- 1,250 hours @ \$16.00 per hour.



Economic Development

Marketing Implementation

\$150,000

- Partial year implementation of the new Marketing Plan.
- More proactively position Garland in targeted markets.



Economic Development

Catalyst Area Studies

\$251,250

- Prepare a market analysis of a geographic area in an effort to identify potential redevelopment project opportunities.
- Specific areas to be studied would be determined after examining factors such as market readiness, private sector interest, catalytic potential, ease to development, building on existing City investment, and the possibility of enhancing the City's image.
- The decision on which area(s) to be looked at would be made by City Council after staff brings forward this information regarding possible project areas.



Economic Development

Summary of Items

New Vehicle	\$ 69,225
Department Interns	20,000
Marketing Plan	150,000
Catalyst Area Studies	251,250
Total	\$490,475



Economic Development

Questions?