

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

AGENDA

March 22nd; 6:30 p.m.
City Hall Council Chambers

I. Call to Order

II. Recognition of Citizens and Visitors

III. Public Comment

Anyone wanting to speak is asked to speak at this time, with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the EDC 4A Board or City staff may only respond with (1) a statement of specific factual information; (2) a recitation of existing policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

IV. Business Items for Discussion and Possible Action

A. Review, consider and discuss 2018 Key Initiative Area Goals (KIA'S).

- a.) Funding Mechanisms – Randy Smith – Jason Lane
- b.) Buy Property – Robbie Tedford
- c.) Property Search – Robbie Tedford – George Crump
- d.) Highway 78 and Highway 380 loop
- e.) Retention Program
- f.) Small Business Information - Mr. Smith

B. Consider, discuss NCTCOG plans regarding Highway 380

C. Receive update on Collin College

D. Consider, discuss and act upon Regional EDC committee.

E. Consider, discuss and act upon TEX 21 Committee.

F. Receive update on Big D Concrete

G. Consider, discuss and act upon Comprehensive Plan Grant

H. Receive update on Camden Park Project.

I. Consider, discuss and act upon items listed for payment.

J. Consider, discuss and act upon financial statements for February 2018, and required budget amendments

K. Consider, discuss and act upon meeting minutes for January 27th, 2018, and February 15th, 2018

VI. Adjournment

- No action may be taken on comments received under "Recognition of Visitors".
- The Board may vote and/or act upon each of the items listed in the Agenda.

The Farmersville Economic Development Board (4A) reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any matters listed on the agenda, as authorized by the Texas Government Code, including, but not limited to, Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), 551.087 (Economic Development), 418.175-183 (Deliberations about Homeland Security Issues,) and as authorized by the Texas Tax Code, including, but not limited to, Section 321.3022 (Sales Tax Information)

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972- 782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building for Farmersville, Texas, in a place and manner convenient and readily accessible to the general public at all times, and said notice was posted March 19th, 2018 by 5:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.



Daphne Hamlin/EDC Liaison



TO: Economic Development Corp
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Review KIA

Review, consider and discuss 2018 Key Initiative Area Goals (KIA's)

Action: No action required, information purposes only



Rural Development Business and Cooperative Programs

Business and Industry Guaranteed Loan Program

INTRODUCTION

USDA Rural Development, as the lead federal agency in rural development programs, is involved in efforts to increase the jobs available in rural towns through loan guarantees to assist local lenders to provide the credit needed for expansion and preservation of jobs as well as improve the economic and environmental climate in rural communities.

The USDA Business and Industry (B&I) Loan Guarantee is designed to be an economic development tool. The program works with lenders and entrepreneurs to expand the existing private lending structure to qualified borrowers, by providing government guaranteed loans. The B&I loans are a cooperative effort by the Federal Government and private lenders to make available loans that may not otherwise be available in a rural setting. The guarantees allow the lenders to make larger loans, provide better rates and terms, and bring additional capital into the community through the sale of the guaranteed portion of the loan.

RURAL AREA DEFINED

The larger rural communities often provide a source of jobs for smaller nearby towns, so USDA Rural Development has expanded its traditional lending area to include cities of up to 50,000 in population. Priority is still given to towns of less than 25,000 people. The suburbs and urbanizing areas that surround cities of over 50,000 people have to be reviewed to determine if the area is eligible. The eligible area determination may be downloaded at:

<http://eligibility.sc.egov.usda.gov/eligibility/welcomeAction.do>

LOAN SIZE

There is no minimum loan size, and the maximum loan size that will be considered is \$10 million. There are some exceptions up to \$25 million on businesses and up to \$40 million on rural cooperatives that process value-added agricultural commodities.

The applicant can be an individual, a partnership, corporation, cooperative or other legal entity, an Indian Tribe on a Federal or State reservation, or a public body. Individuals and a majority of the owners of other entities must be United States citizens or persons legally admitted for permanent residency of the United States.

Committed to the future of rural communities

"USDA is an equal opportunity provider, employer and lender."

To file a complaint of discrimination write USDA, Director, Office of Civil Rights, 1400 Independence Avenue S.W., Washington, DC 20250-9410 or call (800) 795-3272 (voice), or (202) 720-6382 (TDD)

- ❖ **Guarantees** – Personal guarantees are required for those owning at least twenty percent (20%) of the business. Corporate guarantees are required of parent, subsidiary, or affiliate companies unless legally restricted or prohibited by existing contractual obligations. The lender may require life insurance against the risk of death of persons critical to the success of the business. Decreasing term is acceptable and the amount is negotiable.

ELIGIBLE LOAN PURPOSES

There is no requirement that the business be related to agriculture. Many types of businesses including manufacturing, retail and wholesale trade, services and processing are eligible. USDA Rural Development does expect that the number of jobs supported will be in relationship to the amount of the loan request.

Purposes for which the loan can be used include:

- Business and industrial acquisitions
- Purchase of land, machinery, equipment, and inventory
- Construction, enlargement, or modernization
- Eligible fees and costs
- Educational or Training Facilities
- Tourist Facilities
- Hotels/motels
- Pollution control or abatement
- Recreation Facilities
- Working capital and start-up costs
- Owner-occupied housing (bed and breakfasts, storage facilities, et al) when the pro rata value of the owner's living quarters is deleted.
- Finance agricultural production of specialized crops such as aquaculture, commercial fishing, commercial nurseries, forestry, hydroponics, and mushrooms.
- Finance agricultural production of all crops, up to \$1 million and does not exceed fifty percent (50%) of total loan, when part of an integrated business and financing is unavailable through USDA Farm Service Agency.
- Finance commercially available energy projects that produce biomass fuel or biogas.
- Refinancing when it is determined that refinancing is necessary to improve cash flow and create new or save existing jobs. If a lender desires to refinance a loan already in their portfolio, it must be a secondary purpose (less than 50% of the loan), the lender must be providing more favorable rates or terms, and the loan must have been current for at least the past 12 months.

When the loan is to refinance outstanding Federal direct or guaranteed loans, without any new refinancing, the equity requirement may be determined using adjusted tangible net worth. Adjusted tangible net worth is tangible balance sheet equity plus allowed tangible asset appreciation and subordinated owner debt.

