

RESOLUTION NO. R-2022-26

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS, ENACTING A POLICY REGARDING THE BASTROP ECONOMIC DEVELOPMENT CORPORATION.

WHEREAS, the City Council of the City of Bastrop, Texas (City Council) finds that Economic Development is a valid, legitimate governmental function that is in the best interest of the community, its citizenry, and visitors; and

WHEREAS, the City Council seeks to encourage and promote reasonable, responsible Economic Development activities designed to support existing businesses, and recruit businesses that are consistent with the goals and values of the Bastrop community as well as the City's Strategic Plan, Focus Areas, and Comprehensive Land Use Plan, as well as zoning, development regulations and other elements of the Development Code as these documents are adopted and updated from time to time; and

WHEREAS, the City Council has identified that a critical component of their overall economic development effort is to promote and support the health, vitality as well as the growth of businesses in historic downtown Bastrop through the City's Main Street Program; and

WHEREAS, the City Council embraces the full range of Economic Development tools and their application ranging from public financial assistance to land use permitting and utilities in addition to the resources available through the Bastrop Economic Development Corporation (BEDC); and

WHEREAS, the City Council is assured that City officials and BEDC personnel are united in seeking the best outcomes for the community; and

WHEREAS, the City Council determines that the attached policy is reasonable and necessary to provide guidance to the BEDC in an effort to enhance cooperation, improve clarity of purpose, facilitate a shared vision, prioritize projects worthy of public incentives, encourage a process for shared information and decision-making, and achieve general alignment.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BASTROP, TEXAS:


SECTION 1. The City Council hereby deems the recitals above to be true and accurate legislative findings.

SECTION 2. The City Council hereby approves the attached Policy.

SECTION 3. This resolution shall take effect immediately from and after its passage.


DULY RESOLVED AND ADOPTED by the City Council of the City of Bastrop
this 8th day of February 2022.

APPROVED:



Connie B. Schroeder, Mayor

ATTEST:



Ann Franklin, City Secretary

APPROVED AS TO FORM:



Alan Bojorquez, City Attorney

**City of Bastrop
Policy Regarding the
Bastrop Economic Development Corporation**

WHEREAS, the City of Bastrop (City) is a municipal corporation that is a political subdivision of the State of Texas, and the Bastrop Economic Development Corporation (BEDC) is a nonprofit corporation created by the City; and

WHEREAS, Economic Development is the allocation of public resources in partnership with private parties in a cooperative effort to produce public benefits such as enhanced property values, increased sales taxes, improved job opportunities, and vital commercial and industrial services that complement the community; and

WHEREAS, the BEDC was created through municipal action and voter approval to utilize its full range of resources to assist and support the City in accomplishing the City's Economic Development objectives; and

WHEREAS, the City Council appoints the BEDC Board of Directors to establish and oversee an economic development program that enhances the economy of Bastrop through specific list of activities including recruiting and supporting business ventures in a manner that is consistent with the policies provided by City Council to ensure the City of Bastrop's goals for Economic Development and overall vision for the community; and

WHEREAS, the City Council has statutory oversight and approval authority over BEDC's budget and projects; and

WHEREAS, the City Council acknowledges the BEDC as integral component of the City's overall, diverse economic development efforts and recognizes the unique tools and incentives that the BEDC contributes to the process of recruiting, retaining, and assisting industrial and commercial ventures in the community; and

WHEREAS, the keys to successful economic development policy formation for the City and BEDC include consistency with established managed growth principles regarding public infrastructure, economic vitality, multi-modal connectivity, fiscal and environmental sustainability, and authentic Bastrop; and

WHEREAS, the keys to successful economic development policy formation for the City and BEDC also include alignment amongst the parties in terms of vision, personnel, measurements for success, implementation processes and systems, accountability; and

NOW, THEREFORE, SHALL IT BE RESOLVED as follows by the Bastrop City Council.

- 1. Purpose.** The purpose of this Policy is to support successful economic development efforts in Bastrop by aligning the BEDC Board of Directors with the City Council's expectations through the creation of clear and concise policy direction. Through enactment of this Policy the City Council seeks to clarify the respective roles of City officials and BEDC personnel in furtherance of a positive, productive relationship.

2. Priorities. The Bastrop of 2030 is anticipated to have:

- (a) A growing economy attracting capital investment and creating new jobs which offer employment opportunities to residents of the city and surrounding area;
- (b) a fully built-out and-occupied Business and Industrial Park;
- (c) a comfortable and thriving historic downtown;
- (d) a thriving commercial corridor along Highway 71; and
- (e) connected and diverse neighborhoods that include quality housing.

