

1 **BILL NO. S-25-01-27**

2 SPECIAL ORDINANCE NO. S-_____

3
4 **AN ORDINANCE** approving the 2025
5 AGREEMENT FOR ECONOMIC DEVELOPMENT
6 SERVICES BETWEEN FORT WAYNE – ALLEN
7 COUNTY ECONOMIC ALLIANCE, INC., and the
City of Fort Wayne, Indiana by and through the
Division of Community Development.

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

10 **SECTION 1.** That the 2025 AGREEMENT FOR ECONOMIC
11 DEVELOPMENT SERVICES BETWEEN THE FORT WAYNE-ALLEN COUNTY
12 ECONOMIC DEVELOPMENT ALLIANCE, INC., BY AND THROUGH ITS
13 AFFILIATE GREATER FORT WAYNE, INC. and the City of Fort Wayne, by and
through its Division of Community Development, respectfully for:

14 2025 funding for the Fort Wayne-Allen County Economic
15 Development Alliance for Direct Marketing Services and Economic
Development Activities during 2024;

16 involving a total cost of Three Hundred Thousand and 00/100 Dollars
17 (\$300,000.00), all as more particularly set forth in said AGREEMENT FOR
18 ECONOMIC DEVELOPMENT, which is on file in the Office of the Department of
19 Purchasing, and is by reference incorporated herein, made a part hereof, and is
20 hereby in all things ratified, confirmed and approved.

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

23
24 _____
25 Member of Council

26 APPROVED AS TO FORMAL LEGALITY

27 _____
28 Malak B Heiny, City Attorney
29
30

RECITALS:
AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES

This Agreement for Economic Development Services dated _____, effective as of January 1, 2025 (the "Effective Date") by and between the City of Fort Wayne, Indiana, by and through its Division of Community Development ("City") and the FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE, an Indiana non-profit corporation.

City is engaged in ongoing economic development programs to benefit its citizens through the retention and creation of employment opportunities and the expansion of City's tax base. City desires to obtain professional marketing and project coordination services to enhance the effectiveness of its economic development program. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE is engaged in various economic development activities in northeast Indiana including the providing of professional marketing and project coordination services for the benefit of public and quasi-public entities (the "Economic Development Services") and desires to perform the Economic Development Services for City in accordance with the terms and conditions of this Agreement.

The City of Fort Wayne, by and through its Division of Community Development (City) and the Fort Wayne -Allen County Economic Development Alliance, Inc., an Indiana non-profit corporation, by and through its affiliate, Greater Fort Wayne, Inc., an Indiana nonprofit corporation (GFW), GFW shall be paid a fee of Three Hundred Thousand and 00/100 (\$300,000.00), payable in (4) equal quarterly installments of Seventy-Five Thousand 00/100 Dollars (\$75,000.00) for the performance of Economic Development Services in accordance with the terms of this Agreement, commencing with the first quarter of 2025. The Fee shall include payment for all costs and expenses incurred by or on behalf of GFW in the performance and delivery of the Economic Development Services. Each quarterly payment shall be made within thirty (30) days following submission of an invoice for payment which shall include a detailed description for the Economic Development Services by GFW for such quarter.

NOW, THEREFORE, in consideration of the mutual covenants, conditions and promises contained in this Agreement, City and FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE agree as follows:

SCOPE OF SERVICES. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall perform the Economic Development Services described in Schedule A attached hereto and made a part hereof (the "Economic Development Work Plan"). The Economic Development Services shall be performed by FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE in accordance with the goals and performance measures set forth in attached Schedule A.

1. The goals and performance measures will be used by the parties to evaluate the performance by FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE hereunder during the Term.
2. TERM. This Agreement shall commence as of the Effective Date and shall continue until December 31, 2025 unless terminated by City or FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE prior thereto in accordance with Section 10 hereof. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall perform, deliver, or contract all of the Economic Development

Services during the Term at such times and in such components as the parties shall determine or as City may reasonably request.

