CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

ITEM: Appointment to the Interim Board of Directors for the Mid-Iowa Planning Alliance for Community Development **DATE:** September 7, 2021

MOTION: Appointment of Clyde Evans to the Interim Board of Directors

FINANCIAL IMPACT: None at this time, however the City will need to be a paying member to participate in the Alliance and to be eligible for grants/loans from the Economic Development Administration (EDA). First year's dues are projected to be approximately $1,273 and the second-year dues are projected to be $5,092.

BACKGROUND: The Central Iowa region (Boone, Dallas, Jasper, Marion, Polk, Story, and Warren counties) is the only area of Iowa that is not presently designated by the U.S. Department of Commerce's Economic Development Administration (EDA) as an Economic Development District (EDD). In the past, there have been only a few occasions when the Central Iowa region would have been eligible to apply for the EDD designation. Because of the pandemic the ability to create an EDD has been extended to the Central Iowa area. By having this designation, the area would qualify for federal funding thru EDA. Typically, EDA has funded major infrastructure projects to support economic development. As an example, EDA funded over $61.9 million worth of projects in Iowa from January 2018 to January 2021.

Lead by the Greater Des Moines Partnership and the Des Moines area MPO, a Steering Committee has been engaged in creating a Comprehensive Economic Development Strategy (CEDS) for the Central Iowa region. This is the first step in getting the EDD designation.

The Steering Committee is now at the point in the process where they want specific projects identified that member jurisdictions would like to see included in the CEDS. Only projects listed in the CEDS would be eligible for funding from EDA. As a representative on the Steering Committee, I have passed the request for projects on to City departments for their list of projects. EDA will have over $3 billion of federal stimulus money to allocate this coming year.

To become an EDD, a 504 nonprofit entity must be created. The MPO is currently in the process of creating that entity and an interim board of directors. To participate and be a member of the EDD, local units of government are being asked to contribute 7.5 cents per capita in dues to match planning monies from EDA. Based upon our 2020 Census of Population of 68,723, for the first year West Des Moines' contribute would be approximately $1,289 because of how the federal fiscal year falls and when the EDD approval will occur. In year two, our contribution would be approximately $5,541.

Presently, the MPO is proposing to help facilitate the creation of the EDD by utilize the existing Steering Committee as the interim Board of Directors for the Mid-Iowa Planning Alliance for Economic Development EDD.

Excerpts from Steering Committee presentations are attached as Attachment I.

The Finance and Administration City Council Subcommittee met on August 18, 2021, to discuss this topic. They were supportive of the City's involvement in the creation of a Mid-Iowa Planning Alliance for Economic Development and the appointment of Community Development Director Clyde Evans to be the City's representative on the Interim Board of Directors.

OUTSTANDING ISSUES: There are no outstanding issues.

RECOMMENDATION: The Finance and Administration City Council Subcommittee is recommending that Community Development Clyde Evans be appointed as the City's representative on the interim Board of Directors of the Mid-Iowa Planning Alliance for Community Development.

Lead Staff Member: Clyde Evans, AICP, Director

STAFF REVIEWS:

Department Director	Clyde Evans, Community and Economic Development Director
Appropriations/Finance	
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In		
Date(s) Published	N/A	
Letter sent to surrounding property owners		N/A

SUBCOMMITTEE REVIEW (if applicable)

Committee	Development and Planning		
Date Reviewed	August 18, 2021		
Recommendation	Yes ☒	No ☐	Split ☐

ATTACHMENTS:

