

BILL NO. S-19-02-32

SPECIAL ORDINANCE NO. S-_____

AN ORDINANCE approving the 2019 AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES BETWEEN FORT WAYNE – ALLEN COUNTY ECONOMIC DEVELOPMENT ALLIANCE, INC., BY AND THROUGH ITS AFFILIATE GREATER FORT WAYNE, INC. and the City of Fort Wayne, Indiana by and through the Division of Community Development.

NOW, THEREFORE, BE IT ORDAINED BY THE COMMON COUNCIL OF THE CITY OF FORT WAYNE, INDIANA:

SECTION 1. That the 2018 AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES BETWEEN THE FORT WAYNE – ALLEN COUNTY ECONOMIC DEVELOPMENT ALLIANCE, INC., BY AND THROUGH ITS AFFILIATE GREATER FORT WAYNE, INC. and the City of Fort Wayne, by and through its Division of Community Development, respectfully for:

2019 funding for the Fort Wayne – Allen County Economic Development Alliance for Direct Marketing Services and Economic Development Activities during 2019;

involving a total cost of TWO HUNDRED FIFTY THOUSAND AND NO/100 DOLLARS – (\$250,000.00) all as more particularly set forth in said AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES BETWEEN THE FORT WAYNE – ALLEN COUNTY ECONOMIC DEVELOPMENT ALLIANCE, which is on file in the Office of the Department of Purchasing, and is by reference incorporated herein, made a part hereof, and is hereby in all things ratified, confirmed and approved.

SECTION 2. That this Ordinance shall be in full force and effect from and after its passage and any and all necessary approval by the Mayor.

Member of Council

APPROVED AS TO FORM A LEGALITY

Carol Helton, City Attorney



**GREATER
FORT WAYNE INC.**
ECONOMIC DEVELOPMENT

Schedule A: Economic Development Work Plan

Mission Statement: Greater Fort Wayne Inc. (GFW) is the single point of contact for economic growth and business services in Fort Wayne – Allen County, Indiana. We focus on supporting local business, attracting new business, and improving our community's quality of place to grow jobs, wages, and the economy.

1. **Communication:** Meet regularly with our partners at the City and County to ensure alignment in economic development activities.
 - Host quarterly feedback sessions with city and county elected officials to solicit feedback and ideas related to economic development
 - Meet on a minimum basis of every two weeks with economic/community development liaisons from the city and county to coordinate activities
 - Collaborate with communications staff at city, county, and other partners, particularly as it relates to media releases and press events related to economic development announcements
2. **Lead Economic Development Organization (LEDO):** Serve as the primary community resource for economic development information. Ensure that the local participation on all business retention, expansion, and attraction projects is coordinated by serving as the community's project coordinator.
 - Actively market GFW as the lead economic development organization for Fort Wayne – Allen County
 - Respond to leads/requests for information (RFIs) issued by the Indiana Economic Development Corporation (IEDC), Northeast Indiana Regional Partnership (Regional Partnership), utility providers, and other partners, incorporating feedback from the City of Fort Wayne Division of Community Development
 - Produce and update marketing collateral, including digital and print
 - Regularly convene partners including (City of Fort Wayne, City of New Haven, County, Regional Partnership, City Utilities, IEDC, Northeast Indiana Works, Airport Authority, etc.) via monthly tactical project update meetings and Economic Development Committee meetings
 - Inform the community about economic development projects and investments via press releases, social media, GFW Inc.'s annual meeting, etc.
 - Collaborate with area commercial brokers, city, county, and airport to market available sites and properties via iCrex (Indiana Commercial Real Estate Exchange), listing sites and properties on IEDC's ZoomPropsector for state-issued leads, where needed
3. **Business Retention & Expansion:** Conduct a best in class business visitation program focused on real-time business problem-solving that actively reaches out to local businesses to identify the business's needs and opportunities, connect them to appropriate community resources and educate them on the services available through GFW and partners.
 - Conduct visits to local business visits, reporting out key findings at Economic Development Committee meetings

- Document business intelligence in GFW database, to determine trends and deficiencies
 - Provide follow up to businesses with connections, resources, programs that would be beneficial to the company's growth
 - Work to convert leads/prospects to projects and wins
 - Maintain an economic development scorecard to track project status and review at monthly Economic Development Committee meetings
 - Perform site and building searches based on company criteria
 - Assist companies in navigating land use and permitting processes
 - Coordinate with utility providers to ensure adequate service is available
 - Identify incentives and programs available for each individual company's project
 - Connect businesses with additional GFW services and identify additional services that would benefit companies
 - Identify and conduct national headquarters visits, as appropriate, and invite partners at the city and county to participate
 - Coordinate a monthly tour at a Fort Wayne-Allen County business, and invite local elected officials and economic development partners to participate
- 4. Business Attraction: Work collaboratively with our partners including the Northeast Indiana Regional Partnership to effectively market the community to prospective companies and secure projects and investment in the community.**
- Represent Allen County at the 11-County LEDO Council hosted by the Regional Partnership
 - Regularly meet with the Regional Partnership to discuss marketing strategy and business development priorities for Fort Wayne-Allen County's economy
 - Partner with the Regional Partnership on business development opportunities made available by the IEDC
 - Respond to RFIs from referral partners and direct inquiries within the project specific time parameters, track percentage of projects we can't respond to and why
 - Identify incentives and programs that would be beneficial to the prospective company
- 5. Product Development: Work collaboratively with partners to develop strategies and funding models to support the innovative development of our community product (*sites, buildings, and infrastructure*) and incentive programs that make the community more attractive for business investment and talent attraction/retention.**
- Continue to encourage the development of our "product"
 - Support city, county, and airport efforts to acquire, develop, and market land for development
 - Identify and assist with the preparation of sites for "Shovel Ready" or "Site Ready" certification
 - Assist local communities with the identification and advancement of economic development initiatives that increase the product available in Fort Wayne-Allen County
 - Actively participate in defining incentives and programs that work for businesses
 - Participate in monthly utility infrastructure planning meetings
 - Actively participate in transportation planning efforts to further economic development opportunities
- 6. Downtown Development: Work collaboratively with our partners to develop implementation and marketing strategies to advance the momentum of development downtown and on community planning and engagement efforts that set a strong strategic vision for downtown.**