3. **CHANGES TO SCOPE OF ECONOMIC DEVELOPMENT SERVICES.** City may from time to time during the Term request changes in the Scope of Economic Development Services. Such changes, including any increase or decrease in compensation hereunder upon which City and FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE agree as a result of such changes, shall be contained in a written amendment to this Agreement. City may also request a decrease in the amount of compensation payable to FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE hereunder in the event FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE fails to perform and deliver the Economic Development Services or fails to achieve the goals or meet the performance measures in the performance and delivery of the Economic Development Services as provided in attached Schedule A. The parties shall negotiate in good faith any adjustment to compensation under this Section 3.
4. **STAFFING.** FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall utilize qualified and competent professional staff, consultants, independent contractors and subcontractors authorized under applicable federal, state and local laws, rules and regulations to perform and deliver the Economic Development Services under this Agreement. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall provide City in advance with a written list of consultants, independent contractors and subcontractors whom FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE intends to engage in the performance and delivery of the Economic Development Services.
5. **REPORTS.** FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall submit quarterly written or electronic reports to City for-Schedule A which shall provide a description of the goals targeted, activities undertaken and accomplishments that have been achieved during the previous quarter together with a description of projects to be undertaken during the following quarter. On or before January 15, 2026, FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall submit to City a final written report which documents the Economic Development Services performed and the work accomplished by FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE under this Agreement during the Term (the "Final Report"). The Final Report shall document the accomplishments during the Term, identify any significant deviation by FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE in the performance of the Scope of Economic Development Services and outline plans, recommendations and projections for calendar year 2026 in the event the parties have agreed to renew this Agreement.
6. **OWNERSHIP OF DOCUMENTS.** All documents, data, literature, logos and other materials (including computer software), whether in written or electronic form, generated by FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE in the performance of its obligations under this Agreement (the "Documents") shall be and remain the property of FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE. Upon City's written request, FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall reproduce and deliver copies of the Documents to City.

7. COMPLIANCE WITH LAWS.

- a. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall comply with all federal, state and local statutes, rules, regulations and ordinances in the performance and delivery of the Economic Development Services and regarding any other matter pertaining in any manner to this Agreement.
- b. This Agreement shall be governed by, construed and enforced in accordance with the laws of the State of Indiana.
- c. The parties agree that any action at law or in equity initiated by either party regarding or relating to this Agreement shall be heard by a court of applicable Jurisdiction located In Allen County, Indiana.

8. RELEASE AND INDEMNIFICATION: To the fullest extent permitted by law, FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE agrees to forever release, defend, indemnify and hold harmless City, its officers, directors, employees, agents, departments and divisions, from and against any and all loss of or damage to property, injuries to or death of any person or persons, and/or all claims, damages, suits, costs, expenses, liability, actions or proceedings of any kind or nature whatsoever, including reasonable attorney's fees and, without limitation, Worker's Compensation claims, both known and unknown and whether now existing or hereafter arising, which is in any manner related to or associated with the performance and delivery of the Economic Development Services by or any other act or omission to act by FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE, its employees, independent contractors, subcontractors, consultants and agents in connection with this Agreement. This release and Indemnification shall survive the expiration or earlier termination of this Agreement for any reason.

9. TERMINATION. Either City or FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE may terminate this Agreement prior to the expiration of the Term, with or without cause, upon written notice to the non-terminating party. If termination is for cause, which shall include any impropriety, default or breach under this Agreement by the non-terminating party, the terminating party shall provide ten (10) days' notice of termination. If termination is without cause, the terminating party shall provide thirty (30) days' notice of termination. City may also terminate this Agreement prior the expiration of the Term, in the event budgeted funds are not available to pay FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE the compensation described in Section 3, hereof upon written notice to FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE. In the event of termination prior to the expiration of the Term by either party, City shall be responsible for payment of the compensation to and including the date of notice of termination under this Section 10.