Once an application is filed with USDA Rural Development, the review in the USDA Rural Development State and National Offices will take approximately thirty (30) to sixty (60) days. If the guarantee is approved, USDA Rural Development will issue a conditional commitment to the lender. A fee of two percent (2%) of the guaranteed portion of the loan is payable to USDA Rural Development when the guarantee is issued. An annual renewal fee is paid once a year and is required for the lender to maintain the enforceability of the guarantee. (See Attachment A & B for guidance on file setup and stacking order for applications and pre-applications)

OTHER REQUIREMENTS

Information will be required by USDA Rural Development to comply with various laws and requirements. Environmental reviews may be required and the applicant must supply USDA Rural Development with the information required to complete the review. Projects must be in compliance with floodplain restrictions, Clean Air Act, Water Pollution Control Act, historical preservation, and equal opportunities requirements. USDA Rural Development will also consider State development strategies as identified through the intergovernmental consultation process.

ADDITIONAL RESOURCES

This summary of the B&I program provides general information and highlights about the program. It is not intended to include all requirements and regulations. For complete information, obtain a copy of USDA Rural Development Instructions 4279-A, General Guaranteed Loan Making – Lender Responsibilities, 4279-B, Guaranteed Loan Making – Business and Industry Loans, and 4287-B, Servicing Business and Industry Loans which are available from a USDA Rural Development office or at: http://www.rurdev.usda.gov/regs/regs_toc.html#4279

1. Scroll on Part 4279 or Part 4287
2. Click on PDF to view or print regulations

For additional information, please contact:

Business and Cooperative Programs
USDA RURAL DEVELOPMENT
101 South Main, Suite 102
Temple, Texas 76501
(254) 742-9780

NOTE:

Applications and related materials must be submitted to the State Office of USDA Rural Development, 101 South Main, Suite 102, Temple, Texas 76501, ATTN: Business and Cooperative Programs.

6. Lender's Proposed Loan Agreement (See 4279.161(b)(11) of RD Instruction 4279-B)
A proposed Loan Agreement or a sample Loan Agreement with an attached list of the proposed Loan Agreement provisions. The Loan Agreement must be executed by the lender and borrower before the Agency issues a Loan Note Guarantee.
6. A certification by the lender that it has completed a comprehensive analysis of the proposal, the applicant is eligible, the loan is for authorized purposes, and there is reasonable assurance of repayment ability based on the borrower's history, projections, equity, and the collateral to be obtained.
7. For companies listed on a major stock exchange or subject to the Securities and Exchange Commission regulations, a copy of SEC Form 10-K, "Annual Report Pursuant to sections 13 or 15D of the Act of 1934."

ENVIRONMENTAL FILE

(right position of docket)

1. Form RD 1940-20, "Request for Environmental Information," and attachments, unless the project is categorically excluded under Agency environmental regulations.
Contact USDA Rural Development to find out what level of environmental review will be required.
2. Intergovernmental consultation comments will be required. The Councils of Governments contact information is available on the Internet at: <http://www.txregionalcouncil.org/links.php>
3. Texas Historical Commission comments will be required.
Contact Texas Historical Commission, Debra Beene, P.O. Box 12276, Austin, Texas 78711-2276.

FINANCIAL STATEMENT-FILE

(right position of docket)

1. Current Balance Sheet (less than 90 days) of the business.
2. Proforma Balance Sheet as of loan closing of the business in accordance with Generally Accepted Accounting Practices (GAAP).
3. Two (2) years of projected year-end balance sheets, income and expense statements, and cash flow statements with appropriate ratios and comparisons with industrial standards (such as Dunn & Bradstreet or Risk Management Association). All data must be shown in total dollars and also in common size form, obtained by expressing all balance sheet items as a percentage of sales.
4. Financial Statements for the past three (3) years (Existing business only).
5. Aging of Accounts Receivable and Accounts Payable (Existing business only).

**ATTACHMENT B
BUSINESS & INDUSTRY CHECKLIST
PRE-APPLICATION
REQUIRED FOR LOANS EXCEEDING \$10 MILLION**

Borrower _____ State _____

Lender _____ Type of Project _____

Refer to USDA Rural Development Instruction 4279-B, section 4279.161 (a), page 22

(right position of docket & tabbed)

A letter signed by the borrower and lender containing the following:

- Borrower's name, organization type, address, contact person, and federal tax identification and telephone numbers.
 - Amount of the loan request, percent of guarantee requested, and the proposed rates and terms.
 - Name of the proposed lender, address, telephone number, contact person, and lender's Internal Revenue Service (IRS) identification number.
 - Brief description of the project, products, services provided, and availability of raw materials and supplies.
 - Type and number of jobs created or saved.
 - Amount of borrower's equity and a description of collateral, with estimated values to be offered as security for the loan.
 - If a corporate borrower, the names and addresses of the borrower's parent, affiliates, and subsidiary firms, if any, and a description of the relationship.
2. Form 4279-2, "Certification of Non-Relocation and Market Capacity Information Report," if applicable. If the application is for guarantee of a loan of more than \$1,000,000 and the project will create 50 or more new jobs you will also need to complete this form. This form is used to request a Department of Labor review that can take up to 60 days to complete.
3. For existing businesses:
- a current balance sheet,
 - a profit and loss statement not more than 90 days old,
 - financial statements for at least the 3 most recent years.
 - for the borrower,
 - and any parent,
 - affiliates, and
 - subsidiaries
4. For start-up businesses, a preliminary business plan must be provided.

