



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	July 2, 2025
ITEM TITLE:	Consider and take appropriate action on the timeline for the new strategic plan.
STAFF INITIATOR:	EDC Director-Danielle Sweat

BACKGROUND:

The EDC has committed to partnering with Marketing Alliance to develop our next Strategic Plan. When we approved the partnership earlier this year, we agreed to hold off on kickoff until the United Supermarkets announcement, understanding it would significantly shape our SWOT analysis and strategic direction.

Now that the announcement is official, we're in a strong position to begin. After reviewing the scope of work, it's clear that the initial phases, project launch and economic/regional assessment, can begin immediately and do not require in-person meetings. This allows us to get started this summer while scheduling stakeholder engagement for early fall, when participation will be more feasible.

One item to consider: we originally budgeted for this project in the FY 25/26 budget cycle, assuming we wouldn't begin until closer to the end of summer. With the opportunity to start earlier, is the board comfortable approving a budget amendment to allocate funding in the current fiscal year?

If so, I'll coordinate with David at Marketing Alliance to initiate Phase 1 and schedule the virtual kickoff.

EXHIBITS:

Marketing Alliance Proposal

COUNCIL ACTION/STAFF RECOMMENDATION: