



Economic Development in Fort Worth

City of Fort Worth ED Strategy

Competitive Edge

Targeted Business Attraction

Coordinate business attraction efforts with FWEDP, conduct incentive analysis and structure development deals

Site Assessment

Identify potential sites for land acquisition and development activities

Special District Development

Coordinate efforts on development in our Tax Increment Financing Districts and Public Improvement Districts

Promotion

Promotion of the City through target sector conferences and outbound marketing

Creative Businesses

Entrepreneurship

Program development & implementation of strategies that improve entrepreneurial outcomes

Access to Capital

Link entrepreneurs with training, facilities and funding

Innovation Districts

Coordinate with partners on growth in Mobility Innovation Zone, Medical Innovation District and Texas A&M Technology Innovation Hub

Smart Cities and Smart Buildings

Coordinate development and execution of a strategic action plan for the support of Smart City/Smart building technologies in collaboration with other departments

Community Vitality

Neighborhood Investment

Source development opportunities to increase investment in revitalization target areas

Retail Recruitment

Priority on attraction/development of grocery stores in identified food deserts

Catalytic Development

Evaluate public and privately owned sites within revitalization target areas for potential as catalytic projects

Program Development & Implementation

Develop and grow programs that support community-based investment

Fort Worth Chamber Strategy

LAUNCH 2023+

VISION & STRATEGY

Align around a new vision, with a clear roadmap and innovative thinking, offering measurable and adaptive objectives.

CUSTOMER SATISFACTION

Meet or exceed customer expectations, prioritizing feedback and trust, striving for service excellence, and building lasting relationships.

STABILITY

Build a skilled and professional team to deliver best-in-class chamber services, and secure resources to assure sustainability.

DELIVER 2024+

BUSINESS INTELLIGENCE

Provide data-driven insights and analytics to our members, optimizing decision-making and bolstering our region's competitive edge.

ADVOCACY IMPACT

Fiercely advocate for policy change, strategic partnerships, and a seat at the table for our members, ensuring our voice resonates with effect.

MEMBER VALUE

Drive ROI by offering unparalleled benefits, resources, and member recognition, fostering empowerment and a unique value proposition.

EXCEL 2025+

BUSINESS RETENTION & EXPANSION

Strengthen the connection between businesses and the community while encouraging each business to continue to grow in Fort Worth.

MEMBER STRENGTH

Prioritize a cohesive chamber experience, encouraging resilience, collaboration, and a shared vision to grow a committed member base.

COMMUNITY IMPACT

Lead the development of a constructive regional narrative, foster partnerships, and engage members to drive lasting community impact.

Fort Worth EDP Strategy

FOUNDATION

2023+

PROJECT MANAGEMENT

Analyze the industry scope of projects, timelines, and deliverables to cultivate a more strategic and thoughtful approach to RFP evaluation.

TARGET INDUSTRIES

Review and refine existing target industries: aerospace & defense, mobility & transportation, energy, anchors & innovators.

TEAM & RESOURCES

Identify and secure the best and the brightest talent to deliver top-notch economic development services, including data and key resources.

BUILD

2024+

HOME-GROWN GROWTH

In partnership with FWC, help stimulate the local economy by leveraging existing employers to identify and advance opportunities for growth.

TARGETED BUSINESS ATTRACTION

Build target list of companies and site consultants that align with key industries and launch customized outreach effort.

OUTREACH CHAMPIONS

Engage knowledge and networks of investors and community partners to extend our reach and advance opportunities for growth.