Attachment I - EDD Steering Committee Presentations

ECONOMIC DEVELOPMENT DISTRICT

CEDS Steering Committee

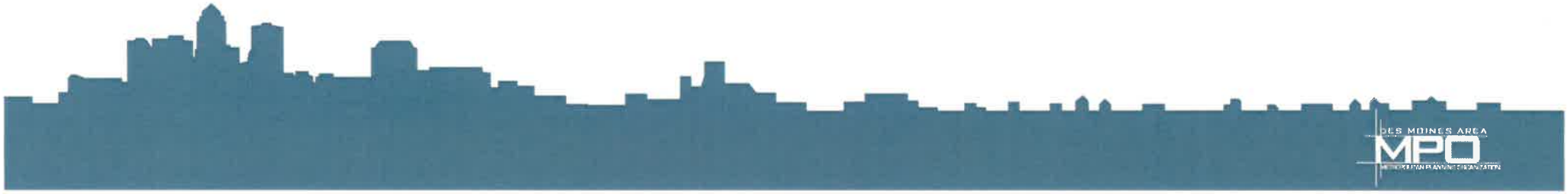
May 3, 2021

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

ATTACHMENT I

Today's Agenda

- **Introductions**
- **Background:** What is an Economic Development District?
- **Update:** Progress to date
- **Frequently Asked Questions**
- **Process Overview:** Developing the Comprehensive Economic Development Strategy
- **Review:** Plan for regional SWOT analysis
- **Next Steps**
- **Other Business?**

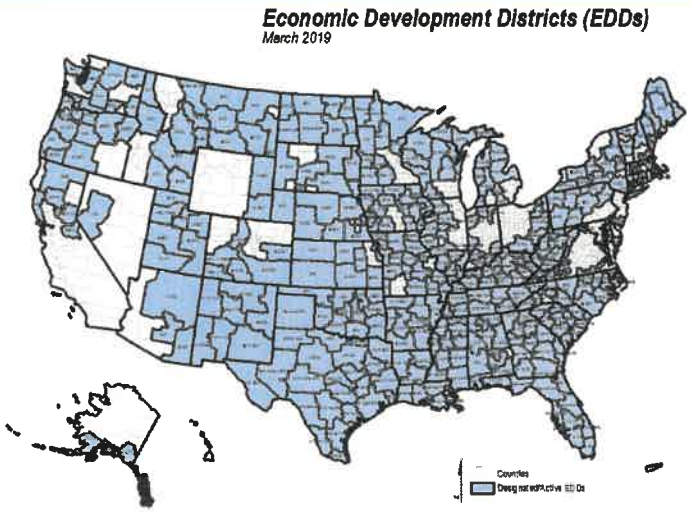


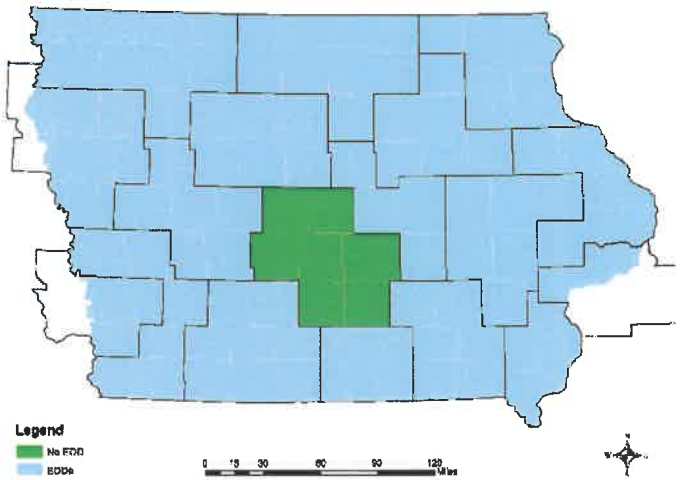
BACKGROUND

What is it and why should we care?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

Economic Development District (EDD) for Central Iowa?





BOONE
DALLAS
STORY
JASPER
POLK
MARION
WARREN

Central Iowa is state's only region without EDD designation from U.S. EDA.

It is now qualified for an EDD designation due to national emergency declaration for the pandemic – the first time the region has qualified since 2008 floods.

Indianapolis and St. Louis regions are also exploring an EDD designations.

What is an Economic Development District (EDD)?

- An Economic Development District is a designation by the U.S. Economic Development Administration given to regions that have experienced economic distress.
- These regions form multi-jurisdictional entities, commonly composed of multiple counties, to plan for the economic resiliency of a region and provide support for member communities.

