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RESOLUTION NO. 21-90

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS, ENDORSING THE DEVELOPMENT OF A BUSINESS RETENTION AND EXPANSION PROGRAM, IN CONJUNCTION WITH LOCAL CHAMBERS OF COMMERCE AND OTHER BUSINESS GROUPS AND NAMING SOUTHWESTERN BELL TELEPHONE COMPANY AS PROGRAM SPONSOR; AND DECLARING AN EFFECTIVE DATE THEREOF.

WHEREAS, the key to increasing employment and maintaining a stable tax base is the retention and expansion of existing business firms; and

WHEREAS, the City of Mesquite will be in a well-informed position to effectively intervene to retain companies and to encourage and assist in their expansion; and

WHEREAS, the active and visible support of the Mayor and Councilmembers is essential to a strong and effective business retention and expansion effort; and

WHEREAS, it is desirable that local government officials, Chambers of Commerce and other business groups work together to learn about, and respond to problems and opportunities faced by local business firms; and

WHEREAS, an organized Business Retention and Expansion Program would benefit small, independent business persons as well as larger firms and traditional industries; and

WHEREAS, Southwestern Bell Telephone Company has agreed to serve as Program Sponsor for the Business Retention and Expansion Program;


NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS:

SECTION 1. That the City of Mesquite is committed to developing, in conjunction with local Chambers of Commerce and other business groups, a Business Retention and Expansion Program.


SECTION 2. Activities should include, but not be limited to, identification of all businesses in the community and their "chief executive officers," recruitment and training of volunteers for chief executive interviews, immediate response, where possible, by the City or private sector to individual business problems and opportunities discovered, and analysis of survey data to develop new programs in order to help keep Mesquite's business healthy and satisfied.

SECTION 3. That this resolution shall take effect immediately upon date of passage as the law in such cases provides.

DULY RESOLVED by the City Council of the City of Mesquite, Texas, on the 7th day of May, 1990.


George A. Venner, Sr.
Mayor

ATTEST:


Lynn Prugel
City Secretary

APPROVED:


B.J. Smith
City Attorney