



AGENDA MEMORANDUM

Future Item for the City Council Meeting of August 14, 2012
Action Item for the City Council Meeting of August 21, 2012

DATE: July 26, 2012

TO: Ronald L. Olson, City Manager

THROUGH: Wes Pierson, Assistant City Manager
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Type A Grant for Corpus Christi Regional Economic Development Corporation to initiate an Economic Gardening program for Fiscal Year 2013

CAPTION:

Resolution approving a Small Business Incentives Agreement between the Corpus Christi Business and Job Development Corporation and the Corpus Christi Regional Economic Development Corporation ("EDC") to provide grant amount up to \$96,000 to initiate an Economic Gardening program to help small businesses in Corpus Christi and authorizing the City Manager, or designee, to execute a Project Support Agreement with the Corpus Christi Business and Job Development Corporation to administer the EDC Small Business Incentives Agreement.

PURPOSE:

Approve a grant of \$96,000 for Corpus Christi Regional Economic Development Corporation to initiate an Economic Gardening program to assist small businesses in Corpus Christi.

BACKGROUND AND FINDINGS:

The Economic Gardening program is in response to a directive made at the 2011 CCREDC Board Retreat to research this option for our community. In December 2011, Roland Mower, Emily Martinez and Eloy Salazar, President, Type A Board, visited with leaders in Littleton, Colorado and Ft. Collins to learn more about the program. During our visit we met with the country's leading expert in Economic Gardening, Chris Gibbons who is the Director of Business/Industry Affairs for the City of Littleton, Colorado. He initiated this program for Littleton in 1987 as a result of a layoff of several thousand employees from the community's largest employer. The CCREDC has been challenged with researching and developing an economic gardening program for our area. It is our recommendation to begin with a pilot program

through the Edward Lowe Foundation. This will allow us to test the program utilizing the resources of the Edward Lowe Foundation for a minimal cost compared to fully launching the program.

OTHER CONSIDERATIONS:

Economic Gardening is an entrepreneurial approach to economic development that seeks to grow the local economy from within. The focus is to provide market research and high-level technical assistance to small growth-oriented companies by providing accurate, timely and relevant information to local entrepreneurs about key areas such as their competitors, customers, markets, and industry trends. This allows small business owners to make better strategic decisions, avoid costly mistakes, and successfully grow their business. This program will give small businesses resources that are not available elsewhere in the community.

CONFORMITY TO CITY POLICY:

This project is consistent with the City’s stated goals of promoting economic development and helping small businesses thrive in Corpus Christi.

EMERGENCY / NON-EMERGENCY:

NON-EMERGENCY

DEPARTMENTAL CLEARANCES:

FINANCIAL IMPACT:

- Operating Revenue Capital Not applicable

Fiscal Year: 2012-2013	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget		374,135		374,135
Encumbered / Expended Amount				
This item		96,000		96,000
BALANCE		278,135		278,135

Fund(s): Type A Fund

Comments:

RECOMMENDATION:

Staff recommends that the City Council authorize the City Manager to enter into a one year Type A agreement

LIST OF SUPPORTING DOCUMENTS:

- Certification of Funds
- Small Business Incentive Agreement CCREDC Economic Gardening Program
- Business Support Agreement