

**CITY OF LEON VALLEY ECONOMIC AND COMMUNITY DEVELOPMENT
POLICIES AND GUIDELINES FOR FUNDING UPDATE**

Roque Salinas

Economic Development Director

03/21/2023



Summary

Summary

Staff is recommending to update policy language to the economic and community development policies and guidelines for funding

Options:

1. Approve (1st reading)
2. Denial of changes

Current policy

- Applicant submits application.
- Economic development director forwards all applications to EDC board.
 - No vetting is done by staff
 - Limited business documents required
 - No limits on what funding can be used for
- EDC board will review and make recommendation to council.
- Application will be place on agenda for review. Council will approve or deny application.

Changes

- Applicant submits application. New business documents required to be part of application.
 - Profit and loss statement for the previous 12 months.
 - Balance sheet for the previous end of year or end of quarter.
 - A copy of the previous year's tax return for the business, if applicable.
 - New businesses, without any financial documents, must provide their business plan as part of the application.
 - New businesses should demonstrate how they plan to be successful in the area.
 - New businesses must provide lease contract or property ownership documents with their application.
- Funding for marketing campaigns will not be accepted. Large, individual, and/or removable, business specific advertisement items like a monument, pylon, post channel letter, dimensional letter, wayfinding, electronic message and/or blade signage for an individual business will not be accepted. Large, general, interchangeable, signage for multi-tenant properties will be considered.
- Economic development director review and provide an approval or denial of application based, but not limited to the following factors.
 - sales tax generation by recipient, be direct or indirect;
 - number of potential new jobs generated;
 - type of new job generated;
 - increase in ad valorem value in proportionate to the size of the award;
 - decrease the vacancy rate within the city limits;
 - capital improvements to the property;
 - Business financials documents provided in the application;
 - appropriate business for the location;
 - is within zoning requirements;
 - increases the quality of life in the community.



S.E.E. Statement

Social Equity:

- N/A

Economic Development:

- Economic and Community Development projects encourage collaborative engagement with residents.

Environmental Stewardship:

- N/A

Strategic Goals

Economic Development is a strategic goal outlined in Leon Valley's Strategic Plan.

This update to the policy is in line with the city's goal of economic development to recruit and retain businesses in the city.

Staff recommendation

- City Council discretion