10. BEST EFFORTS. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall devote its best efforts and resources to the performance and delivery of the Economic Development Services hereunder and the performance of all ancillary services reasonably requested by City or required under this Agreement. In connection with FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE's performance hereunder in order to achieve the maximum effectiveness and success of City's economic development program.
11. INDEPENDENT CONTRACTOR. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE is at all times serving as an independent contractor of City hereunder, and no employees, consultants and subcontractors of FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE are employees of City. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE is responsible for all obligations relating to federal and state income tax, self-employment, Medicare and FICA taxes and contributions and all other employer taxes, contributions and withholdings related to its employees.
12. ADVOCACY. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE's advocacy work is focused on projects and public policy. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE and its employees will not engage in advocacy for candidates running for municipal office; however, this does not include political activities while not in their official capacity. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE employees will conduct themselves in a professional and ethical manner while performing their duties under this contract. This provision does not supersede or infringe on the constitutional rights of the employees of FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE.
13. NOTICES. All notices sent by City or FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE under this Agreement shall be personally delivered or sent by United States prepaid certified mail, return receipt requested as follows:

If to City:
City of Fort Wayne
Citizens Square 200 East Main Street
Suite 320
Fort Wayne, IN 46802
Attn: Deputy Mayor

If to FORT WAYNE/ALLEN COUNTY
ECONOMIC ALLIANCE:
Greater Fort Wayne, Inc.
200 East Berry Street Suite 800 Fort
Wayne, IN 46802
Attn: Chief Executive Officer

14. ASSIGNMENT. FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE shall not assign, subcontract or transfer any right, duty or obligation of FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE under this Agreement without the prior written consent of City. City understands that FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE may engage consultants or subcontractors to assist FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE in the

performance and delivery of the Economic Development Services.

15. AMENDMENTS. This Agreement contains the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior negotiations, agreements and understandings with respect thereto. This Agreement may only be amended by a written instrument executed by City and FORT WAYNE/ALLEN COUNTY ECONOMIC ALLIANCE.

16. CAPTIONS. The captions provided herein at the beginning of each section shall not in any way limit, restrict or define the meaning of the section.

IN WITNESS WHEREOF, the City of Fort Wayne and Fort Wayne-Allen County Economic Development Alliance, Inc. by and through Greater Fort Wayne, Inc. have executed this Agreement as of the date first above written.

CITY OF FORT WAYNE, INDIANA
By and through its Division of Community
Development

FORTWAYNE-ALLEN COUNTY
ECONOMIC DEVELOPMENT ALLIANCE, NC.

By: _____
Jonathan Leist, Director
Community Development
City of Fort Wayne

By: _____
Ellen Cutter, Executive Director
Fort Wayne-Allen County Economic Development
Alliance, Inc.
Chief Economic Development Officer
Greater Fort Wayne, Inc.



Schedule A: GFW Inc. Economic Development Work Plan

About GFW Inc.

Greater Fort Wayne Inc. (GFW) is the single point of contact for economic growth and business services in Fort Wayne – Allen County, Indiana. Our mission is to grow a nationally recognized economy.

To do that, GFW Inc. provides community leadership and programming around four key areas:

- (1) Supporting and celebrating local businesses,
- (2) Developing an inclusive workforce and next generation leadership,
- (3) Improving our community's quality and competitiveness, and
- (4) Attracting new business, talent, and capital.

Our Values

Inclusivity

We value the thoughts and contributions of all people and understand that inclusion is critical to sustainable economic development.

Collaboration

We value imagining and implementing our future collaboratively. Our community wins when the public and private sectors are aligned.

Results

We value getting things done. Wins, big and small, build momentum and create real change.

Economic Development Work Plan

Core Objectives

As the Lead Economic Development Organization for Fort Wayne— Allen County, Greater Fort Wayne Inc. will play a leading role in moving these core objectives. GFW's leadership in these areas will reflect our organizational values: collaboration, inclusivity, and results.

Objective 1: Serve as the Lead Economic Development Organization (LEDO) for Fort Wayne – Allen County.
GFW Inc. will 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.