INELIGIBLE LOAN PURPOSES	<ul style="list-style-type: none"> * Relocate jobs or to expand a business where an excess of supply of the goods or services already exists * Pay any distribution to an owner or beneficiary who will continue in the business * Transfer the ownership of a business unless the transfer is necessary to keep the business from closing * Charitable, religious or fraternal organizations * Agricultural production with the exception of specialized crops * Golf courses, racetracks and gambling facilities * Any line of credit or revolving loan * Lending, investment institutions and insurance companies 	<ul style="list-style-type: none"> * Refinance existing debt where the lender is in a position to sustain a loss and SBA would take over that loss through refinancing * To effect a partial change of business ownership or a change that will not benefit the business * Permit the reimbursements of funds owed to any owner. * Repay delinquent state or federal withholding taxes or other funds * Non sound business purpose
TERMS	<ul style="list-style-type: none"> *30 years for real estate *15 years or usable life of equipment *7 years for working capital 	<ul style="list-style-type: none"> *25 years for real estate *10 years for equipment (<i>or useful life of the equip.</i>) *7 years for working capital
TYPES OF ASSISTANCE	<ul style="list-style-type: none"> * 80% maximum guarantee on loans up to \$5 million * 70% maximum guarantee on loans \$5 - \$10 million * 60% maximum guarantee loans greater than \$10 million 	<ul style="list-style-type: none"> * 85% of loans of \$150,000 and less * 75% of loans above \$150,000
EQUITY	<p>Tangible balance sheet equity requirement:</p> <ul style="list-style-type: none"> * 10% for existing business * 20% for startup <p>Personal and corporate guarantees are normally required from all proprietors, partners (except limited partners), and major shareholders (i.e., all those with a 20 percent or greater interest)</p>	Cash balance sheet equity requirement
FEES	<p>Guarantee fee: 3% of the guaranteed portion of the loan payable to USDA Rural Development when the guarantee is issued.</p> <p>-----</p> <p><i>Annual renewal fee of ½ percent based on the outstanding balance of the guaranteed portion of the loan as of December 31st.</i></p>	<p>On loans under \$150,000 made after October 1, 2013, the fees are zero %.</p> <p>On any loan greater than \$150,000 with a maturity of one year or shorter, the fee is 0.25 percent of the guaranteed portion of the loan.</p> <p>3% for loans \$150,000-\$700,000</p> <p>3.5% for loans greater than \$700,000</p> <p>.25% additional guaranty fee will be charged for that portion greater than \$1,000,000</p> <p>-----</p> <p><i>The annual on-going servicing fee for all 7(a) loans approved on or after October 1, 2013, shall be 0.520 % of the outstanding balance of the guaranteed portion of the loan</i></p> <p>-----</p> <p><i>Required prepayment fee of 5, 3, 1 for loans with terms of 15 years or more and is prepaid during the first three years.</i></p> <p>-----</p> <p><i>Subsidy recoupment fee</i></p>
ELIGIBLE AREAS	<ul style="list-style-type: none"> *Any area other than a city or town that has a population of greater than 50,000 inhabitants and the urbanized area contiguous and adjacent to such city or town as defined by the latest decennial census of the United States. *Projects that are eligible under the locally or regionally produced agricultural food products initiative may be located in urban areas as well as rural areas. 	No restrictions
ELIGIBLE LENDERS	Federal or State chartered Bank, Farm Credit Bank, or other Farm Credit institutions with direct lending authority. The Agency may grant Certified Lender Program status to qualified lenders.	Any lending institution that has an executed SBA Form 750. If a credit union, must have prior approval from SBA headquarters.

Business & Industry Guaranteed Loan Checklist

4279.161 (b)(c)	<u>Rural Development Instruction 4279-B</u> http://www.rurdev.usda.gov/regis/regis/pdf/4279b.pdf Maximum guaranteed loan – \$10 million with some exceptions up to \$25 million and up to \$40 million on rural cooperatives that process value-added agricultural commodities.	Guaranteed Loans \$600,000 or less	Guaranteed Loans > \$600,000
1	APPLICATION FILE		
	4279-1 "Application for Loan Guarantee" + attachments Forms available at: http://www.rurdev.usda.gov/regis/formstoc.html#4200	N/A	X
	4279-1A "Application for Loan Guarantee, Short Form" + attachments (Short Form for applications of \$600,000 or less)	X	N/A
	4279-2 "Certification of Non-Relocation and Market Capacity Information Report"	N/A	X
	Lender's complete written analysis (requirements to be addressed as specified in §4279.161 (b) (8)).	X	X
	Certification by lender that it has completed a comprehensive written analysis	In lender's file	X
	Lender's Proposed Loan Agreement (requirements to be addressed as specified in §4279.161 (b) (11) (i) through (xiii))	X	X
	Business Plan (See 4279.161 (b), (12))	In lender's file	X
2	ENVIRONMENTAL FILE		
	1940-20 "Request for Environmental Information" + attachments	X	X
	Intergovernmental consultation comments	X	X
3	FINANCIAL STATEMENT FILE		
	Pro forma Balance Sheet at startup	X	X
	Interim financials (less than 90 days)	X	X
	Balance sheets (2 years of projected year-end)	X	X
	Income and expense statements (2 years of projected year-end)	X	X
	Cash flow statements w/appropriate ratios and comparisons with industrial standards (such as Dunn & Bradstreet or Robert Morris Associates) (2 years of projected year-end)	In lender's file	X
	Financial Statements: - For existing business, 3 years historical financial statements on the applicant, any parent, affiliate, and subsidiary	X	X
	Aging of Accounts Receivable and Accounts Payable (existing business only)	X	X
	Current personal & corporate financial statements of guarantors (less and 90 days)	In lender's file	X
	Personal credit reports for all with 20% or more interest in the applicant	In lender's file	X
	Commercial credit reports on the applicant, any parent, affiliate, and subsidiary	In lender's file	X
	SEC Form 10-K, "Annual Report Pursuant to sections 13 or 15D of the Act of 1934	N/A	X
	Certificate of need for health care facilities (if required by statute)	N/A	X
4	FEASIBILITY FILE		
	Comprehensive Independent Feasibility Study (per RD Instruction 4279-B, Appendix A)	In lender's file	X
5	APPRAISAL FILE		
	(A) Real estate: - Prepared by State Certified General Appraiser - In compliance with Financial Institutions Reform, Recovery and Enforcement Act of 1989 - In compliance with Standards 1 and 2 of the Uniform Standards of Professional Appraisal Practices (USPAP). - Less than one (1) year old - Copy of appropriate environmental site assessment	X	X
	(B) Chattels: In accordance with normal banking practices and generally accepted methods of determining value.	X	X

Please submit a separate file for items 1 through 5.

Applications and related materials must be submitted to the State Office of USDA Rural Development,
101 South Main, Suite 102, Temple, Texas 76501, ATTN: Business and Cooperative Programs.