- Market downtown development and commercial investment opportunities in collaboration with the city
 - Assist in attracting private investment/development along the Riverfront and at North River
 - Actively participate in defining incentives and programs that work for businesses
 - Engage in local planning efforts related to downtown development to encourage economic development opportunities
 - Provide staff to the Downtown Development Trust
 - Provide staff support for the acquisition of real estate in the downtown and riverfront area to support the objectives of adopted plans
 - Manage properties retained by the Trust and provide operational support for the organization
 - Coordinate the Downtown Development Committee focused on sustained efforts to continue to implement a strategic vision for downtown
 - Serve as advocates for the implementation of the vision
 - Convene regular meetings with partners to monitor implementation
- 7. Airport Development/Service: Partner with the Airport Authority on the development and marketing of air service and airport assets as strategic economic drivers in the community.**
- Support efforts to retain, expand, and promote services at FWA to business and leisure travelers
 - Promote the airport district as a place to do business and participate in planning for future capacity and service needs
 - Support the Airport Authority in protection of the airport operating zone/s
 - Convene and educate community partners, real estate brokers, construction firms, and other constituents on business development issues related to the airport
 - Serve as a community liaison to the 122nd Fighter Wing
 - Convene airport, city, county, and GFW staff to outline a plan to update and better position information on the Foreign Trade Zone
- 8. Quality of Place: Advance the “Quality of Place” of Fort Wayne—Allen County by supporting projects and programs that make the community more attractive to companies and individuals in order to secure business investment and talent attraction/retention.**
- Present and gain feedback on quality of place projects to constituents of Fort Wayne-Allen County, in collaboration with the city and county
 - Support the implementation of best practices observed in Inter-City Visits, that align with Fort Wayne—Allen County’s priorities, including inclusive entrepreneurship, neighborhood corridor revitalization, downtown design standards, riverfront development, adaptive reuse of historic buildings, etc.
 - Produce marketing materials highlighting Fort Wayne-Allen County’s quality of place, which local businesses can use to recruit talent
- 9. Talent Development: Support efforts of community partners to ensure Fort Wayne and Allen County have a competitive workforce, both in terms of supply and skill levels, providing complementary services where appropriate.**
- Provide staff support to the volunteer-led Gateway Coalition, which works with Fort Wayne-Allen County high schools in order to raise awareness about career opportunities in the skilled trades

- Work with Fort Wayne-Allen County business and provide advisory services in hiring workers with disabilities and connect disabled adults with workforce services and potential employers

DIGEST SHEET

TITLE OF RESOLUTION. Ordinance Approving the Awarding of the 2019 Contract for Economic Development Services by and between Fort Wayne-Alen County Economic Development Alliance, Inc., by and through its affiliate Greater Fort Wayne, Inc. and the City of Fort Wayne, Indiana, by and through the Division of Community Development

DEPARTMENT REQUESTING RESOLUTION. Community Development Division

SYNOPSIS OF RESOLUTION. Ordinance approves awarding the 2019 contract for economic development services between the City of Fort Wayne and the Fort Wayne-Alen County Economic Development Alliance, Inc., by and through its affiliate, Greater Fort Wayne, Inc.

EFFECT OF PASSAGE. Continue the provision of economic development services provided by Greater Fort Wayne, Inc.

EFFECT OF NON-PASSAGE. Potential loss of economic development services

MONEY INVOLVED (DIRECT COSTS, EXPENDITURES, SAVINGS).

ASSIGNED TO COMMITTEE (PRESIDENT). _____

To: Common Council
Introduced February 26, 2019

From: Cindy Joyner, Division Director
Community Development

Date: February 26, 2019

Re: Fort Wayne-Allen County Economic Development Alliance, Inc., by and through its affiliate
Greater Fort Wayne, Inc

In the 2019 CEDIT Plan, Council approved \$250,000 in the marketing budget to be used for economic development services with the Fort Wayne-Allen County Economic Development Alliance, Inc. They have been instrumental in improving our community's ability to respond to both economic challenges and opportunities.

The work Greater Fort Wayne does is absolutely critical to our ability to market this community to new and expanding employers. We have been pleased with their work to date.

We request that you approve the 2019 contract. Thank you for your attention to this important matter.