

# **Gun Barrel City Economic Development Corporation**

## **2016-2017 Budget - Executive Summary**

Our fundamental challenge is to drive significant economic growth with the limited resources at our disposal. To that end we have developed a three part strategy:

1. Promote our City and its environs as a destination for day trips and weekend travel from the Dallas-Ft. Worth Metroplex by hosting frequent events.
2. Opportunistically promote our City to companies and source selection teams who demonstrate an interest in coming here.
3. Work with our existing business base – and with residents – to promote expansions and startups.

This budget supports each of these strategies. One reason we chose these strategies is that we can pursue them with relatively small outlays, so as to conserve financial resources. In combination with other efforts to husband our resources (such as relying on Board members and other volunteers to conduct much of the day to day business of the EDC), this represents an effort to maximize the economic impact of our investments.

Our sales tax revenue is projected to continue to grow moderately by 5% from \$425K to \$447K. While the sales tax rate allocated to EDC remains constant (0.125%) we expect the above Destination / Events strategy to attract more visitors, increasing hotel/motel and other revenue by 3% of sales revenue; and for new stores (after allowing for closures and departures) to increase revenue by 2%. Proceeds from Revolving Loan Fund payments are projected to be over \$39K, almost 9% of tax revenues.

### *PROPOSAL*

*The following table lists budget items supporting each of the three strategies listed above..*

Strategy Element	Supporting Budget Items	
1. Promote our City and its environs as a destination for day trips and weekend travel from the Dallas-Ft. Worth Metroplex.	Big Chief Improvements	\$ 75,000
	Advertising	\$ 18,000
	Promotional Marketing/events	\$ 10,000
	Websites/Social Media	\$ 10,000

2. Opportunistically promote our City to companies and source selection teams who demonstrate an interest in coming here.	Lakeland	\$ 150,000
	Façade Improvement Projects	\$ 50,000
	Tip Top	\$ 30,000
	Old City Hall	\$ 15,000
3. Work with our existing business base – and with residents – to promote expansions and startups.	Boots to Business	\$ 50,000
	<b>Local Business Round Table</b>	<b>\$ 8,500</b>
	Grant Consultant	\$ 5,000
	Theatre Advertising	\$ 4,000

*RECOMMENDATIONS*

To successfully implement these strategies we need the City Council and City Administration to be aligned so that our marketing and our management of these activities are consistent. We can't afford mixed messages or unhappy visitors.

We solicit the support of the Council to approve this budget and the stream of activities it represents.