Texas Business & Industry (B&I) Lenders

LENDER	CONTACT	PHONE	ADDRESS	CITY	STATE	ZIP CODE	E-MAIL ADDRESS
Amegy Bank	Gary Justice	(713) 232-2951	14965 S.W. Freeway	Sugarland	TX	77478	gary.justice@amegybank.com
American National Bank	J.M. Rankin, III	(830) 672-8585	1606 N. Sarah DeWitt Drive	Gonzales	TX	78629	rankin@amercannationalbank.net
American State Bank	Gary Galbraith	(325) 794-1000	402 Cypress Street	Abilene	TX	79604	garyg@asbonline.com
Ameristate Bank	Charles McCall III	(903) 813-4700	2410 N. Loy Lake Road	Sherman	TX	75090	
Brady National Bank	Terry Keltz	(325) 597-2104	P.O. Box 111	Brady	TX	76825	tkk@bradynationalbank.com
Bridgeview Capital Solutions	John J. Seimetz	(404) 267-1177	5881 Glenridge Drive, Suite 130	Atlanta	GA	30328	john.seimetz@bridgeviewbank.com
Celtic Bank Corporation	Adeline Rem	(512) 215-2727	340 East 400 South	Salt Lake City	UT	84111	ar@adelinrem.com
Century Bank	Joe Nichols	(903) 838-5505	2900 St. Michael Drive	Texarkana	TX	75503	jnichols@centurybank.com
CoBank	Clint Cryer	(806) 785-2577	P.O. Box 6770	Lubbock	TX	79414	ccryer@cobank.com
Comanche National Bank	Jeff Stewart	(325) 356-2577	P.O. Box 91	Comanche	TX	76442	
Commercial State Bank	Joe R. Gnst, Jr.	(432) 523-3440	200 S. Main Street	Andrews	TX	79714	joe@csbandrews.com
Community South Bank	Mike Pierson	(850) 650-2330	225 Main St., Ste. 20	Destin	FL	32541	mpierson@communitysouthlending.com
Enterprise Bank	James Hudson	(254) 583-4606	P.O. Box 559	Rosebud	TX	76570	jphudson@mybank-enterprise.com
Equity Bank	Robert Holmes	(214) 231-4618	5220 Spring Valley Road - Suite 415	Dallas	TX	75254	RHolmes@theequitybank.com
Excel National Bank	Aaron J. Beckman	(916) 781-2703	300 Harding Blvd., Suite 113	Roseville	CA	95678	abeckman@bankexcel.com
Excel National Bank	Robby Porter	(916) 631-4337	9701 Wilshire Blvd.	Beverly Hills	CA	90212	
Falcon International Bank	Ruben Lopez	(830) 773-0295	476 S. Bibb Ave.	Eagle Pass	TX	78852	
First Bank & Trust of Memphis		(806) 331-3142	6900 I-40 W., Ste. 125	Amarillo	TX	79106	
First Community Bank, N.A.	Ron Little	(942) 407-5400	17120 N. Dallas Parkway, Suite 101	Dallas	TX	75248	ron.little@firstcommunitybank.net
First Financial Bank	Dwight Reeves	(940) 627-1222	1415 S. FM 51	Decatur	TX	76234	dreeves@firstfinbank.com
First Heritage Capital	Steve Apodaca	(305) 773-2145		Las Cruces	NM	88001	sapodaca@firstheritagecapital.com
First International Bank	John Shaver	(469) 429-2408	1912 Avenue K	Piano	TX	75074	jshaver@fibt.com
First National Bank of Conroe	Terry Doak	(936) 525-2219	P.O. Box 1280	Conroe	TX	77305	
First Nat'l Bank of Eagle Lake	Sam Kana	(979) 234-5591	100 Commerce Street	Eagle Lake	TX	77434	skana@fnbeaglelake.com
Great Plains National Bank	Terry Shelby	(580) 688-3323	P.O. Box 473	Hollis	OK	73550	tshelby@gpnbank.net
Heritage Land Bank	Robert Echols	(903) 534-4975	4608 Kinsey Dr., Ste 100	Tyler	TX	75703	
International Bank of Commerce	Ramón Salinas Jr.	(830) 773-2313	2395 Main Street	Eagle Pass	TX	78852	RSALINAS2@ibc.com
My Lubbock Bank	Mike Hensley	(806) 798-9700	5701 82nd St.	Lubbock	TX	79424	
Omnibank	Frank Marasca	(713) 747-9000	4328 Old Spanish Trail	Houston	TX	77221	frankm@omnibank.com
One World Bank	Don Johnson	(972) 243-7775	2449 Walnut Lane	Dallas	TX	75229	djohnson@oneworldbank.com
Plains State Bank	Kevin Coffman	(713) 559-6800	9688 FM 1960 Bypass West	Humble	TX	77338	kcoffman@psbplains.com
Prosper Bank	Larry Miller	(469) 952-5519	P.O. Box 10	Prosper	TX	75078	LMiller@bankprosper.com
Southwest Securities, FSB	Mary Worthington	(817) 375-4696	310 Center Street	Arlington	TX	76010	maw@swsl.com
State Bank	Beverly A. Lane	(936) 825-7030	2202 Longmire Drive	College Station	TX	77885	blayne.shalender@directway.com
Stearns Bank	Sue Drontle	(800) 320-7262	4191 2nd Street, South	St. Cloud	MN	56301	sued@stearns-bank.com
Stillwater National Bank	Mike Schrammel	(405) 742-1886	56th & Main Street	Stillwater	OK	74076	
Synergy Bank	J. Douglas Sanders	(972) 529-3316	8951 Synergy Drive	McKinney	TX	75070	dsanders@SynergyBank.com
Texas Bank	Greg Dodds	(325) 649-9204	P.O. Box 1429	Brownwood	TX	76804	greg.dodds@texbank.com
Texas Community Bank & Trust	Wayne Spencer	(214) 363-5444	8235 Douglas Avenue	Dallas	TX	75225	wayne@txcommunity.com
Texas State Bank	Curtis Brockman	(956) 631-5401	3900 N. 10th Street	McAllen	TX	78502	c.brockman@txstbk.com
The Huntington National Bank	Melissa Jenkins	(614) 331-7217	7 Easton Oval, (EA5W29)	Columbus	OH	43219	Melissa.Jenkins@huntington.com
United Central Bank	Syed Wagar Ahmed	(972) 485-7258	4555 W Walnut	Garland	TX	75042	
United Community Bank	Jon Mosely	(972) 317-9935	2100 FM 407	Highland Village	TX	75077	
United Western Bank	Wanda Smith	(720) 956-6500	700 17th Street, Ste 1000	Denver	CO	80201	
UPS Capital	Michael Signorelli	(214) 763-5069	11620 Goodnight Lane, Suite 100	Dallas	TX	75229	mxisignorelli@ups.com
WebBank	Marshall Benowitz	(801) 993-5009	6440 South Wasatch Blvd., Suite 300	Salt Lake City	UT	84121	marshall@webbank.com
Western Commerce Bank	Mike Hoyt	(575) 397-3319	P.O. Box 700	Hobbs	NM	88240	mhoyt@wcb.net

This is not an all inclusive list of Guaranteed Business and Industry Lenders in Texas. This list includes the most active lenders for this program in Texas.



