



AGENDA MEMORANDUM
City Council Meeting of August 9, 2022

DATE: July 29, 2022
TO: Peter Zaroni, City Manager
FROM: Mike Culbertson, Interim CEO
Corpus Christi Regional EDC
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**Recommendations on Attracting and Retaining
Young Talent in the Coastal Bend**

STAFF PRESENTER:

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1. Mike Culbertson	Interim CEO	CCREDC

OUTSIDE PRESENTER:

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. Joe Borgstrom	Principal	Place +Main

ISSUE:

On September 28, 2020, the Corpus Christi Regional Economic Development Corporation (CCREDC) launched a study called, "Our Coastal Bend: Creating our Best Place for People and Prosperity, A Place Attachment Study" to attract and keep young talent in the Coastal Bend region. The results of this survey were collected and compiled into a report with key recommendations for the region to implement. Joe Borgstrom of Place+Main Advisors who conducted the survey and compiled the results will present his recommendations to the Mayor and City Council at the August 9, 2022 City Council meeting.

BACKGROUND:

The CCREDC has noticed companies having difficulty attracting candidates to work in the Coastal Bend. The CCREDC commissioned a study to find what things need to be improved in relation to the attractiveness of our region. Several local entities sponsored the study including AEP Texas, HEB, Port Corpus Christi, Texas A&M – Corpus Christi, Del Mar College, and KCS Public Relations. The concept known as "quality of place" is best described as the "stickiness" of a location. In other words, it is what makes people want to live and work in a location. This study identified areas that can affect our region's quality of place as a mid-market city on the coast.

LIST OF SUPPORTING DOCUMENTS:

Presentation entitled "Our Coastal Bend"