



Las Vegas

Agenda Item No.: 53.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF OCTOBER 19, 2011

DEPARTMENT: ECONOMIC AND URBAN DEVELOPMENT

DIRECTOR: WILLIAM ARENT

☐ Consent ☒ Discussion

SUBJECT: Report for possible action regarding a Economic Development Strategy Update All Wards

Fiscal Impact:

☐

No Impact

☒ Augmentation Required

☐

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

As a major component of Economic and Urban Development Department's (EUD) Business Strategy, EUD staff has been tasked to develop a comprehensive Economic Development Strategy by the end of Fiscal Year 2012 (June 30, 2012). Vision is to grow 5,000 jobs in five (5) years in non-core industries, thereby diversifying the economic base by expanding key industry clusters through proactive public investment and coordination with the private sector.

RECOMMENDATION:

Accept report and direct staff as appropriate.

BACKUP DOCUMENTATION:

Submitted at Meeting PowerPoint Presentation by Staff

Motion made by STAVROS S. ANTHONY to Accept the Report

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, STEVEN D. ROSS, BOB COFFIN; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

BILL ARENT, Director Economic and Urban Development, reviewed a PowerPoint presentation as it was shown on monitors. He emphasized that these cluster studies are not strategies and do not provide action plans for the City to follow. He announced plans to run focus groups to help develop ideas and processes needed to implement diverse growth. He is also recommending a request for a quote to retain a consultant in order to present several strategies to the Council for refinement.

MAYOR GOODMAN stated the importance of utilizing and attracting individuals and organizations that have the hands-on experience in addition to proven models of performance.



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CITY MANAGER ELIZABETH FRETWELL stated that there will be several items similar to this on upcoming agendas in order to provide the council with base information and to initiate discussion leading up to the Council meeting in December.

COUNCILMAN BARLOW thanked the City Manager and MR. ARENT and stated how important it is for the city to diversify industry within the City. MR. ARENT clarified for the Councilman that the chart showed that private venture capitalists only invested \$7 million in Las Vegas compared to \$1 billion invested nationwide. He also stated that as companies continue to relocate to the Valley, it will draw additional firms and will promote additional growth. The Councilman questioned what could be done to improve the City's visibility and improve its status and reputation, but MR. ARENT answered that there is no magical answer and that incentives are not always the most important draw.

COUNCILMAN WOLFSON asked for statistics or databases that reflect the types of companies and organizations that are considering Southern Nevada as a new headquarters, and whether there is satisfactory follow up on those that do not choose our city. MR. ARENT stated that follow up is already a part of his department's business plan.

MAYOR GOODMAN discussed the difficulty of attracting top medical talent primarily due to the standing of the public school system.

COUNCILMAN ROSS stated that waiving the business license fee for the first year is a fabulous idea and a great example of thinking outside of the box.

JOE MAVIGLIA, Las Vegas resident, offered his services to help the City and hopes his ideas and plans will be heard.

COUNCILWOMAN TARKANIAN thanked the staff for their forward-thinking initiatives.

COUNCILMAN ANTHONY suggested the approval of a consultant. In regards to the contracting of a consultant, COUNCILMAN BARLOW received clarification from MR. ARENT that it is more important to focus on scope-specific proposals and not necessarily cost-focused proposals in order to retain the best consultant for the job. He also stated that the budget for a consultant will come back before the council once a selection is made.

CITY MANAGER FRETWELL stated that a scope is normally prepared when seeking a qualifications-based contract and that Council is presented with these ideas prior to the selection process and then again once a selection is made. COUNCILMAN BARLOW is concerned that the cart is being put before the horse by creating scope before identifying the need and possibly ahead of shifting attitudes of the City or Council. CITY MANAGER FRETWELL clarified that the priority setting session will not likely delve to the depth of detail that will be addressed in a scope and that the Council typically provides input as to what needs to be accomplished while staff determines how to make that possible. The Councilman asked about the timeline and was told by CITY MANAGER FRETWELL that it will probably take around 6-8 weeks.

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MAYOR GOODMAN stated that this is an opportunity to align the City with State and County initiatives, although the City should be the primary focus.