A TORY BURCH FOUNDATION - BANK OF AMERICA INITIATIVE

ELIZABETH STREET CAPITAL IS A
TORY BURCH FOUNDATION-BANK OF AMERICA INITIATIVE
DESIGNED TO PROVIDE WOMEN ENTREPRENEURS IN THE U.S. WITH:

ACCESS TO AFFORDABLE LOANS

The Tory Burch Foundation and Bank of America are committed to ensuring that women receive equal access to affordable loans. We are partnering with Community Development Financial Institutions (CDFIs) to make affordable loans available to women entrepreneurs in the U.S. CDFIs provide affordable loans to women entrepreneurs and other underserved communities to encourage and enhance economic growth and development.

MENTORING & NETWORKING

As part of the Elizabeth Street Capital initiative, the Tory Burch Foundation and Bank of America are hosting special mentoring and networking events. These events connect successful entrepreneurs and business leaders with local women entrepreneurs looking for guidance and community.

A LAUNCHING PAD

Elizabeth Street refers to the location of Tory Burch's first boutique, the launching pad for a business that has grown into a global brand with more than 125 freestanding stores around the world. The name speaks to the hard work and passion that drive successful entrepreneurial ventures and to the enormous potential of women-owned businesses.

LEARN MORE:

TORYBURCHFOUNDATION.ORG



Bank of America 



TO: Economic Development Corp
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: NCTCOG Plans

Consider, discuss NCTCOG plans regarding Highway 380

Action: No action required, information purposes only



TO: Economic Development Corp
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Collin College

Receive update on Collin College

Action: No action required, information purposes only



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Regional EDC Committee

Consider, discuss and act upon Regional EDC committee

Action: Approve or Deny



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: TEX 21 Committee

Consider, discuss and act upon TEX 21 Committee



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Big D Concrete

Receive update on Big D Concrete

ACTION: Information only



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Comprehensive Plan Grant

Consider, discuss and act upon Comprehensive Plan Grant. Ben White to address the board

ACTION: Approve or Deny



10 ECONOMIC DEVELOPMENT STUDY

Economic development in rural America is any activity that makes the choice to remain in a community easier and more satisfying. Job opportunities are an obvious example, but this list also includes availability of decent affordable housing, quality education, an attractive, safe, and clean environment (natural and manmade), a comfortable social atmosphere, recreational and entertainment options, convenient shopping, adequate health care, a competitive and fair tax structure, responsive local government, transparent government regulations, and high-quality infrastructure (water, sewer, streets, drainage, telecommunications, etc.).

10.1 Highlights

Farmersville has tools to have a healthy economy. Most residents are able to find work in Collin County and average wages in Collin County are higher than average wages in the North Central Workforce Development Area (WDA) and the state. It is located at the intersection of several major highways, including U.S. 380 and S.H. 78, making it accessible to large metropolitan areas. It has active civic groups who provide business support and work to upgrade the downtown in order to improve the quality of life in Farmersville. Continued volunteer and financial support will be needed to preserve and enhance key community resources such as city's parks and downtown area.

The factors limiting Farmersville's economic well-being include a lack of attractions and amenities drawing visitors to the city and a high proportion of low-skilled low-paying jobs.

Over the years the central business district has seen investment and the vacancy rate is moderate, but there are many improvements that can be made to make the area a greater draw for visitors and residents. The city has begun to establish a "brand" and continued development of this brand and collaboration with regional entities will strengthen its regional presence and make Farmersville more of a destination for residents and visitors.

Farmersville's residents have not turned a blind eye to either the city's weaknesses or its strengths. A strong city staff and civic organizations are in place to capitalize on the city's strengths and work on local challenges described in this study.