NOT a chamber of commerce or like Partnership. Does NOT recruit businesses.

NOT like the economic development offices of the region's cities and counties.

NOT a council of governments. EDD can be standalone entity.

Benefits

- Funding
  - First entity to receive EDA funding during major disasters.
  - (E.G., Central Iowa missed out on $470,000 in no-match funding from CARES Act.)
  - Annual funding for staff to administer EDD (requires local match).
  - Improve applications for federal funding.
- Staff Support
  - Support staff for the application and administration of grants.
  - Identify funding opportunities at various levels of government.
  - Fill "gaps" by supporting projects on behalf of communities without capacity.
- Regional Plan:
  - Comprehensive Economic Development Strategy (CEDS) would catalogue priority projects and improve their competitiveness in grant applications.
  - Supports existing plans (comp plans, Tomorrow Plan, Capital Crossroads)

Funding Examples

$61.9 million in EDA investments in Iowa January 2018 – January 2021.

Per-capita spending was six times higher outside Central Iowa.

$3.2 million in Central Iowa (~ $4/person)

$58.7 million outside Central Iowa (~ $25/person)

$8,485,749 – City of Council Bluffs – Flood-proof public water supply and wastewater treatment facility. (2020)

$7,899,000 – City of Hamburg – Levee improvements to protect critical infrastructure. (2020)

$1,729,500 – City of Cedar Rapids – Help relocate a water main for flood resiliency for the Quaker Oats factory. (2017)

$1,000,308 – Southwestern Community College – For a new facility for skills training, technical training, and provide trainings needed for regional businesses and industries. (2015)

$631,102 – Sioux City – Sioux City Gateway Airport. (2014)

$1,000,000 – City of Dyersville – Field of Dreams. (2013)

UPDATE

Where are we at in the process?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

What would it take? The basics

- Every county be part of a presidentially declared disaster declaration (already done due to COVID-19)
- The agency requesting funding must have adequate private representation on the board
- Have the support of all the counties within the EDD area
- Must have concurrence with the State
- Local match must be procured
- A Comprehensive Economic Development Strategy (CEDS) would also need to be created. This is like a Long-Range Transportation Plan, but for community infrastructure projects supporting economic growth.

PHASE 1:
Weigh support

- **November to February**
- Stakeholder discussions
- County resolutions of support
- Concurrence from Governor's Office.

PHASE 2:
Create entity

- **March to August**
- Meet all criteria for formation of EDD.
- Form entity.
- Determine membership.
- Determine due structure.
- Form board.
- Develop and adopt CEDS.

PHASE 3:
Designation

- **Fall 2021**
- Submit materials for designation.
- Review process estimated at 2-3 months.
- Final approval from a deputy administrator.

PHASE 4:
Operational

- **Mid-2022**
- Following designation, the entity would apply to participate in the EDA's Partnership Program, i.e., federal funding for admin costs.

PHASE 1 UPDATE: Stakeholder discussions

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STAKEHOLDER DISCUSSIONS HELD IN COORDINATION WITH THE PARTNERSHIP

- Boone County (February 2021)
- Dallas County (January & February 2021)
- Jasper County (January 2021)
- Marion (December 2020 & January 2021)
- Polk County* (November 2020)
- Story County (December 2020)
- Warren County (January 2021)

* Polk County discussions started with Supervisors, per their guidance. Stakeholder discussions with metro cities will occur as part of Phase 2.

PHASE 1 UPDATE: County Resolutions

PHASE 1:
Weigh support

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- County resolutions of support
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RESOLUTIONS OF SUPPORT PASSED UNANIMOUSLY IN ALL COUNTIES

- Warren County (January 2021)
- Story County (January 2021)
- Jasper County (February 2021)
- Polk County (February 2021)
- Dallas County (March 2021)
- Boone County (March 2021)
- Marion County (March 2021)

PHASE 1 UPDATE: State Concurrence

PHASE 1:
Weigh support

- **November to February**
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INITIATED PROCESS

- Met with IEDA Director Debi Durham, who expressed strong support for an EDD in Central Iowa
- IEDA will act as conduit to Governor's Office for the required letter of support from the Governor
- Formal request for letter will be made in the summer after completion of Comprehensive Economic Development Strategy

FREQUENTLY ASKED QUESTIONS

Have you thought about …?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

How much will this cost?

