



## CITY COUNCIL COMMUNICATION

**DATE:** July 21, 2025

**FROM:** Shani Bradshaw, Director of Economic Development.

**AGENDA ITEM:** Consideration and possible action authorizing staff to issue an RFQ for an Economic Development Strategic Plan.

**SUMMARY:**

- Staff is seeking approval for an RFQ for an Economic Development Strategic Plan.
- The plan will serve as a tool to guide business attraction, retention, workforce development, and land use decisions to support long-term growth.
- This will be the first Strategic plan for the Sanger Economic Development Corporation.
- The Economic Development Strategic Plan will:
  - Provide clear direction by establishing goals and priorities to guide business growth, investment, and job creation.
  - Attract and retain businesses by creating a strategic framework to draw new businesses and support existing ones.
  - Enhance strategic focus by concentrating resources on key industries and initiatives that drive growth.
  - Establish performance metrics and benchmarks to track progress and guide future decision making.
- The Sanger Industrial Development Corporation (Type A) and the Sanger Texas Development Corporation (Type B) have allocated funding for the economic development strategic plan.

**FISCAL INFORMATION:**

Budgeted: YES

Amount: 90,000

GL Account: 46-5420 / 76-5420

**RECOMMENDED MOTION OR ACTION:**

Staff recommends approval to move forward on the RFQ for an Economic Development Strategic Plan.

**ATTACHMENTS:**

- Economic Development Strategic Plan RFQ
- Professional Service Agreement