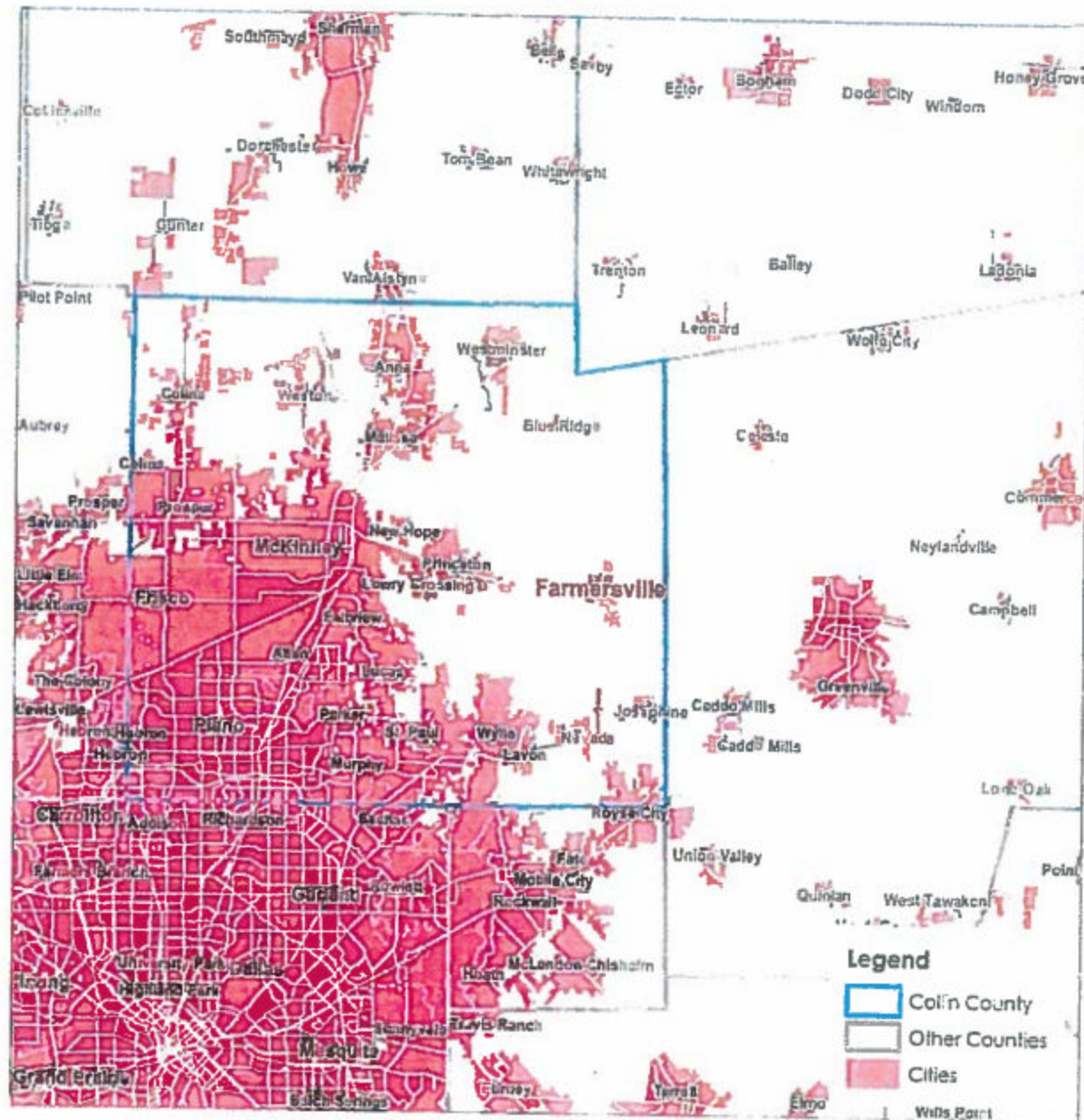


10.2 Context: History, Location, & Community Input

HISTORIC DEVELOPMENT & COMMUNITY CHARACTER

Farmersville was founded in 1849 primarily as a trading center for agricultural crops. Major crops included cattle, cotton, corn, maize, onions and cantaloupes. It continued to grow over the decades, with the town square being developed in 1859 and incorporation following in 1873. Today, agriculture still remains a significant part of the local economy, but since the 1980s many residents commute outside of the city for employment in the rapidly growing Dallas-Fort Worth metroplex. The city also maintains a sizeable manufacturing base while the historic downtown has seen significant reinvestment and retains its historic character.

Figure 10A: Farmersville Location



In 2017, Farmersville is a community that both provides workers to surrounding employment centers in the region and serves as a hub of employment for those in the region. The city's location at the intersection of S.H. 78 and U.S. Highway 380, provides direct links to McKinney, Garland and Dallas.



Farmersville is approximately 19 miles east of McKinney, approximately 28 miles northeast of Garland, and roughly 44 miles northeast of Dallas.

Farmersville is a community characterized by high-quality schools, active civic organizations, and small town charm. The Central Business District is home to local restaurants, shops, and both government and private offices. The City and civic groups host several regular festivals and events including the monthly Farmers and Fleas Market, the annual Audie Murphy Day & Parade in June, a Christmas Parade, July Fourth Fireworks, Old Time Saturday, and several other events.

PREVIOUS STUDIES

North Central Texas Council of Governments: Comprehensive Economic Development Strategy 2016 (CEDS): Farmersville is part of the North Central Texas Council of Governments (NCTCOG) a multi-purpose voluntary organization of, by and for local governments established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG received designation as an Economic Development District in late 2016 following the release of its Comprehensive Economic Development Strategy (CEDS).

The CEDS is a locally initiated planning process designed to provide a mechanism for guiding and coordinating the efforts of local individuals and organizations concerned with economic development. Funded by the Economic Development Administration, the CEDS emphasizes current NCTCOG regional economic and community development activities, as well as labor force changes. The long-term goals outlined in the CEDs for 2016 include:

1. Develop a globally competitive skilled workforce that encourages businesses to start, locate, and expand in the North Central Texas region.
2. Enhance the North Central Texas region's economic competitiveness.
3. Pursue opportunities and strategies that continue to make the North Central Texas region an entrepreneur-friendly region.
4. Explore and promote comprehensive planning solutions to ensure that regional transportation and public infrastructure meets the needs of employers and citizens.
5. Strengthen the quality of life through comprehensive community development throughout the region.

COMMUNITY INPUT

A detailed discussion of community input during the planning process is located in *Chapter 1: Introduction*. The particular concerns expressed by residents that relate to economic development and guide the discussion below are:

Achieve/Preserve

- Draw more people to downtown by more retail and activities that draw people at night
- Utilize Chaparral Trail to draw more fitness oriented people to city and downtown
- Add hotel or Bed & Breakfast downtown
- Host more youth sporting events
- Add ecologically friendly light industrial and manufacturing facilities to east side of town

Avoid/Eliminate

- Vacant retail shops
- Big box retail
- Growth that is not in-line with the character of the city

10.3 Condition & Forecast

The following data includes both local and regional economic information because Farmersville's local workforce and economy are closely connected to the larger region. Some data is not available at the local level and in those cases Collin County is used for comparison.

10.3.1 Largest Industries in Farmersville & Collin County

Tables 10A and 10B and Charts 10A - 10B list establishment, taxable sales, and employment data. The tables show that:

- The sector with the largest number of establishments in Farmersville is the agriculture industry, followed by the retail trade industry. For a more detailed breakdown of industries in Farmersville, see *Appendix 10A.1*.



Table 10A: Farmersville and County Establishments

Industry	# Establishments City	# Establishments County	City as % of County
Agriculture Operations	367	1,932	19%
Mining	1	35	3%
Utilities	0	25	0%
Construction	30	1,734	2%
Manufacturing	43	1,984	2%
Wholesale Trade	13	1,881	1%
Retail Trade	122	8,080	2%
Transportation	0	176	0%
Information	1	871	0%
Finance and Insurance	0	229	0%
Real Estate and Rental and Leasing	0	507	0%
Professional, Scientific, and Technical Services	15	3,526	0%
Management of Companies and Enterprises	0	30	0%
Administrative and Support and Waste Management and Remediation Services	21	1,792	1%
Educational Services	1	121	1%
Health Care and Social Assistance	3	418	1%
Arts, Entertainment, and Recreation	1	923	0%
Accommodation and Food Services	21	2,906	1%
Other Services (except Public Administration)	19	2,670	1%
Public Administration	2	41	5%
Unclassified	0	0	0%
TOTAL	660	29,881	2%

Source: Texas Comptroller request from 9/26/2016, based on reported sales tax data

- According to the Texas Workforce Commission, wages in Collin County in 2016 are highest in the Mining, Quarrying, Oil & Gas Extraction, Management of companies and enterprises, Information, Manufacturing, and Wholesale Trade industries. Collin County wages in the agricultural sector, the largest industry in the City, averaged \$836.