- The EDA offers a “Partnership Program” with local EDDs to provide administrative staff support
- Program offers up $70,000 annually, if matched by $70,000 locally
- The $140,000 annual budget would cover cost of total staffing costs

How much will this cost my jurisdiction?

- Non-participating jurisdictions – no cost
  - Participation is a local decision
  - If community doesn't join initially, it can join at a later date
  - Only members receive benefits, including projects in CEDS
- Participating jurisdictions – depends on membership levels
  - We can conservatively estimate 15 cents per person
    - 200,000 population – $30,000 annually
    - 70,000 population – $10,500 annually
    - 25,000 population – $3,750 annually
    - 4,000 population – $600 annually

What's the relationship between MPO and EDD?

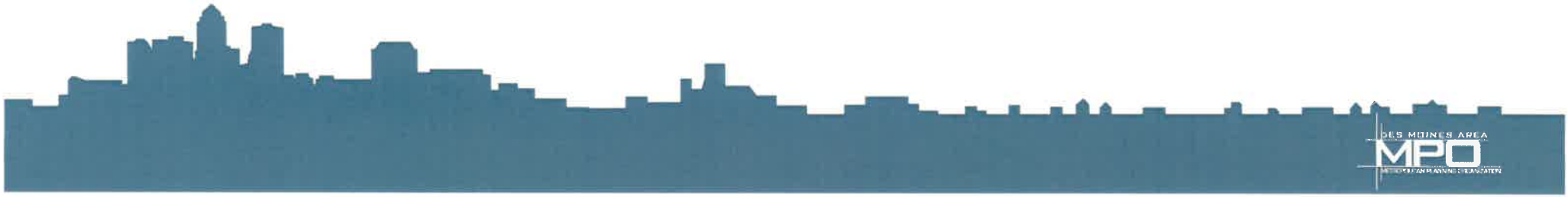
- The MPO and EDD will be separate organizations
  - Different boards, dues, charters, etc.
- There will be a contractual relationship
  - EDD will hire MPO to administer the entity
  - Similar arrangement to MPO & Central Iowa Regional Transportation Planning Alliance (CIRTPA)

Will the board of directors control grant spending?

- Short answer: No, not usually.
  - Not like MPO, which receives annual grant funding to be allocated to member governments
  - With EDD, most grant funding is between individual jurisdictions and outside entity (e.g., EDA); the EDD facilitates process
- Longer answer: The board will have financial oversight
  - $140,000 administration budget
  - One-time stimulus money (e.g., $470,000 in 2020)

Before we go any farther …

ANY QUESTIONS?



PROCESS OVERVIEW

Developing the Comprehensive Economic Development Strategy

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

PHASE 1:
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PHASE 3:
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PHASE 4:
Operational

- **Mid-2022**
- Following designation, the entity would apply to participate in the EDA's Partnership Program, i.e., federal funding for admin costs.

PHASE 2 NEXT STEPS: CEDS Development

PHASE 2:
Create entity

- **March to August**
- Meet all criteria for formation of EDD.
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- Determine membership.
- Determine due structure.
- Form board.
- Develop and adopt CEDS.

APRIL – Form Steering Committee

MAY – SWOT analysis and goal setting with stakeholders

JUNE – Project selection

JULY – Review and revise draft document

AUGUST – Finalize and submit document

NOTE: *We are moving at a very fast rate. Stakeholders have expressed concern about busy schedules. Also, if we move quickly enough, we can potentially be in line for next round of stimulus funding.*

THANK YOU! CEDS Steering Committee

PHASE 2:
Create entity

- **March to August**
- Meet all criteria for formation of EDD.
- Form entity.
- Determine membership.
- Determine due structure.
- Form board.
- Develop and adopt CEDS.

