

Decision Paper

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1. **SUBJECT:** Recommendation from the Economic Development, Planning & Marketing Focus Group to contract with Urban Land Institute (ULI) at a cost of \$12,000 for a Technical Assistance Panel (TAP).

2. **PURPOSE:** To have panel discussions to address issues regarding economic development and marketing strategies.

3. **ASSUMPTIONS:** Town Council wishes to maintain and expand its local businesses and tourism industries.

4. **FACTS:**

(a) The Economic Development, Planning & Marketing Focus Group met with various representatives and agencies regarding ways in which the town could maintain and expand its local business base and its tourism industry.

(b) The Economic Development, Planning & Marketing Focus Group recommends that Town Council approve the proposed contract with ULI.

(c) The ULI has done this for many other municipalities (e.g., Mt. Pleasant, Myrtle Beach, etc.)

5. **IMPACT OF SUCCESS OR FAILURE:**

(a) Failure to proceed will result in no changes being made to improve town marketing efforts

(b) Success will be achieved by developing new strategies to maintain current businesses, and to attract new businesses and lengthen the tourism season.

6. **RECOMMENDATION:** Approve as presented.

7. **RATIONALE FOR RECOMMENDATION:** Much of the town's success is a direct result of its business and tourism activities. Enhancing those industries would produce more revenue for all businesses and the town.