Action Items

- 1.1 Actively market GFW as the lead economic development organization for Fort Wayne – Allen County.
- 1.2 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.
- 1.3 Respond to leads that come direct to Greater Fort Wayne Inc. via our website, telephone, investor referral, or other source, incorporating feedback from the City of Fort Wayne Division of Community Development.
- 1.4 Produce and update marketing collateral, including digital and print.
 - 1.4.1.1 GFW will undergo a comprehensive update to its website in 2025.
 - 1.4.1.2 GFW will prepare a memo for economic development partners including bullet point information for use on partner websites and analytics to shed insight on how prospects locate us, click maps, and other insights. Key messages (e.g. fastest growing city in the Midwest, etc.) will be included.
- 1.5 Regularly convene partners including (City of Fort Wayne, City of New Haven, Allen County, Regional Partnership, City Utilities, IEDC, Northeast Indiana Works, Airport Authority, Town of Hometown etc.) via tactical monthly project meetings.
- 1.6 Inform the community about economic development projects and investments via press releases, social media, GFW Inc.'s annual meeting, etc.
- 1.7 Collaborate with area commercial brokers, city, county, and airport to market available sites and properties via iCrex (Indiana Commercial Real Estate Exchange) – or the most frequently used exchange by regional brokers in 2025, listing sites and properties on IEDC's ZoomPropsector for state-issued leads, where needed.

Objective 2: Alignment through open, proactive communication.

Meet regularly with our partners at the City and County to ensure alignment in economic development activities.

Action Items

- 2.1 Host bi-annual feedback sessions with city and county elected officials to solicit feedback and ideas related to economic development.
- 2.2 Meet on a minimum basis of every two weeks with economic/community development liaisons from the city and county to coordinate activities.
- 2.3 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.

Objective 3: Drive community results with the implementation of Allen County Together.

In collaboration with the city, county, private sector leadership, and partner organizations, coordinate implementation activities of our economic development strategy.

Action Items

- 3.1 The GFW Economic Development Committee will meet every other month and focus engagement on strategy progress and implementation.
- 3.2 Collaborate with the city on incorporating recommendations into subsequent work plans for GFW Inc. and facilitate conversations with additional economic development partners to do the same (e.g., Downtown Improvement District, NEI, Visit Fort Wayne, SEED, etc.).
- 3.3 Fully participate as a partner in the implementation of the Tourism Master Plan for Fort Wayne – Allen County, led by Visit Fort Wayne.
 - 3.3.1 Attend IAAPA Conference in Winter of 2024 and follow up on business development leads in 2025.
- 3.4 Continue to identify opportunities for improvement and collaboration among entrepreneur service organizations to enhance the competitiveness of our entrepreneurial ecosystem.
- 3.5 Convene local government and private sector partners to identify funding opportunities to support the advancement of ACT priorities in CHIPS for America Act, Regional Economic Acceleration and Development Initiative (READI), Strategic Development Commission (SDC), Lilly Endowment College and Community Collaborations, Bipartisan Infrastructure Law (BIL), and Inflation Reduction Act (IRA).
- 3.6 Examine alignment of incentives around the Allen County Together plan in collaboration with local municipalities.
- 3.7 Support continued jet aviation mission of the Air National Guard-122 and base modernization.
 - 3.7.1 Communicate the economic impact of the base to the broader community.
 - 3.7.2 Develop a concept plan to support base modernization, in coordination with the 122nd.

Objective 4: Build pipeline of investment through a best-in-class business visitation program.

Conduct business retention and expansion (BRE) visits 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.

Action Items

- 4.1 Conduct visits to local business visits, reporting on key findings at Economic Development Committee meetings. GFW will continue to exercise flexibility and utilize zoom, on-demand videos, and other methods to reach businesses.
- 4.2 Document business intelligence to determine trends and deficiencies. Provide follow-up to businesses with connections, resources, programs that would be beneficial to the company's growth.
- 4.3 Work to convert leads/prospects to projects and wins:
 - Maintain an economic development scorecard to track project status and review at 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 from the city and county to participate.
 - Coordinate regular tours of Fort Wayne-Allen County businesses and projects under construction and invite local elected officials and economic development partners to participate.
 - GFW will aim to provide tour options six times a year.
- 4.4 Implement findings from the 2024 Allen County Business Survey to inform continuous improvement.

Objective 5: Market the community for economic development investment.

Greater Fort Wayne Inc. will work with Community Development staff on a business development strategy aligned with the needs of the City of Fort Wayne.

- 5.1 Headquarter visits (inbound or outbound), in coordination with local partners and elected officials.
- 5.2 Develop a family tourism product development assistance work plan, in coordination with Community Development and Visit Fort Wayne.
- 5.3 Additional services to be determined jointly by GFW and City of Fort Wayne Community Development.

Objective 6: Coordinate Talent Attraction programming and resources for employers.

