

# Municipal Packages

Coalign Group works with municipalities in many different ways. Here are two of our most requested service packages.

## TIF Expertise for Municipalities

Coalign provides advice on economic development strategies, policies and incentives to spur the types of development and job creation activities that will be of highest value to your community. Often, municipalities need expertise to design or redesign TIF districts to better incentivize those developments. Our TIF Expertise package provides advice and expert help to position you for accelerated growth.

Coalign will:

- Conduct an educational workshop with up to 50 stakeholders to share the types of economic development tools available to municipalities and how they're best used
- Lead 2 consultations with city leadership to pinpoint strengths, weaknesses, opportunities and threats and understand unique assets
- Survey key stakeholders, up to 50
- Review potential economic development projects and investments and provide feedback to help leadership establish highest priorities and how to optimize assets
- Advise on best practices for TIF(s)
- Present recommendations in up to 2 meetings

## Municipal Strategic Planning

Municipal leaders spend most of their time working in the business of city government. When it comes time for strategic planning, it's helpful to include the perspective of experts who have worked with dozens of cities, completed hundreds of economic development projects of various scales and spent time in the "trenches" of city budgeting and forecasting.

Coalign will help kickstart your municipal planning process:

- Conduct up to 3 discovery sessions with leadership and/or stakeholders
- Conduct a wider stakeholder survey to gather opinions and ideas
- Review financial and budget data to spot unique challenges and opportunities
- Lead a strategy session with leadership to discuss findings and problem-solve
- Provide a report of up to 20 pages establishing top priorities in phases with expert advice on execution and timeline
- Present results and recommended phased approach to up to 2 groups of stakeholders



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# About Coalign:



Coalign Group consults with municipalities and developers to facilitate and accelerate development projects.

## We Help Municipalities:

Municipal leaders wear many hats and face incredible pressure to generate economic development and spur growth for their community, from creating packages to incentivize private development to identifying best and highest use for land and repurposed structures. Coalign Group has 30 years of municipal experience and offers cities expertise in development tax credits, complex real estate transactions, infrastructure development, private-public partnerships and how to create a one-stop-shop economic development office that powers the types of development your city needs.

### Case Study

## Making a Splash in Jenks

The Riverwalk district in Jenks, Oklahoma is full of potential, but that potential has not been fully realized. Leadership of the City of Jenks was looking to bring mixed-use development, retail and additional entertainment options, ultimately resulting in more visitors, jobs and sales tax.

The Coalign Group provided insight and advice on how to better utilize current assets in Jenks and how to attract the right kinds of investment. Coalign helped the City of Jenks reimagine its existing TIF district and strategically design new ones to encompass the Jenks Aquarium, Riverwalk, the new Outlet Mall and a new retail district. Utilizing Coalign's 30 years of TIF expertise, the districts are now positioned to attract and incentivize the development that Jenks desires.



Coalign also introduced city leadership to private developers who have a focus on experiential development. These new relationships will help position the Riverwalk to realize the vision of more mixed-use sports and entertainment development to complement existing assets.

"Coalign's expertise helped cut through months of internal deliberation about TIF boundaries, guidelines and best practices. It was like having the secret recipe for how to move forward quickly." - Christopher Shrout, Jenks City Manager