



Cover Memorandum/Staff Report

File #: 26-0887

Agenda Date: 7/21/2026

Item #: 7.D.

TO: Mayor and Commissioners
FROM: Jeffrey L. Oris, CECD, Assistant City Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: July 21, 2026

ECONOMIC DEVELOPMENT POSITIONING AND TARGETING PLAN UPDATE

Recommended Action:

The City Commission is asked to receive a presentation from Kevin Crowder, Principal of Business Flare, regarding the Economic Development Strategy Plan and to answer questions and provide any direction Mr. Crowder may need to complete the Plan.

Background:

At the City Commission's request, an economic development consultancy firm, Business Flare, was engaged by the City to prepare an Economic Development Positioning & Targeting Plan that delivers the foundational intelligence and go-to-market framework the City needs to begin actively attracting businesses. Business Flare began their efforts to create such a plan on April 30, 2026. They have since met with representatives of our partners, the DDA, CRA, and the Greater Delray Beach Chamber of Commerce as well as with a number of business owners within the City. They have toured the City and reviewed the properties and buildings that are vacant and/or available for businesses and they have analyzed the list of existing businesses in the City. They are now prepared to present their draft findings. Business Flare anticipates having some questions and additional information they would like to garner from the Commission before preparing the final deliverable report to the City.

City Attorney Review:

N/A

Funding Source/Financial Impact:

No additional funding for any economic development activities are currently being requested. Funding for this Plan as well as for 12 months of economic development marketing with GRIP'D, LLC.

Timing of Request:

The City Commission expressed desire to begin its efforts to market the City to businesses that are well suited to our economic environment as soon as possible.