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# AGENDA REPORT

**Meeting Date:** May 13, 2026

**Item Number:** 3

**Prepared By:** Jason Greiner

## Subject

Consider and act upon a Professional Services Proposal between the WEDC and Pettit & Ayala Consulting.

## Recommendation

Motion to approve a Professional Services Proposal between WEDC and Pettit & Ayala Consulting and further authorize the Executive Director to execute any and all necessary documents.

## Discussion

As the Board will recall, the WEDC previously engaged David Pettit Economic Development (DPED) for professional economic development services related to the creation of a TIRZ. In 2022, DPED conducted a City Council Work Session to provide an overview of the concept, creation, and implementation of a Tax Increment Reinvestment Zone (TIRZ) and discuss the high-level usage of Tax Increment Financing (TIF) for Redevelopment, Public Infrastructure, and Economic Development Incentives.

Staff is bringing this item back for consideration to re-engage the services of Pettit & Ayala Consulting (formerly DPED) for professional services related to the same.

The tasks outlined below are the professional services provided by Pettit & Ayala. The fee for services within the scope of services is a lump-sum fee of \$40,000 per TIRZ creation. Fees would be charged monthly, subject to ongoing progress on the work effort related to the creation of the TIRZ.

1. District Review
2. Data Collection and Analysis
3. Taxable Value Analysis
4. Develop TIRZ Cash Flow Model
5. Prepare TIRZ Project and Financing Plan
6. TIRZ Documentation Support

Upon approval, WEDC Staff will sign and return the documentation and expedite this process.