With the reversal of net domestic out-migration, the City of Fort Wayne must welcome and retain new residents. GFW Inc. will support our business community's talent attraction efforts with programming and resources, informed by national best practices.

6.1 Launch the "umbrella" program Onboard Fort Wayne to include a full spectrum of talent attraction events from high school to C-level executives.

6.1.1 Apply to the Northeast Indiana Strategic Development Commission for funding support of talent attraction marketing and programming.

6.2 Reposition the "community" page on GFW's website to be squarely focused on relocation/talent attraction resources, including "Ask a Local."

Supporting Objectives

GFW Inc. will provide support to our partners that lead other areas interrelated with Fort Wayne-Allen County's economic development. These areas include business climate, sites, and infrastructure; workforce development; downtown development and quality of place; and external/national marketing.

Objective 7: Collaborate with community partners to deliver a competitive "product"

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 investment.

Action Items

7.1 Support city, county, and airport efforts to acquire, develop, and market land for development, in Alignment with Allen County Together and All in Allen.

7.1.1 Work with IEDC to coordinate Allen County partners for its Strategic Sites Inventory phase II program, if applicable.

7.1.2 Collaborate with Community Development to build a pipeline of competitive sites and buildings Southeast Fort Wayne.

7.2 Assist local communities with the identification and advancement of economic development initiatives that increase the product available in Fort Wayne-Allen County.

7.3 Participate in defining incentives and programs that work for businesses.

7.4 Participate in monthly utility infrastructure planning meetings.

7.5 Participate in transportation planning efforts to further economic development opportunities, including INDOT's ProPEL process for U.S. 30.

7.5.1 Work in coordination with regional partners to identify response to completion of ProPEL plan, which is expected to be completed by end of 2024, to ensure the infrastructure is appropriate to support further economic development.

7.6 Promote Fort Wayne's Opportunity Zones and market investment potential, in partnership with the city.

Objective 8: Pursue airport development and competitive air service opportunities

Partner with the Airport Authority on the development and marketing of air service and airport assets as strategic economic drivers in the community.

Action Items

- 8.1 Support efforts to retain, expand, and promote services at FWA to business and leisure travelers.
- 8.2 Promote the airport district as a place to do business and participate in planning for future capacity and service needs.
- 8.3 Support the Airport Authority in protection of the airport operating zone/s:
 - 8.3.1 Convene and educate community partners, real estate brokers, construction firms, and others. constituents on business development issues related to the airport.
 - 8.3.2 Serve as a community liaison to the 122nd Fighter Wing.
 - 8.3.3 Partner with the city in promotion and administration of the Foreign Trade Zone.

Objective 9: Where gaps and needs exist, provide programming support (at the direction of the business community) to promote sustained economic growth. Identified areas include entrepreneurship, equity and inclusion, and workforce development.

Support efforts of community partners to ensure Fort Wayne and Allen County has the programs in place to support existing businesses, new business formation, and workforce development. Provide complementary services where appropriate.

Action Items

- 9.1 Convene business volunteers through the MadeByMe initiative, which works with Fort Wayne-Allen County high schools to raise awareness about career opportunities in the skilled trades.
- 9.2 Participate in Don Wood Foundation and Questa Foundation's Coalition for Advancing Post Secondary Training and Education initiative, aiming to address gaps in skilled trades and educational attainment.
- 9.3 Work with Fort Wayne-Allen County business and provide advisory services in hiring workers with disabilities and connect disabled, new residents with community resources via GFW's Onboard Fort Wayne program.
- 9.4 Expand the GFW Inc. Bridge Program, supporting small business development and entrepreneurs from underrepresented backgrounds.
- 9.5 Continue to partner with the Fort Wayne Black Chamber of Commerce, Greater Fort Wayne Hispanic Chamber, SEED, Amani Family Services, and Northeast Indiana Innovation Center to promote multicultural programming and assistance for small businesses and entrepreneurs.
 - 9.5.1 Assist Community Development and SEED with identifying locations for PASE business incubation.

