



City Council Communication

AGENDA DATE: October 20, 2025 **LEGISTAR ITEM #:** Res 2025-158

PRESENTER: Garrett Anderson **DEPARTMENT:** Economic Development

☐ Ordinance	☒ Resolution	☐ Public Hearing
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REQUEST

This policy outlines the rationale and proposed structure for establishing an economic development incentives program and a corresponding Standard Operating Procedure (SOP) for the Economic Development Incentive Program Policy. The intent is to position the policy both as a city-wide directive, and also an operational framework—a strategic, parameter-setting document that provides internal guidance and procedural clarity for the administration of economic incentives.

BACKGROUND

The city is increasingly engaging in public-private partnerships and targeted economic development efforts that require a consistent, transparent, and accountable method for evaluating and awarding economic incentives. To support this, two documents are proposed:

Economic Development Incentives Policy – Operational Framework

The official policy adopted for citywide application, this document is envisioned as a modernized operational framework, established by resolution, and directs the City Manager to implement the Policy.

Economic Development Incentives Program – Standard Operating Procedure (SOP)

These tools will enable the City Manager to direct City Staff to administer an incentives program with clarity, consistency, and confidence, while ensuring alignment with broader city goals such as fiscal responsibility and long-term economic sustainability.

There is no direct financial impact or budget allocation at this time. Rather, each agreement as it is entered into will specify the financial

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impact for that agreement. In every case, the policy proposes only to rebate funds already paid to the city, in either net-new fees or taxes. In no case does the policy suggest that payments be made to a business or developer from general funds, nor loans.

JUSTIFICATION

☐ Council Goal	☒ Strategic Plan	☐ Work Plan	☐ Legal
Citation	Economic Development Strategic Plan 1.1.6 Continue the implementation of existing incentives and assess the feasibility of new tools to spur development of targeted commercial development types – retail, hospitality & entertainment.		

AVAILABLE ACTIONS

- Available Action #1. Approve the item as presented.
- Available Action #2. Provide alternative direction to staff.

STAFF RECOMMENDATION

Staff recommends action #1, approval of the item.