



Staff Report

TO: City Council

FROM: Kirk Pelsler, Economic Development Director
Laura James, Economic Development Manager

DATE: September 2, 2025

SUBJECT: Professional Services Agreement with TIP Strategies for the Economic Development Strategic Plan Update

Description: Award a Professional Services Agreement to TIP Strategies for preparation of an update to the City's Economic Development Strategic Plan in an amount not to exceed \$110,000.

Background and Analysis:

On July 2, 2019, City Council approved the City's first Economic Development Strategic Plan (EDSP). The 2019 EDSP was created with significant stakeholder input, and the plan, when released, received strong positive feedback.

Since 2019, significant changes have occurred both regionally and nationally, including impacts from the COVID-19 pandemic, changing market trends, demographic shifts, and emerging development opportunities. Considering these changes, an updated EDSP is necessary to ensure the City's economic development policies, programs, and priorities remain responsive, data-informed, and aligned with current and future community needs.

On June 26, 2025, a Request for Proposal (RFP) was published for professional services to prepare an updated EDSP for the City of Beaumont.

By July 11, 2025, seven (7) proposals were received in response to the RFP.

Proposals were reviewed first by an internal staff evaluation team, and subsequently by an evaluation team comprised of Economic Development Committee (EDC) members. The evaluation team rated TIP Strategies as the top qualified firm based on numerous attributes, including:

- Breadth and depth of team experience
- Experience with fast-growing communities
- Inclusive and accessible community engagement methods

- Interactive data visualizations
- Clear implementation matrix

The scope of work for the preparation of this plan includes:

1. Review and analysis of demographic, market, and economic data.
2. Market segmentation of retail, commercial, and industrial sectors; trends, forecasts, and financial indicators.
3. Identification of City's strengths, weaknesses, opportunities, and threats (SWOT).
4. Creation of opportunities for stakeholder engagement in the planning process; make engagement accessible to the community.
5. Preparation of a customized, locally-based economic development strategy including goals, objectives, and measurable outcomes.
6. Creation of a short- and long-term implementation plan with specific recommendations for prioritization of industries, business types, and services for business recruitment.

All steps will be carried out in concert with City economic development staff, with regular updates to the Economic Development Committee and City Council. It is anticipated that the strategic planning process will commence in September 2025 with estimated completion in April 2026.

The Professional Services Agreement in Attachment A includes the City's RFP as well as TIP Strategies' proposal for reference.

Fiscal Impact:

Staff estimates the cost to prepare this staff report at \$300.

The recommended Professional Services Agreement has a not-to-exceed amount of \$110,000, which will be charged to account 100-1235-7068-0000. Of this total, \$75,000 was originally budgeted in FY 2025 for the update and will be reappropriated to FY 2026. The remaining \$35,000 will be covered within the current budget for the account listed above.

Recommended Action:

Award a Professional Services Agreement to TIP Strategies for the preparation of an update to the City of Beaumont Economic Development Strategic Plan in an amount not to exceed \$110,000 and authorize the City Manager to execute the agreement, and

Authorize the issuance of a purchase order with TIP Strategies in the amount of \$110,000, for the EDSP update.

Attachments:

- A. Professional Services Agreement
- B. Levine Act Statement