



Agenda Item: Discussion Item

Title: Annual report from the Laramie Chamber Business Alliance (LCBA) for its Fee for Service Contract

Recommended Council MOTION: N/A

Administrative or Policy Goal: Goal 1: *Holistic Economic Development (Laramie-Centric)*
 Milestone A: *Adopt Updated 10-Year Economic Development Plan to Replace Chapter 9 of the Comprehensive Plan*

Background:

Over the past ten years, the City has contributed \$1,040,000 in funds to the LCBA (formerly, Laramie Economic Development Corporation) via a “Fee for Service” contract through which LCBA provides an array of economic development services for Laramie.

LCBA formed in 2014 with the merger of the former Laramie Economic Development Corporation and the Laramie Area Chamber of Commerce. Before this merger, the City of Laramie’s contractual and financial relationship was with the Laramie Economic Development Corporation. Since this merger, the Fee for Service Agreement has required certain controls to assure that municipal funds are invested in economic development activities -i.e., recruitment, retention, business park expansion, etc. The contract does not fund traditional Chamber activities, like Business After Hours events, golf tournaments, etc., or any other programs or activities that are exclusive to members.

LCBA’s mission is to “lead the community in the improvement of the local business environment, creation of jobs, and growth of the local tax base in Laramie.” This mission is achieved through a variety of programs and activities which seek to grow existing businesses and attract new businesses and industries to the community. Although LCBA is a member-based organization, the vast majority of its services, activities, and programs do not require membership. Several business relocations and expansions and numerous jobs can be attributed to LCBA’s leadership and partnership.

(Note- the Fee for Service contract only addresses professional services provided to the City of Laramie by LCBA, but there are several other project and property specific contracts with LCBA primarily related to Business Ready Community grants and loans from the Wyoming Business Council and the City of Laramie’s Economic Development Fund.)

In FY 2020/2021, \$90,000 was paid to LCBA to provide the services detailed in the attached agreement. The plan recognizes the important role of LCBA in the community and assigns the organization several leadership and support roles in implementation. Refer to the following tabs: Catalyst, Industry & Wages, Town & Gown, Entrepreneurship, Quality of Life & Tourism, and Infrastructure.

In finalizing this year's Fee for Service Agreement, staff will work with LCBA to identify specific activities LCBA may take on in the upcoming FY to support the implementation of the economic development plan.

2012 to 2016 Investment to LRA

	2012	2013	2014	2015	2016	5-Yr. Change, 2012 to 2016
LRA	\$80,528	\$80,528	\$91,628	\$94,692	\$96,324	19.6%
LCBA	\$90,000	\$90,000	\$110,000	\$110,000	\$110,000	22.2%
LMSA	\$26,722	\$26,722	\$25,778	\$40,000	\$40,000	49.7%
	\$197,250	\$197,250	\$227,406	\$244,692	\$246,324	24.9%

2017 to 2021 Investment to LRA

	2017	2018	2019	2020	2021	5-Yr. Change, 2017 to 2021
LRA	\$92,704	\$95,617	\$120,000	\$95,617	\$50,000	-46.1%
LCBA	\$110,000	\$110,000	\$110,000	\$110,000	\$90,000	-18.2%
LMSA	\$40,000	\$40,000	\$50,000	\$50,000	\$50,000	25.0%
	\$242,704	\$245,617	\$280,000	\$255,617	\$190,000	-21.7%

10 Year Percent Change in investment to LRA

	10-Yr. Change, 2012 to 2021	10-Yr. Total
LRA	-37.9%	\$897,638
LCBA	0.0%	\$1,040,000
LMSA	87.1%	\$389,222
	-3.7%	\$2,326,860

Dollar Invested Per Service Area 2021

LRA	4,308 sq mi	\$11.61 per sq mi
LCBA	17.78 sq mi	\$5,061.87 per sq mi
LMSA	28 blocks (.1136 sq mi)	\$1,785 per block (\$5,680 per sq mi)

Dollar Invested Per Service Area 2012-2021

LRA	4,308 sq mi	\$208.37 per sq mi
LCBA	17.78 sq mi	\$58,492.69 per sq mi
LMSA	28 blocks (.1136 sq mi)	\$13,900.79 per block (\$44,215.62 per sq mi)