



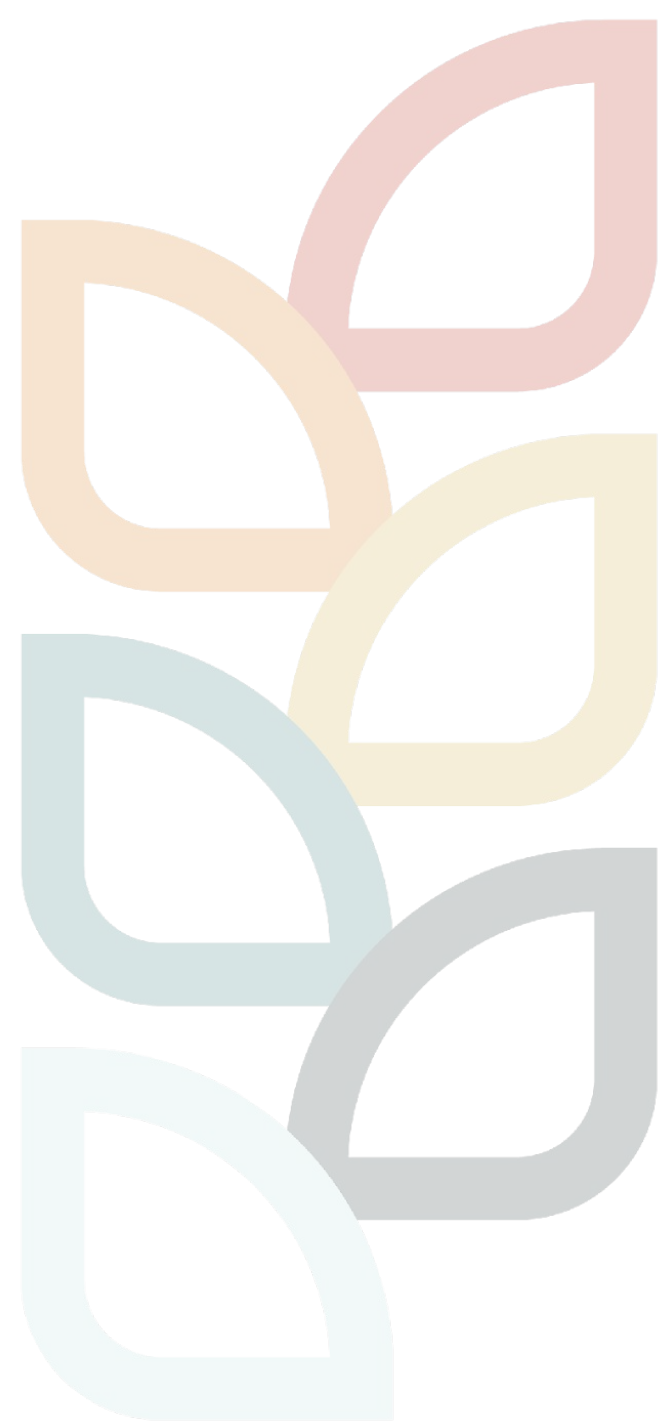
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ECONOMIC  
DEVELOPMENT

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# CEDDC Development Navigator Program



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# Program Overview

- Strategic EDC initiative enhancing communication between developers and the City
- Complements Planning, Engineering, Fire, and Public Works departments with proactive guidance and support
- Provides advocacy and facilitation to move projects from concept to completion
- Helps projects navigate permitting efficiently and effectively
- Ensures developments integrate seamlessly into the community
- Creates a structured feedback loop to improve processes and developer experience
- Strengthens collaboration across City departments and the development community





# Program Scope and Structure

- The program will be administered by the Celina EDC, with Ty Behringer, Business Development Associate, serving as the primary liaison.
- Developers must apply by completing the application and be selected by the EDC. Selection ensures staff capacity is maintained and projects receive high-impact guidance.
- The EDC will coordinate with Planning, Engineering, Fire, and Public Works departments to maintain open communication channels and ensure smooth project flow.
- The EDC Board will approve metrics for the program



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# Program Nature

- This is an incentive program, not a regulatory process.
- The Navigator Program provides advocacy, guidance, and facilitation, but does not override or replace the authority of Planning, Engineering, Fire, or Public Works departments.
- The EDC does not override or alter any part of the official development process — it enhances the developer experience and encourages timely, high-quality outcomes.