Responsibilities

- Oversee development of the CEDS
- Help organize local engagement
- Review and provide feedback on processes, findings, analysis, and draft documents.
- Receive updates on larger process of forming EDD and act as sounding board to ensure successful implementation
- Approximately 1 meeting / month, or more if needed

Makeup

- Up to 5 representatives from each of the 7 eligible counties (35 maximum)
- Goal of having representation from public and private
- Preferably well-connected officials who can help facilitate local engagement
- Stakeholders from each county self-select their own representatives

PHASE 2 NEXT STEPS: SWOT Analysis

PHASE 2:
Create entity

- **March to August**
- Meet all criteria for formation of EDD.
- Form entity.
- Determine membership.
- Determine due structure.
- Form board.
- Develop and adopt CEDS.

Stakeholder Session

- One session for stakeholders throughout region
- 1:30 p.m. Monday, May 10
  - Any major conflicts (e.g., large conferences) that would preclude numerous stakeholders from attending?
- Send email invitation TODAY to all stakeholders who have been involved to date
- Request your assistance in getting word to relevant officials and stakeholders
- Goal of getting representatives from all seven counties
- Offer the option of providing feedback via email or phone to those who can't make it

PHASE 2 NEXT STEPS: SWOT Analysis (cont.)

PHASE 2:
Create entity

- **March to August**
- Meet all criteria for formation of EDD.
- Form entity.
- Determine membership.
- Determine due structure.
- Form board.
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Meeting Outline

- Held via Zoom
- Advertise 1 hour (available 90 minutes)
- Open with very brief background (2-3 minutes)
- Facilitate SWOT discussion (30-40 minutes)
  - Besides verbal discussion, encourage the use of the chat feature in order to collect comments from as many people as possible
  - Record meeting to capture spoken and written comments
- Facilitate discussion on goals (10-20 minutes)
- Close

NEXT STEPS

How can we be involved?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

Executing on SWOT

1. We will send invitation for May 10 stakeholder session.
2. Please share this with relevant stakeholders and encourage representation from your counties.
3. Staff will compile and summarize results of SWOT analysis and goal-setting for review at next Steering Committee meeting.
4. Staff will develop a proposed process for collecting projects to be included in the CEDS.

Next Steering Committee Meeting

1. Review SWOT analysis findings and revise as needed.
   - Approve summary of SWOT analysis.
2. Review goals as drafted by staff, relative to stakeholder comments, and revise as needed.
   - Approve goals.
3. Review draft process for submitting projects for inclusion in the CEDS and revise as needed.
   - Approve process for project inclusion.
4. Review agenda for July meeting.

Next Steering Committee Meeting (cont.)

1. Standing meeting?
   - 10 a.m.?
   - First Monday of the Month? (Except July)

OTHER BUSINESS?

Anything else we need to discuss?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

Thank you!

We appreciate your support and engagement!

As ever, we are open to connecting with you or members of your staff to further discuss the Economic Development District and/or the Comprehensive Economic Development District.

Todd Ashby, CEO
tashby@dmampo.org
515-334-0075

Andrew Collings
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515-334-0075

Gunnar Olson
golson@dmampo.org
515-334-0075

ECONOMIC DEVELOPMENT DISTRICT

CEDS Steering Committee

July 12, 2021

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

Today's Agenda

- **Update:** Timeline
- **Approve:** Articles of Incorporation
- **Review:** Draft Bylaws
- **Review:** Draft CEDS
- **Update:** American Rescue Plan Funding Opportunity
- **Other Business?**

TIMELINE

Phase 2: Almost done!

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

PHASE 1: Weigh support

- **November to February**
- Stakeholder discussions
- County resolutions of support
- Concurrence from Governor's Office.

PHASE 2: Create entity

- **March to August**
- Meet all criteria for formation of EDD.
- Form entity.
- Determine due structure.
- Form board.
- Develop and adopt CEDS.

PHASE 3: Designation

- **Fall 2021**
- Submit materials for designation.
- Review process estimated at 2-3 months.
- Final approval from a deputy administrator.

