



MEMORANDUM

To: Mayor and City Council

From: Clay Phillips, City Manager

Date: April 22, 2014

Reference: Work Session: Discussion regarding Retail Recruitment Strategy.

2030: **Business Prosperity**

Introduction:

Developing a strategy to recruit more traditional restaurants, pursuing a retail strategy for Old Coppell and implementing strategies developed by Catalyst were all identified as work plan elements in the current City Council Goals. All of these items are addressed and covered in the Economic Development Committee's retail recruitment strategy.

Analysis:

The Economic Development Committee has created a three phase plan for retail recruitment. Phase I, Research & Data Gathering, and portions of Phase II, Analysis & Plan Development, are currently underway. Phase III is execution of the plan. This will begin in FY 2014 – 2015 but will remain an on-going process. The retail recruitment strategy is included in the packet.

Legal Review:

N/A

Fiscal Impact:

N/A

Recommendation:

Staff recommends approval.