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# Program Goals

- **Accelerating Projects:** Reduce uncertainty, streamline processes, and get developments on the ground faster.
- **Enhance Developer Experience:** Provide clarity, predictability, and confidence to businesses investing in Celina.
- **Integrating Community:** Connect developers with the Celina Chamber of Commerce, local businesses, civic organizations, sponsorships, and volunteer opportunities.
- **Strategic Incentives:** Reward projects aligned with Celina's growth priorities with focused EDC support.
- **Operational Stability:** Manage capacity by selecting projects strategically; pilot program may grow into a full-time role if successful.
- **PR & Reputation:** Highlight Celina's proactive, business-friendly approach at conferences, trade shows, and in outreach.
- **Process Improvement and Reinforcement:** Establish relationships between developers, City departments, and the EDC to identify bottlenecks, clarify expectations, pinpoint successes and continuously refine Celina's development processes.



# Selection Metrics and Eligibility

Category	Metric/ Criteria	Rationale
<b>Strategic Alignment</b>	Project supports master plan, target industries, or key growth areas	Ensures resources support high-impact, priority developments
<b>Community Integration</b>	Potential for sponsorships, volunteer programs, or local partnerships	Early engagement strengthens the local ecosystem
<b>Developer Profile</b>	Small or first-time developers	Encourages participation from developers who may need guidance
<b>Economic Impact</b>	Job creation, tax base growth, or additional investment	Maximizes measurable outcomes for Celina
<b>Feasibility &amp; Commitment</b>	Completeness of proposal, financial readiness, realistic timeline	Ensures resources are focused on viable projects



# Selection Metrics and Eligibility

## Ongoing Program Evaluation Metrics

- Number of projects successfully navigated to Certificate of Occupancy– provide hours of time worked
- Average reduction in timeline from concept to Certificate of Occupancy
- Developer satisfaction survey (quality of guidance, responsiveness, clarity)
- % of projects actively engaging in community partnerships or volunteer initiatives
- Staff capacity utilization (ensuring operational sustainability)



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# Performance and Reporting

The EDC will track program outcomes and report results quarterly to the EDC Board and City leadership. Metrics may include:

- Number of projects selected and total investment value.
- Average time from application to final approval (baseline vs. navigator projects).
- Developer feedback opportunities.
- Jobs created and square footage developed.
- Community partnerships or sponsorships resulting from Navigator engagement.
- This data will inform potential program expansion and future resource needs.



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# Key Benefits

- **Accelerated Project Delivery:** Streamlined guidance reduces back-and-forth, gets projects on the ground faster, and fuels economic growth.
- **Stronger Developer Confidence:** Demonstrates Celina's commitment to partnership and predictability, encouraging reinvestment and long-term relationships.
- **Process Improvement and Reinforcement:** Creates a feedback loop between developers, City departments, and the EDC by way of surveys and roundtables to identify bottlenecks, clarify expectations, and continuously refine Celina's development processes.
- **Enhanced Community Connection:** Facilitates early engagement with local organizations, events, and business networks — reinforcing Celina's relationship-driven, business-friendly reputation.
- **Economic Growth & Recruitment Value:** Serves as a tangible example of Celina's proactive approach to development, strengthening outreach efforts at trade shows, conferences, and recruitment events.
- **Public Relations & Brand Impact:** Positions Celina as a development-ready city and supports its brand promise: "We don't just process permits — we partner with you."



## Next Steps

- Staff will coordinate with Development Services to present to City Council.
- Staff recommends approval.



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Questions?

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