



## AGENDA ITEM COMMENTARY

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<b>MEETING NAME:</b>	City Council Meeting
<b>MEETING DATE:</b>	June 17, 2024
<b>ITEM TITLE:</b>	Consider and take appropriate action on economic development corporation partnership with Retail Strategies.
<b>STAFF INITIATOR:</b>	Danielle Sweat, Economic Development Director

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### **BACKGROUND:**

The EDC board has approved a contract to partner with Retail Strategies. This is a consultant company that specializes in retail development services. They identify and aggressively execute a tailored strategy to attract new retailers, restaurants, and hotels. They act as an extension to the EDC staff, adding expertise and visibility to our community. They consistently provide feedback, answer questions, and solve complex problems to position Wolfforth for growth. Retail Strategies will be representing our community at regional and national conferences. Their team is connecting with retailers, brokers, and developers putting our real estate sites in front of the right decisionmakers.

### **EXHIBITS:**

Retail Strategies documents

### **COUNCIL ACTION/STAFF RECOMMENDATION:**

EDC board and staff recommends moving forward with Retail Strategies