Objective 10: Participate as a partner on the continued implementation of *Downtown Blueprint Plus* and key quality of life projects/investments

Work collaboratively with our partners to develop private sector engagement, implementation, and marketing strategies to advance the momentum of development downtown

Action Items

- 10.1 Market downtown development and commercial investment opportunities in collaboration with the city, including Riverfront Fort Wayne, Opportunity Zones, etc.
- 10.1.1 Collaborate on marketing materials for commercial and retail operators in new developments.
- 10.2 Actively participate in defining incentives and programs that work for businesses.
- 10.3 Provide staff to the Fort Wayne-Allen County Development Trust:
 - 10.3.1 Provide staff support for the acquisition of real estate to support the objectives of adopted community plans.
 - 10.3.2 Manage properties retained by the Trust and provide operational support for the organization.
- 10.4 Cultivate local, regional and national developer and investor relationships.
- 10.5 Collaborate and participate in retail commercial corridor study.

Objective 11: Collaborate on strategies to spur redevelopment in under-invested areas

Advance all areas of Fort Wayne—Allen County by supporting projects and programs that make distressed corridors/nodes attractive for commercial redevelopment and residential growth

Action Items

- 11.1 Work with the city and Brightpoint to identify next steps to build the community's CDFI (community development financial institutions) capacity for affordable housing and small businesses.
- 11.2 Collaborate with Southeast Developers, Brightpoint, and local banks on an educational session focusing on updated CRA regulations and future impacts on community development.
- 11.3 Support the implementation of best practices observed in Inter-City Visits (Little Rock, Arkansas in 2025), that align with Fort Wayne—Allen County's priorities, including inclusive entrepreneurship, affordable and infill housing, neighborhood corridor redevelopment, design standards and zoning, housing, high-wage job growth, etc.
- 11.4 Continue to work with the city to support implementation of the Southeast Area Strategy, especially as it relates to commercial development and developer assistance.
- 11.5 Work with the City on strategies that meet ACT job creation goals Southeast Fort Wayne and provide redevelopment opportunities for private investment.
- 11.6 Cultivate local, regional and national developer and investor relationships.
- 11.7 Partner with the City to utilize data analytics for targeted recruitment and business development in support of Allen County Together.

- 11.8 Work with SEED to raise awareness of the district benefits to businesses and ensure collaboration/support in business visitation.

Objective 12: Regional collaboration

Greater Fort Wayne Inc. will collaborate with regional LEDOs, Mayors and Commissioners, and NEI on regional initiatives and opportunities aligned with local priorities.

- 12.1 Represent Allen County at the 11-County LEDO Council.

DIGEST SHEET

TITLE OF RESOLUTION. A Resolution approving funding for the 2025 Contract for Services the Fort Wayne/Allen County Economic Alliance.

DEPARTMENT REQUESTING RESOLUTION. Community Development

SYNOPSIS OF RESOLUTION. Approves the continued engagement with Fort Wayne/Allen County Economic Alliance, to obtain processional marketing and project coordination services to enhance the effectiveness of the City's economic development efforts.

EFFECT OF PASSAGE. The approval of these funds allows continued and seamless collaboration between City Economic Development and Fort Wayne/Allen County Economic Alliance.

EFFECT OF NON-PASSAGE. There would be a lack of adequate economic development marketing and project coordination resulting fewer opportunities for economic development with current and prospective city constituents.

MONEY INVOLVED (DIRECT COSTS, EXPENDITURES, SAVINGS).

Community Development Funds	\$300,000
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ASSIGNED TO COMMITTEE. Finance Committee, Chair and Co-Chair

To: Common Council

From: Andrea Robinson, PhD
Community Development
Economic Development Administrator

Date: January 22, 2025

RE: Fort Wayne/Allen County Economic Development Alliance (Greater Fort Wayne, Inc.)

In the 2024 CEDIT Plan, Council approved \$300,000 in the marketing budget to be used for the marketing contract with Fort Wayne/Allen County Economic Development Alliance. The Alliance is our community's primary marketing and prospect development arm. In operation since late 2000, the Alliance has been instrumental in improving our community's ability to respond to both economic challenges and opportunities.

The work that the Fort Wayne/Allen County Economic Development Alliance does is critical to our ability to market this community to new and expanding employers. We are pleased with the Alliance's work to date.

We request that you approve the 2025 contract. Thank you for your attention to this important matter.