



Agenda Item Report

Legislative Board: City Council
Date: April 21, 2026
Contact: Shannon Cameron, Office Manager
Agenda Item ID / Number: 2026-359- / J.6

ITEM TITLE: Approval of expenditures and BEDC budget amendment for Fiscal Year 2026 in an amount not to exceed Forty-Five Thousand and No/100 Dollars (\$45,000.00) for professional services related to the Home for Innovators, Visionaries, & Entrepreneurs (HIVE) (BEDC CEO Jennifer Storm)

1. EXECUTIVE SUMMARY

Buda EDC requests Council approval of a 12-month professional services agreement (April 1, 2026 – March 31, 2027) for two Buda HIVE Incubator Strategists, Josh Edmond and Andres Urrego. This dual strategist model ensures consistent, high-quality delivery of the HIVE Incubator program by dividing key responsibilities across participant experience and program ecosystem management while maintaining shared leadership of program strategy.

The Buda HIVE Incubator has demonstrated strong outcomes, with 39 entrepreneurs successfully completing Cohorts 1–3. Approval of this agreement will provide continuity as the program expands, including delivery of Cohorts 4 and 5, while also building long-term program capacity through onboarding and training of a new strategist during Cohort 6 (January – March 2027).

To support this agreement, staff is requesting a \$45,000 budget amendment for April – September 2026, with the remaining \$45,000 to be included in the FY 2026–2027 budget for approval. This action supports the continued growth of Buda’s entrepreneurial ecosystem and ensures program stability during a critical expansion phase. This action was approved at the Buda EDC Board meeting on April 13, 2026.

2. BACKGROUND/HISTORY

The Buda HIVE Incubator program is a cornerstone initiative of the Buda EDC, designed to support early-stage entrepreneurs through structured cohort programming, coaching, and community integration. Since its launch, the program has successfully delivered three cohorts and established a strong pipeline of local businesses. Based on program growth and operational complexity, staff issued a Request for Proposals and received a joint submission recommending a two-strategist engagement model. This structure ensures that the full scope of program delivery—spanning coaching, recruitment, partnerships, operations, and reporting—is effectively managed without gaps in execution.

Under this model:

- One strategist is primarily accountable for the participant journey, including coaching, onboarding, and direct entrepreneur support.
- The second strategist is primarily accountable for the program ecosystem, including partnerships, recruitment systems, mentor coordination, and program operations.
- Both strategists co-facilitate cohort sessions, share program strategy, and provide mutual coverage, ensuring continuity and consistent participant experience.

The scope of services includes:

- Delivery of three cohorts annually with structured curriculum and milestone tracking
- Curriculum worksheet creation and participant materials
- 1:1 coaching (minimum three hours per participant plus ongoing referrals)
- Recruitment and pipeline development, including community outreach
- Coordination of mentors, speakers, and partners
- Hosting networking events and supporting Budaful Fest x 3(BFF) expo events (planning, onsite delivery, follow-up)
- Data tracking, CRM management, and quarterly board updates and program reporting
- Program operations, scheduling, and event execution
- Training program delivery to new incubator strategist (January-March 2027)

Additionally, the strategists will support a strategic recruitment and pipeline-building period (October – December) to ensure strong future cohorts and long-term sustainability of the program.

3. ANALYSIS

NA

4. FINANCIAL IMPACT

The proposed agreement includes a combined annual cost of \$90,000, structured as:

- \$45,000 (April -September 2026) - requested through a budget amendment
- \$45,000 (October 2026- March 2027) to be included in the upcoming fiscal year budget
- Each strategist will receive a monthly retainer of \$3,750, which covers all program delivery responsibilities including instruction, coaching, operations, recruitment, and reporting.

This investment supports:

- Continuity of a proven program with demonstrated outcomes
- Increased program capacity and scalability
- Reduced operational risk through shared accountability
- Development of future program leadership through onboarding of an additional strategist

5. STRATEGIC PLAN/GOALS

BALANCED AND INTENTIONAL GROWTH

6. STRATEGIC PLAN OBJECTIVES

other

7. PROS AND CONS

NA

8. ALTERNATIVES

NA

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Approval

Attachments: