

## City of Dallas Office of Economic Development Strategic Economic Development Plan

As part of its mission to support existing and prospective businesses and development opportunities, the City of Dallas Office of Economic Development has engaged the services of AngelouEconomics, an economic development consulting firm, to prepare a comprehensive strategic economic development plan.

The strategic economic development plan, which will be completed in early 2019, will provide the City of Dallas with a road map to leverage its considerable assets and help us reach our economic growth and diversification goals. It will also give us a competitive assessment of our community and identify target industries that have the greatest potential to foster strong economic growth in the future.

This isn't the first time the City of Dallas Office of Economic Development has undertaken such an effort. The most recent strategic plan for the City was created in 2006 with a subsequent update in 2013. Both the 2006 plan and 2013 update were prepared by City staff. The contemporary document will be the first comprehensive strategic economic development plan completed for the City of Dallas by an external consultant, with oversight by a local steering committee. The strategic plan will build upon the Market Value Analysis (MVA) and the recently-adopted Comprehensive Dallas Housing Policy, as well as other relevant planning documents adopted by the Dallas City Council.

Throughout the months of August, September, and October, we have sought the community's help to develop the strategic plan. AngelouEconomics has been conducting one-on-one interviews and focus group meetings with academic, business, government, and non-profit representatives, to obtain their input. We will also be conducting an online community survey to generate responses from residents and businesses. This is an important way for anyone who is interested to submit their feedback and ideas.

While the focus will be on economic development programs that the City of Dallas has under its domain, it will be important for the Office of Economic Development's strategic partners to continue playing a collaborative role in building a higher-level, sustainable economy.

## Next Steps

As of October 1, we are well into the first phase (Stakeholder Engagement), which will be followed by the second, third, and fourth phases (Market Assessment, Target Industry Analysis, and Action Plan, respectively).

A draft strategic plan will be delivered by late-December and the final document has an anticipated public release date of Q1 2019.

This website will be updated as the study progresses, so check back often. If you would like to be added to our email list, please contact us at [ecodevinfo@dallascityhall.com](mailto:ecodevinfo@dallascityhall.com). We look forward to updating the community regularly on our progress and sharing a final plan early next year.