PHASE 4: Launch Operations

- **Late 2021 - Mid-2022**
- Determine membership
- Following designation, the entity would apply to participate in the EDA's Partnership Program, i.e., federal funding for admin costs.

FINAL STEPS: Phase 2: Entity Creation

PHASE 2:
Create entity

- **March to August**
- Meet all criteria for formation of EDD.
- Form entity.
- Determine due structure.
- Form board.
- Develop and adopt CEDS.

July 12 – Steering Committee Meeting
  - Review draft incorporation articles

August 2 – Steering Committee Meeting
  - Approve incorporation articles
  - Review draft bylaws
  - Review draft CEDS document

August 3 – Open 30-day public comment period for CEDS

NEW: August 20 – Comments due regarding draft Bylaws, so there's two weeks to revise

AUGUST – Develop EDD designation application while the CEDS is out for public comment

September 2 – Close 30-day public comment period

September 3 – Make final edits to CEDS document

NEW: September 7* – Steering Committee meets as Interim BOD for new entity
  - Review and approve bylaws
  - Review and approve CEDS
  - Review and approve EDD designation application
  - Review and approve IRS designation application

**** September meeting rescheduled to 1 p.m. Tuesday, September 7. Invitation to follow.***

NEXT STEPS: Preparing to be operational

PHASE 3: EDD Designation

- **Fall 2021**
- Submit materials for designation.
- Review process estimated at 2-3 months.
- Final approval from a deputy administrator.

September 8 – Submit EDD designation application and wait. Approval could take up to 3 months.

SEPTEMBER-DECEMBER

-- Meet with eligible jurisdictions about possible membership

-- Funding commitments will be needed for application to the EDA's Partnership Program for administrative costs ($70K annual grant, matched by $70K local funds)

-- Could be operational by early 2022.

PHASE 4: Launch Operations

- **Late 2021 - Mid-2022**
- Determine membership
- The entity would apply to participate in the EDA's Partnership Program, i.e., federal funding for admin costs.

ARTICLES OF INCORPORATION

Establishing the legal entity

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

BACKGROUND: Form Legal Entity

MID-IOWA
MIPA
PLANNING ALLIANCE
FOR COMMUNITY DEVELOPMENT

- Legal entity is required for designation application
  - Entity is then designated as the region's EDD
- Counsel recommended 504 nonprofit
  - Meets EDA's requirements
  - Quicker and simpler to form than 28E
  - Can incorporate using temporary board of directors
  - Allows jurisdictions to easily become members anytime
- Name: Mid-Iowa Planning Alliance for Community Development
- IMPORTANT NOTE: Membership and fees do NOT need to be determined prior to forming the 504 nonprofit.

REVIEW: Articles of Incorporation

- Establishes basic legal structure
- States purpose as a support organization for local jurisdictions
- IRS language included to ease application for 501c3 status
- Refers to bylaws for more defined operating parameters

Interim Board of Directors

- Authority to adopt initial CEDS, bylaws, designation application and related materials
- Provide oversight through transition to permanent board of directors
- CEDS Steering Committee (five members per county)
- Meets as needed until full board structure is in place

BY-LAWS

Governing the new entity

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

HIGHLIGHTS: Membership

- **Eligibility:** all jurisdictions within seven-county region
  - 89 incorporated cities and 7 counties
- **Joining** – Can join at any time
  - Effective July 1, 2023, joining members would pay one year's worth of back dues to join
    - This is intended to prevent jurisdictions from joining at the last minute to reap the benefits without having paid into the org
- **Leaving** – Can leave at any time
  - Would still have to pay dues for remainder of year

REMINDER: Initial fee structure

APPROACH: Start with conservative number to ensure we reach matching requirement ($70,000 local to match $70,000 grant); revise as membership solidifies

Year 1 (partial) *January-June 2022*	**Year 2** *July 2022 – June 2023*	**Year 3** *July 2023 – 2024*
7.5 cents per person within member's jurisdiction (for counties, only unincorporated areas)	**15 cents per person** within member's jurisdiction (for counties, only unincorporated areas)	**To be determined** by permanent board of directors, based on membership
Overages, if any, would be placed into a reserve fund.	Overages, if any, would be placed into a reserve fund.	Reserve fund could be left alone or used to reduce rates.

