



## Cover Memorandum/Staff Report

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**File #:** 26-0205

**Agenda Date:** 3/9/2026

**Item #:** 5.A.2.

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**TO:** Mayor and Commissioners  
**FROM:** Jeffrey L. Oris, CEcD, Assistant City Manager  
**THROUGH:** Terrence R. Moore, ICMA-CM  
**DATE:** March 9, 2026

CONSULTATION SERVICES FOR ECONOMIC DEVELOPMENT SYNERGY.

**Recommended Action:**

The City Commission is asked to receive an update on efforts to move the City's economic development efforts forward.

**Background:**

The City Commission held a workshop meeting on February 3, 2026 at which time the idea of engaging a consulting firm to prepare and undertake an economic development marketing program was discussed. The City Commission agreed such an undertaking would be welcome however, a question was raised as to what would be marketed. There was then consensus that the City needed an economic development plan prepared to have a specific roadmap and appropriate data to direct the economic development efforts that would then be marketed. The Commission further discussed the City's \$500,000 Economic Development Fund and asked whether costs associated with the planning and marketing efforts could come from this fund. Resulting investigations have indicated that payment to professionals for these services associated with the City's economic development efforts would be appropriate.

Given this direction, staff has sought quotes from at least three consulting firms that can prepare an economic development plan and quotes from at least three additional firms that can prepare and implement the desired marketing strategy. At the time of this memorandum's creation, several submittals were still anticipated though all were expected by the meeting at which this update will be given. Submittals already received are being reviewed for completeness and for their respective costs and timelines. Staff is seeking to ensure both engagements to be completed in a timely manner without unnecessary delay and at a cost within the City Manager's spending authority.

**City Attorney Review:**

N/A

**Funding Source/Financial Impact:**

Costs for undertaking any professional consulting related to an economic development plan or a marketing plan an implementation would come from the City's Economic Development Fund.

**Timing of Request:**

The City Commission has indicated a desire to get such efforts underway at the earliest possible

time.