3. BEDC Performance.

(a) Leadership Roles: The City will rely upon the BEDC to exhibit leadership in:

- (1) Business Recruitment focused on the sectors as recommended by the Board and approved by City Council
- (2) Maximization of the Business and Industrial Park
- (3) Business Retention and Expansion
- (4) Promotion of the Film, Media, and Entertainment industries
- (5) Workforce Development

(b) Funding Roles: The City will turn to BEDC to demonstrate priority in funding:

- (1) The Main Street Program in the funding amount as established by the annual budget process. Funding of the Program is in support of strengthening economic development in the District through increased visitation, increased consumer spending in the District, retention of current residents and attraction of new residents through adding to the quality of life, small business support and expansion, and the connection of people to economic opportunities. Funding amounts will be within the parameters established by Texas Local Government Code for Promotional Purposes.
- (2) Infrastructure that facilitates or enhances Economic Development.
- (3) Identified quality of life projects found in the City of Bastrop Capital Improvement Plan.

4. Strategic Planning. BEDC shall formulate for City review and approval a series of roadmaps that identify long-term and short-term goals. These plans shall establish Benchmarks by which proposed projects can be compared and evaluated. Components of BEDC's strategic planning process will include:

- (a) a multi-year strategic plan that is to be reviewed annually and updated every 5-7 years
- (b) an annual business plan
- (c) a *proforma* for the Business and Industrial Park based on financial assumptions or projections for which decisions on which opportunities to pursue will be made
- (d) Business Incentive Program and underwriting strategy with approval process

5. Metrics. The BEDC shall evaluate projects to measure the consistent assessment of Return on Investment (ROI) received by the community as a result of the projects and from any incentives provided. The evaluation will consider the totality of public BEDC and City financial expense and investment in comparison to the benefits received from the project. The analysis will recognize the different certainty of commitments between projected and

guaranteed benefits from a project (i.e., the timing of incentive payment vs received benefit, contractual obligations, and claw backs). The BEDC shall establish a means of measuring the benefits (direct and indirect; tangible and intangible) of BEDC projects (quantitatively and qualitatively).

- 6. Coordination.** The BEDC Board will require the Executive Director coordinate with the City through the City Manager's Office regarding:

 - (a) Ensuring the inclusion of the City of Bastrop in all Non- Disclosure Agreements related to economic development prospects and projects the BEDC seeks to attract, expand, locate, or otherwise assist.
 - (b) Regular Bi-monthly staff meetings with the City Manager to:
 - (1) Share information and status updates on economic development prospects and projects the BEDC seeks to attract, expand, locate, or otherwise assist.
 - (2) Proactively discuss projects to identify any required governmental approvals, requirements, or restrictions including land use, utility, traffic, and other infrastructure requirements that would impact the prospect/project.
 - (3) Receive information on city projects and initiatives that impact economic development efforts.
 - (c) Any and all public relations efforts in the form of press releases to ensure accurate representation of City goals and priorities as well as to ensure leverage of messaging across City platforms.
- 7. Accountability.** The BEDC shall routinely articulate specific goals, project assessments, and reporting as a means of determining the benefit to the community of the proposed incentives for a project. Individual project reports shall be compiled into an overall annual report that is presented to the City Council, in writing and as a presentation at four City Council meetings. The Board shall task the Executive Director with the development of an agenda format and cover letter for all incentive projects that the Board considers. The agenda format will include the sign off from the city planning, engineering, public works, and City Manager to demonstrate that the project is without critical flaws that are not consistent with existing city development regulations and requirements. (i.e., zoning conformance, available utility capacity, etc.).
- 8. Administration.**

 - (a) **Systems and Processes.** BEDC will create standard applications, performance measures, and processes for the identification, review, underwriting, and report of incentive programs. This undertaking will include forms for underwriting worksheets and applications for incentives to be recommended by the Board and approved by City Council.
 - (b) **Point of Contact.** BEDC Board of Directors, individually or acting through BEDC's Director, are to coordinate with the City through the Office of the City Manager.
 - (c) **Budgeting.** BEDC will ensure its budget forecasting, creation, and adoption is coordinated with the City's Strategic Calendar.
 - (d) **Joint Meetings.** BEDC will schedule with the City Manager periodic meetings to be held jointly with the City Council.

(e) Information Sharing. BEDC shall provide standard procedures for the thorough and timely dissemination of data regarding BEDC projects to the City Manager for provision to the City Council.

9. Administrative Support Services. The City has significant capability, resources, and capacity for which the BEDC and their efforts may materially benefit. To this end, the City will continue to provide, for a fee, administrative support services through an annual agreement with BEDC. The agreement will include all relevant activities including, but not limited to, the following elements: general administrative services, payroll, finance administration, information technology, human resource services, capital project management, contract administration of all Capital Projects approved by the BEDC, and any other ancillary services provided to all city departments.