



# City of Maricopa

## Legislation Text

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**File #:** CON 16-44, **Version:** 1

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The Mayor and City Council shall discuss and possibly take action on approving a contract between the City and Worldwide Growth Enterprises, Inc., an Arizona corporation d.b.a. IO.INC for the creation of an Economic Development Strategic Plan for the City of Maricopa. The contract will be for the amount of \$62,500. Funding will come from Professional and Occupational program funding in the approved 2016-17 budget for Economic Development. Discussion and Action.

Through approval of this contract the City of Maricopa intends to establish a professional service agreement for the development of an Economic Development Strategic Plan for the City of Maricopa, Arizona. The Strategic Plan created through the processes and actions identified in the proposal submitted by IO, Inc. will serve as a guide for economic development efforts of the City of Maricopa for a period of five years.

The last update of the City's economic development strategic plan took place in 2011. Since that time the City of Maricopa has grown significantly in the number of residents and local businesses. The completion of a new Economic Development Strategic Plan will aid in strengthening the local economy, maximizing the positive impact of local economic resources and help secure a healthy economic future for the community.

The proposal selected for acceptance by the City was chosen from four finalists. The selected proposal, presented by IO.INC, was judged the most responsive to the requirements of the RFP by an evaluation panel. The proposer, IO. INC, has significant local economic development knowledge and experience and has assembled a team of experts to assist in creation of the plan. Under the proposal a completed plan will be presented to the City for acceptance and approval in May 2017.

Some of the key actions and steps which will be part of the effort to create the Strategic plan include a market assessment, analysis leading to the identification of targeted economic sectors and possible alternative ways to attract and support the local economy, and an assessment of the potential future impact of current development projects.

The services to be performed by IO.INC per this contract are detailed in the Request for Proposals and IO, Inc.'s response, attached as Exhibit A and B.

This item will be presented by Interim Economic Development Director Harold Stewart.

Staff recommends that the Mayor and City Council approve an agreement between the City of Maricopa and Worldwide Growth Enterprises, Inc., an Arizona corporation d.b.a. IO. Inc. in an amount not to exceed \$62,500. Funding for the agreement comes from the Professional and Occupational portion of the 2016-17 Economic Development budget (10011616-53320).