



City of Colleyville City Council Worksession Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
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www.colleyville.com

Thursday, March 9, 2017
6:00 p.m.

Executive Conference Room
Third Floor - City Hall

1. CALL TO ORDER

2. PRESENTATION AND DISCUSSION

2a Discussion of Economic Development and Communications strategy

3. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards by 5:00 p.m.

Amy Shelley, TRMC
City Secretary

A quorum of any Colleyville board, commission, or committee may be present at this meeting.

Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the City Secretary at least 48 hours in advance at 817.503.1133, and reasonable accommodations will be made to assist you.



City of Colleyville Colleyville City Council Worksession Agenda Briefing

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Agenda Number**Agenda Date** 03/09/2017**Type** Presentation and Discussion**Department** Economic Development

Title

Discussion of Economic Development and Communications strategy

Explanation

The purpose of this worksession item is to gain City Council consensus on Economic Development and Communications strategies and objectives. Economic Development and Communications were two areas discussed by the City Council at the January visioning workshop. The City Council requested a separate worksession to further discuss both of these functions in terms of the City's strategy.

The City Council is considering for approval at its March 7 meeting the City Council Visioning Workshop document, which provides the preparation activities in advance of the workshop, exercises and input received during the workshop, an implementation framework, and recommended next steps. Economic Development and Communications are contained in the document in the following areas:

Economic Development

Goal:

Goal 4 - Enable Responsible Development

Strategy:

4.2 Encourage compatible commercial growth

Objectives:

- Prepare an economic development strategy
- Attract small corporate headquarters, office campus and supporting retail and restaurant development
- Encourage the development of unique and inviting public spaces
- Create public/private partnerships for economic development

Communications

Goal

Operate Transparently

1:

Strategy:

1.4 - Communicate thoroughly and strategically

Objectives:

- Develop a formal communications strategy
- Establish the City as a trusted clearinghouse for factual information
- Implement an updated and enhanced City of Colleyville website

Attachments

1. Economic Development and Communications Strategy Presentation

Economic Development & Communications Strategy Worksession

March 9, 2017

Economic Development



The purpose of this worksession is to gain City Council consensus on Economic Development and Communications strategies and objectives.

Economic Development

Economic Development



Goal:

Goal 4 - Enable Responsible Development

Strategy:

4.2 Encourage compatible commercial growth

Objectives:

- Prepare an economic development strategy
- Attract small corporate headquarters, office campus and supporting retail and restaurant development
- Encourage the development of unique and inviting public spaces
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Economic Development



- Defining economic development
- Attracting economic development
- Retaining economic development
- Tactics to accomplish economic development

Economic Development - Define



- Economic Development:
 - Is quality of life
 - Adds jobs, which equal daytime population
 - Produces sales tax to fund services
 - Adds commercial taxable value
 - Takes a proactive approach to commercial development
 - Works with the private sector to facilitate commercial development that fits the Colleyville character
 - Is community specific

Economic Development – Attraction



- Attract projects that add jobs to the community
 - Jobs = daytime population; daytime population crucial to restaurants
 - Corporate campus office development
 - Small corporate HQ; regional HQ
 - Northern Gateway large opportunity
- Attract “character” restaurants and soft goods retail
 - One-or-two of a kind
 - Differentiate ourselves from neighboring cities

Economic Development – Attraction



- Attract missing national brands
 - National brands drive traffic and can help support character restaurants and retailers
 - Tenant mix
- Work with existing shopping centers to secure tenants in vacant leased space
 - 95% occupancy; key spots available
- Attract new development to southern Colleyville Boulevard
 - Opportunity with vacant land
 - Opportunity for redevelopment
 - Vacant land/new development can be catalyst for redevelopment

Economic Development – Attraction



- Encourage development to Precinct Line Road area
 - One of largest remaining commercial tracts
 - Motivated property owners
- Long-term redevelopment perspective along SH26
 - Economic development takes time, redevelopment takes longer
 - Potentially incentivize demo
- Provide space to facilitate entrepreneurship
 - Could be physical or virtual space
 - Public private partnership

