



Type A Economic Development Corporation Agenda 04-11-2022

(Minutes Resolution/Resolution)

Action/Discussion Item

Agenda Description:

Discuss, consider, and possible action on approving the annual partnership service agreement between the Fort Worth Chamber and the City of Joshua Economic Development Corporation in the amount of \$1,500.

Background Information:

Business Development and Marketing Services. The Fort Worth Chamber agrees to continue an economic development marketing program. The purpose of the marketing program shall include establishing key business contacts seeking relocation or expansion and communicating the benefits and opportunities of the Fort Worth region; coordinating marketing activities with local, regional, and state economic development agencies; and advancing an image to increase awareness nationally and internationally of the Fort Worth region as a desirable place to locate a business, work and live. The marketing program shall occur in selected geographic areas with the highest concentration of target opportunities, including but not limited to major domestic markets, Europe, and Asia. The Fort Worth Chamber has outlined the following services to accomplish this objective:

- a) Develop collateral materials and a website page that identifies the Regional Economic Development Partners
- b) Execute business development activities that lead to qualified business opportunities (economic base projects that lead to capital investment and job creation)
- c) Convene and gather feedback quarterly from Regional Economic Development Partners to enhance and execute business development and marketing activities
- d) Provide relevant training and tools necessary for Regional Economic Development Partners members to assist in the economic development efforts of the region
- e) Include Regional Economic Development Partners in efforts to market the region (1 Chamber paid trip per year subject to availability)
- f) Conduct media relations on behalf of the entire region to highlight business and economic development success
- g) Conduct advertising activities to promote the region as a business location (targeted publications, etc.)

Financial Information:

Annual membership \$1,500

City Contact and Recommendations:

Contact: Molly Martin

Staff recommends entering into a partnership with the Fort Worth Chamber

Attachments:

Contract is attached