



Cover Memorandum/Staff Report

File #: 25-1636

Agenda Date: 2/3/2026

Item #: WS.2.

TO: Mayor and Commissioners
FROM: Terrence R. Moore, ICMA-CM
DATE: February 3, 2026

RESOURCE COMMITMENT TO SUPPORT ADVANCEMENT IN ECONOMIC DEVELOPMENT
SYNERGY

Recommended Action:

The City Commission is asked to receive additional relevant information related to their previously stated economic development thoughts and provide additional direction to staff.

Background:

The December 1, 2025 City Commission Workshop focused on Economic Development. During this meeting, the City Commission provided some direction as to the types of businesses they would like to see the City focus their efforts to attract and indicated that the City needs to market itself to such businesses. Staff was directed to investigate and bring back additional information.

Staff will report its findings to date with a marketing recommendation.

City Attorney Review:

N/A

Funding Source/Financial Impact:

Economic Development efforts will be funded through the existing Economic Development Division budget or through the City's Economic Development Fund (current balance \$500,000)

Timing of Request:

The Commission indicated a desire to undertake efforts as soon as possible.