



SMALL TOWN, BIG BEACH

COUNCIL AGENDA SUMMARY

DATE: April 1, 2021
TO: Mayor, City Council
FROM: Blake Phelps
RE: **Gateway Initiative Funding Request**

ISSUE: The Gateway Initiative requests \$25,000.00 in funding for FY 2021 to support their ongoing workforce development and business support efforts.

BACKGROUND: The Gateway Initiative is a collaborative workforce development and business support effort between the South Baldwin Chamber and Coastal Alabama Business Chamber. The core focus of the initiative is to engage local businesses throughout coastal Alabama to understand their needs today and develop solutions to meet those needs. Workforce development, community betterment, entrepreneurship, advocacy, and business innovation are the foundational components of the program which is guided by an oversight committee comprised of investors and leadership from both chambers.

The 2021 Gateway Initiative Accountability Plan identifies five priorities – Workforce Development and Recruitment, Business Engagement and Incubation, Business-Driven Needs Assessment and Solutioning, Pro-Business Advocacy, and Governance and Administration. Each of these areas include specific actions/goals which are tracked, adapted and evaluated regularly.

RECOMMENDATION: Approve the \$25,000.00 funding request to support the Gateway Initiative for FY 2021.

BUDGET IMPLICATIONS: This \$25,000.00 request was included in the FY 2021 Executive Department budget.

ATTACHMENTS: Gateway Initiative Funding Request Letter, 2021 Accountability Plan

DEPARTMENT: Executive Department

STAFF CONTACT: Blake Phelps, Economic Development Coordinator