200,000 population – $7,500 Year 1; $30,000 Year 2

70,000 population – $2,525 Year 1, $10,500 Year 2

25,000 population – $928 Year 1; $3,750 Year 2

4,000 population – $150 Year 1; $600 Year 2

HIGHLIGHTS: Board of Directors

- **Membership:** Maximum 125 representatives
  - 1 per city (89 eligible) and county (7 eligible)
  - 2 private representatives from each county (14 maximum)
    - To be appointed by members within county
  - 1 representative each from Iowa State University, DMACC, and Greater Des Moines Partnership
- **Meetings:** Minimum one per year in May
- **Term:** Until successor appointed, or upon death, resignation or removal
- **Notable responsibilities:** Budget, bylaws, CEDS, financial decisions over $25K.

HIGHLIGHTS: Executive Committee

- **Membership:** Maximum 21 representatives
  - 2 city or county reps from within each county (14)
    - To be appointed by members within county
  - 1 private representatives from each county (7 maximum)
    - To be appointed by members within county
- **Meetings:** At least every other month
- **Term:** Until successor appointed, or upon death, resignation or removal
- **Notable responsibilities:** Day-to-day decision making on behalf of board; spending authority capped at $25K.

HIGHLIGHTS: Officers

- **Officers:** Chair, Vice Chair, Secretary, Treasurer
  - Elected from within Executive Committee Members
  - Elected by Executive Committee
  - Individual can hold more than one officer positions
  - Term: Until successor chosen, or upon death, resignation or removal.

NEXT STEPS: Bylaws

August 2 – Review draft bylaws with CEDS Steering Committee

August 20 – Deadline for comments on draft by laws

September 7 – Seek adoption from interim MIPA board

Later – Bylaws can be updated, if needed, by permanent board

CEDS DRAFT DOCUMENT

Ready for public comment?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

DRAFT Comprehensive Economic Development Strategy

- Draft complete
- 99 pages
- Thanks for all the photos!
  - Local ag photo?
- Project list to be added later after membership is determined

Next Steps

- **August 3** – Open 30-day public comment period
- **September 2** – Close 30-day public comment period
- **September 3** – Make final edits to CEDS document
- **September 7** – Seek adoption from BOD / Steering Committee
- **September 7** – Submit to EDA along with EDD designation application

EDA FUNDING OPPORTUNITY

American Rescue Plan

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

Funding Opportunity

$3 billion in stimulus funding through American Rescue Plan

- Build Back Better Regional Challenge ($1 billion)
- Good Jobs Challenge ($500 million)
- Economic Adjustment Assistance Challenge ($500 million)
- Indigenous Communities Challenge ($100 million)
- Travel, Tourism, and Outdoor Recreation Grants ($750 million)
- Statewide Planning, Research, and Networks Grants ($90 million)

Process

- Collect potential projects.
  - Stakeholder email Monday with:
    - Background on the funding opportunities and suitable types
    - A standardized worksheet for jurisdictions to fill out describing the projects.
  - Hosting an Informational Session for eligible members to learn more
    - 1:30 p.m. Thursday, via Zoom (invitation to follow)
    - Present what we've learned about these programs
    - Q&A
- Compile a list of potential projects.
- Review list with EDA staff, who have told us they will help judge their fundability.
- We'll report back to jurisdictions on what the EDA says and work with jurisdictions to decide whether to proceed with an application.
- Apply for funding.

OTHER BUSINESS?

Anything else we need to discuss?

DES MOINES AREA MPO METROPOLITAN PLANNING ORGANIZATION

Thank you!

We appreciate your support and engagement!

As ever, we are open to connecting with you or members of your staff to further discuss the Economic Development District and/or the Comprehensive Economic Development District.

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