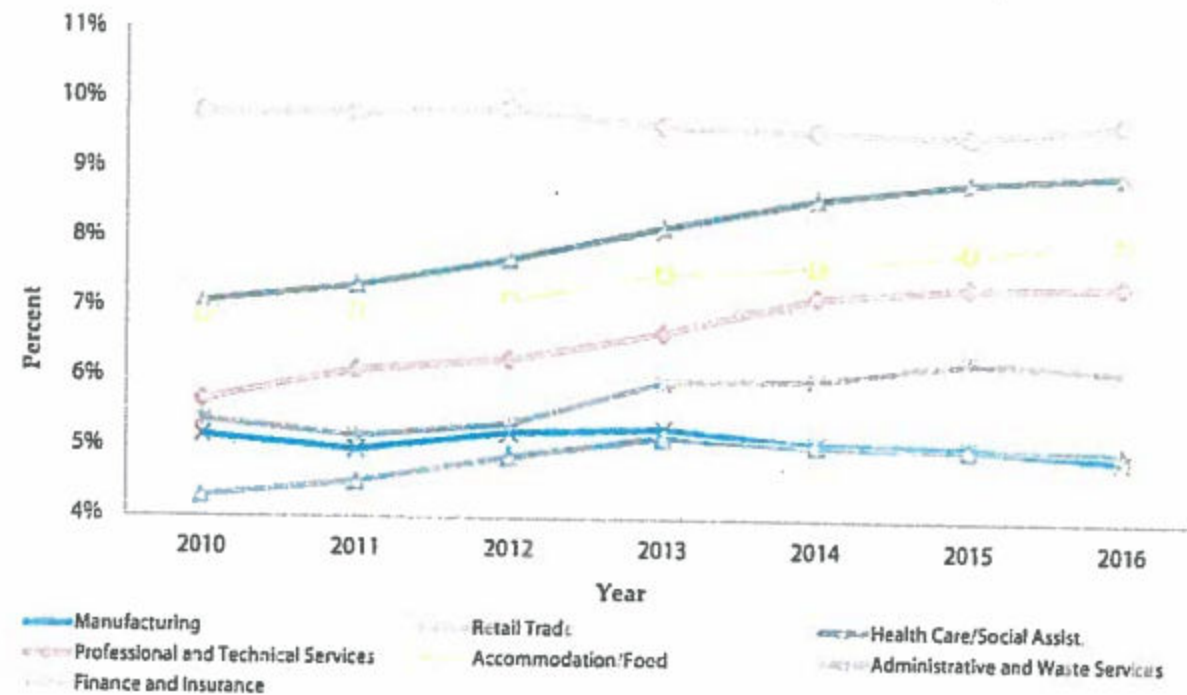
Table 10B: Highest Weekly Wages by Industry, Collin County

Industry	Average Weekly Wage
Mining, quarrying, and oil and gas extraction	\$4,193
Management of companies and enterprises	\$2,392
Information	\$2,234
Manufacturing	\$1,931
Wholesale trade	\$1,910

Source: Texas Workforce Commission, Tracer quarterly employment and wages

- The retail trade industry employs 10% of workers in Collin County. The second largest industry in terms of employment is the health care/social assistance industry with 9% of workers. Accommodation/food services and professional each account for 8% and 7% respectively.

Chart 10A: Percent of Employees by Industry (Collin Co, 2010 – 2016)

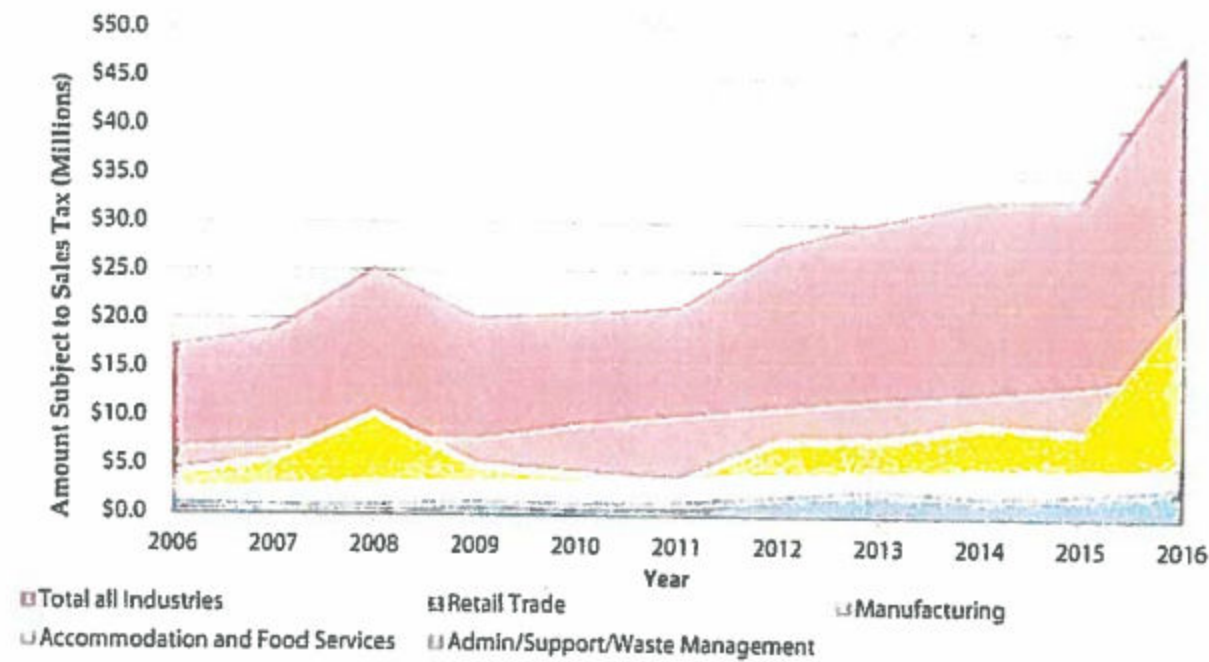


Source: Texas Workforce Commission, Tracer quarterly employment and wages

- Between 2015 and 2016 taxable sales in Farmersville increased by 21%, by far the largest year-over-year increase in the past 10 years. The industries that contribute most to the taxable sales base are the retail trade and manufacturing industries. Additionally, the accommodation/food services and admin/support/waste management industries provide a noticeable, though modest, contributor to the taxable sales base, accounting for 14% and 7% of taxable sales in 2016, respectively. Overall, the share of taxable sales contributed by each industry has been relatively steady over the past decade. Though the sales tax base is reliant on its retail industry, which constituted roughly 41% of the taxable sales base in 2016, the presence of healthy manufacturing and accommodation sectors provides a measure of

economic diversity that can buffer the city against larger shocks to the economy. The Comptroller's Office does not report sales tax revenue for industries with three or fewer establishments, so complete information for sales tax revenue by industry in Farmersville is undisclosed.

