



**TUESDAY, APRIL 2, 2024**

**JOINT MEETING OF THE SUGAR LAND DEVELOPMENT CORPORATION,  
THE GOVERNING BODY OF THE CITY OF SUGAR LAND,  
AND SUGAR LAND 4B CORPORATION**

**CITY HALL  
CANE ROOM 161  
2700 TOWN CENTER BOULEVARD NORTH  
SUGAR LAND, TX 77479  
<https://youtube.com/live/leKeT-jbm14?feature=share>  
4:00 P.M.**

**I. ATTENTION**

- A.** *Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through videoconferencing means. A quorum of the City Council, Board and/or Commission will be physically present at the above-stated location, and said location is open to the public. Audio/Video of open deliberations will be available for the public to hear/view, and are recorded as per the Texas Open Meetings Act.*

*The meeting will live stream at <https://youtube.com/live/leKeT-jbm14?feature=share>.*

**II. PUBLIC COMMENT**

- A.** Citizens who desire to address the City Council, Board and/or Commission in person with regard to matters on the agenda must complete a "Request to Speak" form and give it to the City Secretary, or designee, prior to the beginning of the meeting.

Each speaker is limited to three (3) minutes, speakers requiring a translator will have six (6) minutes, regardless of the number of agenda items to be addressed. Comments or discussion by the City Council, Board, and/or Commission Members, will only be made at the time the subject is scheduled for consideration.

**Disclaimer:** *The City of Sugar Land reserves the right to remove any individual for comments deemed inappropriate, impertinent, profane, slanderous and/or for not adhering to the public comment rules outlined in this notice.*

***For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.***

**III. WORKSHOP**

- A.** Review of and discussion on Sugar Land's office market, real estate development, tourism, and current economic development initiatives.

***Alba Penate-Johnson, Assistant Director of Economic Development and Tourism  
and Jessica Huble, Assistant Director of Community Planning and Redevelopment***

**IV. DIRECTOR'S REPORT**

- A.      • Marketing, Promotions, and Events  
         • Strategic and Capital Projects  
         • Business Recruitment and Retention Efforts

*Elizabeth Huff, Executive Director of Economic Development and Devon Rodriguez,  
Director of Community Planning and Redevelopment*

**THE SUGAR LAND DEVELOPMENT CORPORATION AND SUGAR LAND 4B CORPORATION RESERVE THE RIGHT, UPON MOTION, TO SUSPEND THE RULES TO CONSIDER BUSINESS OUT OF THE POSTED ORDER. IN ADDITION TO ANY EXECUTIVE SESSION LISTED ABOVE, THE BOARDS RESERVE THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION AT ANY TIME DURING THIS MEETING FOR THE PURPOSE OF CONSULTATION WITH THE ATTORNEY AS AUTHORIZED BY TEXAS GOVERNMENT CODE SECTIONS 551.071 TO DISCUSS ANY OF THE MATTERS LISTED ABOVE.**

**IF YOU PLAN TO ATTEND THIS PUBLIC MEETING AND YOU HAVE A DISABILITY THAT REQUIRES SPECIAL ARRANGEMENTS AT THE MEETING, PLEASE CONTACT THE CITY SECRETARY, (281) 275-2730. REQUESTS FOR SPECIAL SERVICES MUST BE RECEIVED FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING TIME. REASONABLE ACCOMMODATIONS WILL BE MADE TO ASSIST YOUR NEEDS.**

**THE AGENDA AND SUPPORTING DOCUMENTATION IS LOCATED ON THE CITY WEBSITE (WWW.SUGARLANDTX.GOV) UNDER MEETING AGENDAS.**

**Posted on this 28th day of March, 2024 at 5:10 P.M.**





## **Agenda Request**

**APRIL 2, 2024**

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**AGENDA REQUEST NO:** III.A.

**AGENDA OF:** Posted Public Meeting

**INITIATED BY:** *Ana Rodriguez, Community Development Coordinator*

**PRESENTED BY:**

*Alba Penate-Johnson, Assistant Director of Economic Development and Tourism  
and Jessica Huble, Assistant Director of Community Planning and Redevelopment*

**RESPONSIBLE DEPARTMENT:** Community Planning & Redevelopment

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**AGENDA CAPTION:**

Review of and discussion on Sugar Land's office market, real estate development, tourism, and current economic development initiatives.

**RECOMMENDED ACTION:**

Review and discuss a regional update on office, new and existing development, and tourism.

**EXECUTIVE SUMMARY:**

The City of Sugar Land has entered a new phase in its life cycle as a city. With all of these changes, staff is continuously evaluating our challenges and opportunities to maintain Sugar Land as an economic powerhouse.

During this workshop, staff and respective market leaders will provide an update on the region's market; the challenges that exist; and how we aim to tackle these challenges. As a result of these findings, staff will discuss how the Economic Development and Tourism Department and the Community Planning and Redevelopment Department's priorities and strategies align with the City Council's 2024 Strategic Plan and Outcome Areas of a "Thriving & Vibrant" Economy.

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**BUDGET**

**EXPENDITURE REQUIRED: N/A**

**CURRENT BUDGET: N/A**

**ADDITIONAL FUNDING: N/A**

**FUNDING SOURCE:N/A**

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