COMPETE

2024-25+

OUTBOUND MARKETING

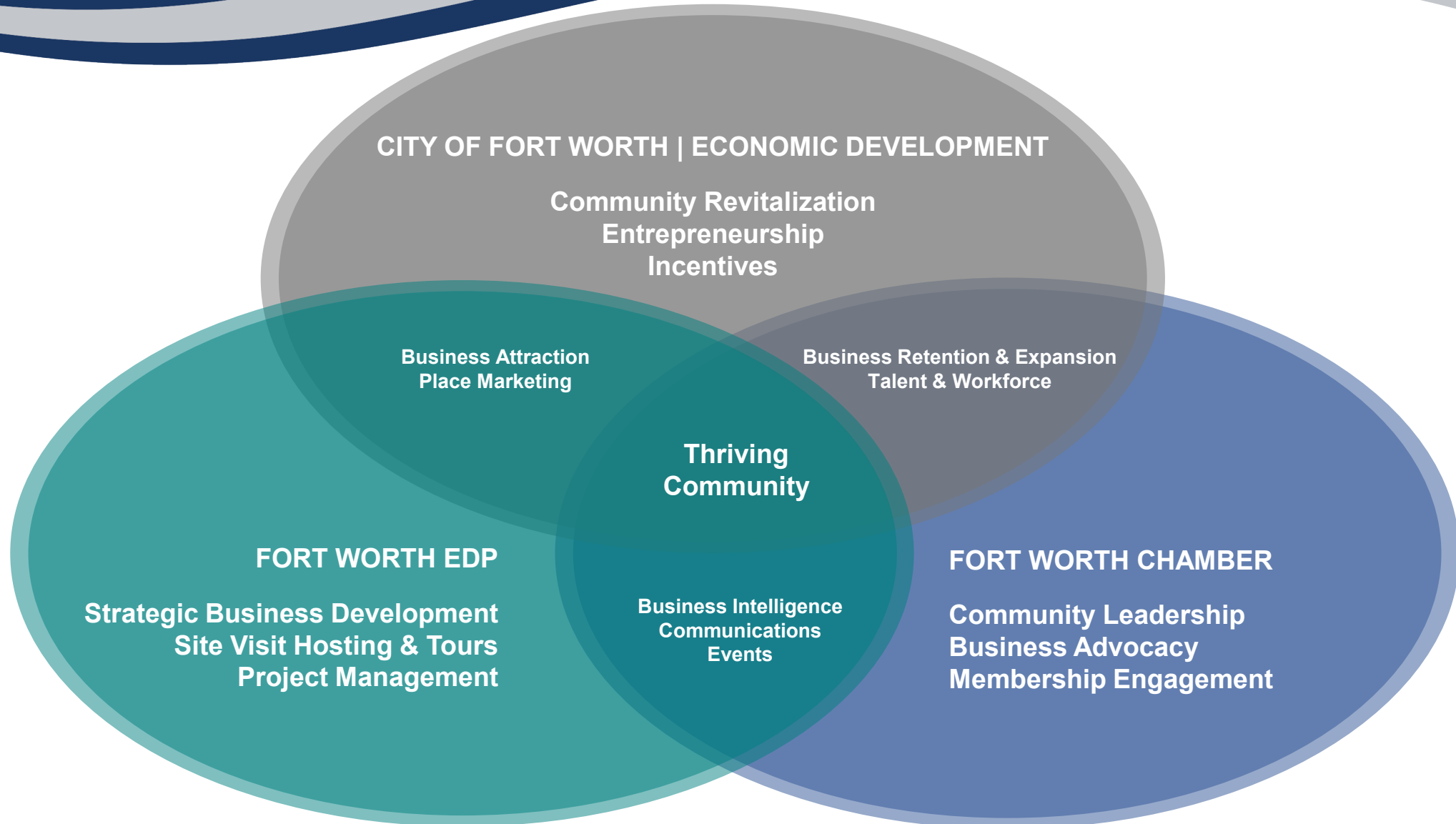
Expand Fort Worth's presence with marketing missions to key markets and conferences to meet with target companies and site consultants.

COMMUNICATION & MARKETING

Refine & enhance existing communication and marketing campaign aimed at attracting businesses and investment to Fort Worth.

HOSTING PROSPECTS

Leverage existing marquee events and curate unique offerings to showcase Fort Worth to select target audiences.



Questions



FORT WORTH®
