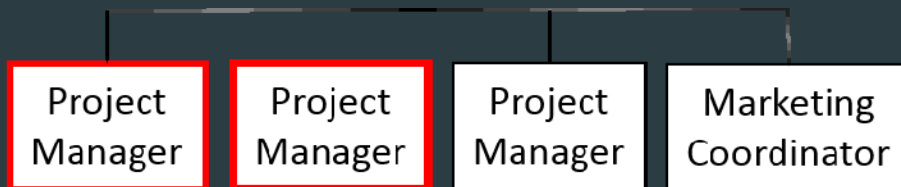


Economic Development Base Budget Presentation

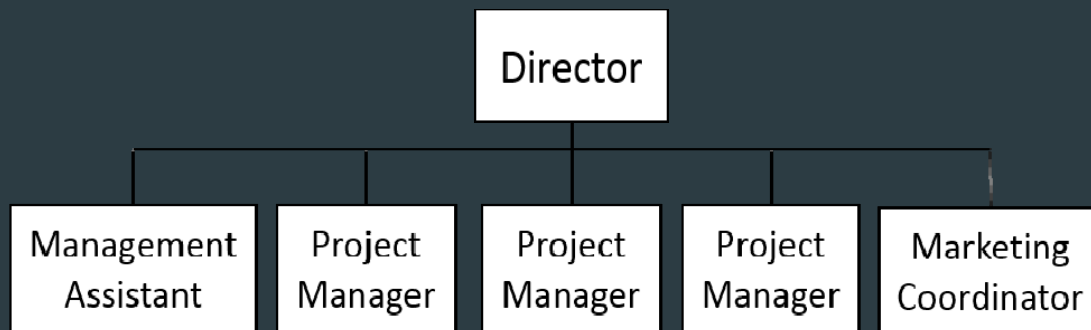
Michelle Lawrie, Economic Development Director

Organizational Structure

Economic Development Division within Development Services Department



Economic Development Department Re-Established on 10/06/2014



➤ Total Division FTEs: 4

➤ FY15 Total Division Budget: \$531,520

➤ Total Department FTEs: 6

➤ FY15 Revised Department Budget: \$668,911

➤ Changes from adopted budget reflect re-establishment of department which included two FTE positions from Development Services and \$30K in on going funds designated for Economic Development that was transferred from Development Services



* Red highlights represent vacant positions

FY15 Total Budget and Personnel

Division	Budget	Personnel
Economic Development	\$531,520	4
Supplementals	\$0	N/A
Totals	\$531,520	4

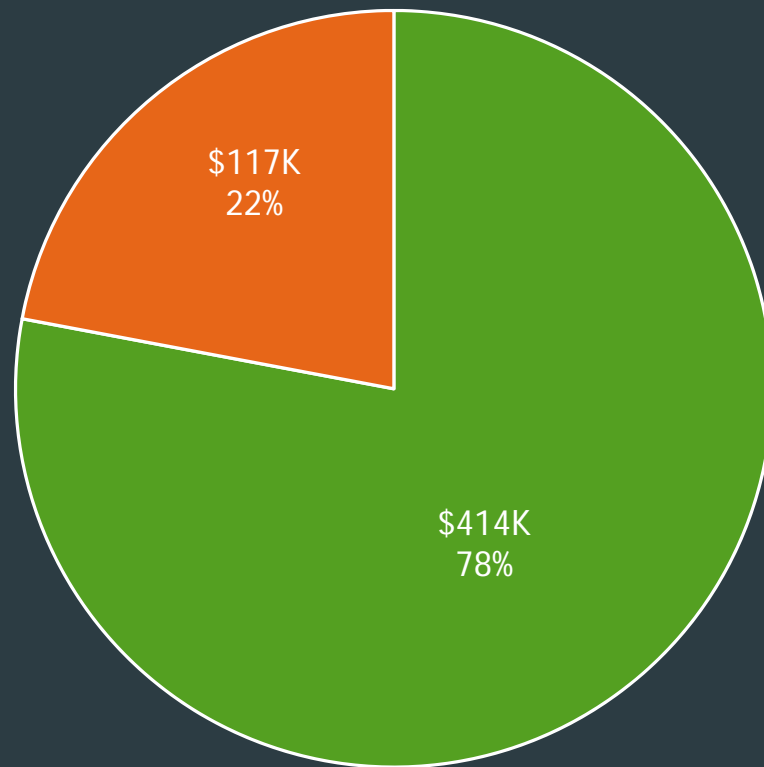
- On 10/6/2014, Council approved the re-establishment of Economic Development as a stand alone department which included two FTEs which were transferred from Development Services for a current department total of 6 FTEs.
- During fiscal year 2015, a new director of Economic Development was hired, a Small Business Project Manager position was filled, and a Management Assistant was reassigned to the department.



FY15 Priority-Based Budgeting



Quartile 2 Programs:
1) Marketing



■ Quartile 1

■ Quartile 2

Quartile 1 Programs:

- 1) Business Development and Attraction
- 2) Business Retention and Expansion

FY15 Key Performance Measures



Performance Measure	FY14 Goal	FY14 Result	FY15 Target
# of jobs created from new and/or expanding businesses	1,000	1,172	1,200
Total capital investment from new and/or expanding businesses (in Millions)	\$100.0	\$191.7	\$110.0
# of new prospects	45	53	45
Total # of business interactions through the business retention & expansion program	100	218	110

FY15 Efficiencies



- ▶ Re-established Economic Development as a stand-alone Department to best execute the city's Economic Development Strategic Plan.
- ▶ Recruited a Small Business Project Manager to focus on outreach and promoting the growth of Goodyear's Small Business Community (Focus on Success Economic Development Strategic Plan - Goal 2)
- ▶ Created cross-departmental agreement with Development Services to share Management Assistant support from Economic Development and Administrative Assistant support from Development Services to manage the respective duties across departments.
- ▶ Obtained the support of a city volunteer who provided 65+ hours assisting the department with records management including file planning, preservation, storage, and destruction.

FY15 Supplementals



- ▶ The Economic Development Department did not submit any supplemental requests for fiscal year 2015.