Economic Development – Retention



- Ensure City is taking necessary steps to help facilitate business success
 - Retention meetings (identify potential issues, name with a face)
 - Good processes, reasonable approach (i.e. directional signage)
 - SH26 outreach plan
 - Chamber relationship
- Work with existing corporate businesses on potential expansion plans
 - Monitoring leases of key tenants
 - If a business expands, work to make sure it is in Colleyville

Economic Development – Retention



- Readily provide access to market-specific data
 - CoStar, NCTCOG, traffic counts, demographics, anecdotal
- Encourage shopping locally and communicate benefits of doing so
 - SH26 outreach plan
 - Cash mob
 - Colleyville Closebuy program
- Evaluate performance metrics

Economic Development – Tactics



- Attraction
 - Regular meetings with brokers
 - Regular meetings with land owners
 - Simplify incentive policy
 - CoStar data and reports
 - ICSC and other industry organizations
 - Dallas Regional Chamber DFW Marketing Team
 - Entrepreneurial center
 - Public private partnerships

Economic Development – Tactics



- Retention
 - Regular meetings with top employers and sales tax payers
 - Lease monitoring, CoStar
 - SH26 outreach plan
 - Social media
 - Cash mob
 - Featured business of the month
 - Website update
 - Monthly newsletter
 - Revamp Closebuy program
 - Chamber/SCORE

Discussion

Communications

Communications



Goal 1:
Operate Transparently

Strategy:
1.4 - Communicate thoroughly and strategically

- Objectives:
- Develop a formal communications strategy
 - Establish the City as a trusted clearinghouse for factual information
 - Implement an updated and enhanced City of Colleyville website

Communications



- We want to be the main source for factual, unbiased, and timely City news and information
- We want to promote awareness and marketing of City events, activities, services, and programs

Communications



- Proactive / Reactive
 - Anticipate what is important to residents and push that information out
 - Provide “hard” news items and information about services and aspects of the City residents may not know about
 - We want to be proactive in communication, understanding that reaction to news and events is necessary at times – we can’t anticipate everything
 - React quickly and accurately when needed

Communications



- New website
 - A fresh, new website with modern capabilities will solve many communication issues
 - Easier to find information; better organized
 - City can do more and better communication with a modern website
 - More residents are accessing the website via mobile devices and we need a responsive design
- Utilization of video content across multiple platforms
 - SOTC videos on Facebook are some of the most popular and highest reach posts
 - Talented and capable video labor pool staff
 - Additional video content will necessitate additional funding

Communications



- Push out more information on City services to residents
- Push out more information to media to garner press coverage (continue build press relationships)
- Foster internal culture of communication
 - Encourage staff to tell us the great activities and programs their department is doing so we can promote and let residents know
- Communicate the City is doing what it committed to do
 - Visioning workshop plan
- Evaluate performance metrics

- City communication tools
 - Website (www.colleyville.com)
 - Social media (Facebook, Twitter, Instagram)
 - *E-News* (weekly electronic newsletter)
 - *Colleyville Communicator* (monthly utility bill newsletter)
 - Special event marketing
 - CodeRed
 - Recreation and Library program guides
 - Media relations
 - Cable channel

Communication tools statistics:

- Colleyville.com
 - In 2017, average 19,314 page views/week
 - Since Jan. 1, 55.4% of website visitors are new users
 - 44.51% of users are visiting from a Windows computer
 - 33.95% from an iOS device (iPhone, iPad)
 - 10.88% from an Android device
 - 9.88% from a Macintosh machine

Communication tools statistics:

- Social Media

- Facebook

- Colleyville Government – 1,982 Likes (page followers) growing at an average rate of 10 new followers a week
 - On average, reaching 1,250 daily and growing
 - Colleyville Center – 749 likes
 - Colleyville Closebuy - 397 likes
 - Colleyville Economic Development – 273 likes

- Twitter

- @CityColleyville – 357 followers
 - In the past year, we are averaging 267 impressions per day

- Instagram – 186 followers

Communication tools statistics:

- Weekly E-News
 - 2,776 subscribers
 - 46.5% open rate
 - Average government open rate – 26.33%
 - 10.2% click rate
 - Average Government click rate - 3.62%
- Texting (SH26 updates)
 - 404 – growing regularly

Discussion