Chart 10B: Taxable Sales, Farmersville, 2006-2016



Source: Texas Comptroller Quarterly Sales Tax Historical Data

- Agriculture: The Comptroller's Office does not report sales for agricultural establishments. However, as is evident from employment data, farming is an important part of the county's economy. The USDA's Census of Agriculture data shows that Farmersville's zip code has 416 farms, none of which produce more than \$250K annually. According to the Texas A&M Agrilife Extension, Collin County's main agricultural industries are landscape nurseries, corn, wheat, cattle, hay, grain sorghum.

Table 10C: Farm Production in Collin County

Location		Value of all agricultural products sold			
Zip Code	Place Name	Total Acres	LESS THAN \$50,000	\$50,000 TO \$250,000	\$250,000 OR MORE
75442	FARMERSVILLE	416	406	10	0
75002	ALLEN	196	186	7	3
75009	CELINA	241	229	8	4
75013	ALLEN	33	33	0	0
75023	PLANO	82	60	22	0
75024	PLANO	27	27	0	0
75025	PLANO	0	0	0	0
75026	PLANO	0	0	0	0
75033	FRISCO	0	0	0	0
75034	FRISCO	83	75	5	3
75035	FRISCO	40	38	2	0
75048	SACHSE	34	34	0	0
75069	MCKINNEY	138	134	4	0
75070	MCKINNEY	124	114	8	2
75071	MCKINNEY	192	184	4	4
75074	PLANO	65	64	1	0
75075	PLANO	78	75	2	1
75078	PROSPER	47	35	4	8
75080	RICHARDSON	78	72	5	1
75082	RICHARDSON	31	31	0	0
75086	PLANO	5	5	0	0
75093	PLANO	53	48	5	0
75094	PLANO	37	34	1	2
75097	WESTON	16	15	1	0
75098	WYLIE	156	152	1	3
75121	COPEVILLE	17	15	0	2
75164	JOSEPHINE	21	19	2	0
75166	LAVON	30	30	0	0
75173	NEVADA	68	63	1	4
75189	ROYSE CITY	393	383	7	3
75252	DALLAS	40	37	3	0
75287	DALLAS	34	34	0	0
75407	PRINCETON	174	161	12	1
75409	ANNA	213	204	5	4
75424	BLUE RIDGE	242	232	6	4
75452	LEONARD	226	219	3	4
75454	MELISSA	55	53	0	2
75485	WESTMINSTER	2	2	0	0
75495	VAN ALSTYNE	224	218	6	0
75550	ANNONA	89	82	3	4
75554	AVERY	166	148	13	5
Total		4,166	3,951	151	64

Source: USDA - National Agricultural Statistics Service; 2007 Census of Agriculture, Zip Code Tabulations of Selected Items (www.agcensus.usda.gov/)



10.3.2 Characteristics of Farmersville & Collin County Workers

TYPES OF WORKERS

Most residents of Farmersville are employed in the Educational services, and health care and social assistance, Manufacturing, Construction, or Retail trade fields. The table below shows the types of industries in which Farmersville residents are employed. They may not necessarily be employed in Farmersville.

Table 10D: Farmersville Residents who work by industry

INDUSTRY	Estimate	Margin of Error	Percent
Civilian employed population 16 years and over	1,830	+/-239	100%
Agriculture, forestry, fishing and hunting, and mining	11	+/-19	0.60%
Construction	214	+/-131	11.70%
Manufacturing	242	+/-156	13.20%
Wholesale trade	42	+/-49	2.30%
Retail trade	172	+/-112	9.40%
Transportation and warehousing, and utilities	60	+/-68	3.30%
Information	0	+/-13	0.00%
Finance and insurance, and real estate and rental and leasing	121	+/-95	6.60%
Professional, scientific, and management, and administrative and waste management services	130	+/-109	7.10%
Educational services, and health care and social assistance	416	+/-200	22.70%
Arts, entertainment, and recreation, and accommodation and food services	138	+/-108	7.50%
Other services, except public administration	136	+/-91	7.40%
Public administration	148	+/-104	8.10%

Source: US Census, 2011-2015 American Community Survey, 5-Year Estimates, DP03: Selected Economic Characteristics for Farmersville. Note: Margins of error are large, data cited for trends only.

LOCATION OF WORK

The following data comes from www.OnTheMap.com, a product of the U.S. Census Bureau, Center for Economic Studies and presents figures for the year 2014, the latest for which data was made available.



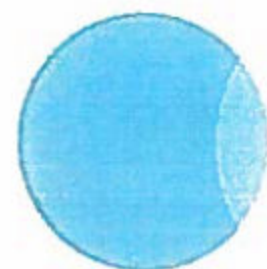
A large majority (92.2%) of Farmersville residents travel outside of the city for their primary employment, with only 7.8% of those who live in Farmersville also working in Farmersville. 87.7% of the city's workforce is comprised of those who live outside of the city.

Of those traveling from Farmersville to work, around 45% are traveling less than 25 miles while over 55% are traveling more than 25 miles to work, with 17.5% traveling greater than 50 miles. Most residents are heading west and southwest towards the Dallas-Fort Worth metroplex.

Of those who work in Farmersville, over a third travel less than 10 miles to get to work, close to a third travel between 10 and 24 miles to work, with the remaining third traveling more than 25 miles (14.7% between 25 and 50, 15.3% greater than 50). Many of those workers are coming from areas to the west and southwest (the Dallas-Fort Worth metroplex) with a smaller contingent travelling from the south and east.

Figure 10B: Inflow/Outflow Job Counts

Inflow/Outflow Job Counts in 2014



889 - Employed in Selection Area, Live Outside
1,477 - Live in Selection Area, Employed Outside
125 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (Primary Jobs)

	2014	
	Count	Share
Employed in the Selection Area	1,014	100.0%
Employed in the Selection Area but Living Outside	889	87.7%
Employed and Living in the Selection Area	125	12.3%
Living in the Selection Area	1,602	100.0%
Living in the Selection Area but Employed Outside	1,477	92.2%
Living and Employed in the Selection Area	125	7.8%

There are 1,602 employed individuals living in Farmersville. 92.2% of those individuals travel outside of the city for work, with the remainder (7.8%) working within the city. The city's workforce is made up of 1,014 employees, 87.7% of whom don't live in Farmersville.

Figure 10C: Distance and Direction Traveled by Farmersville Residents to Work

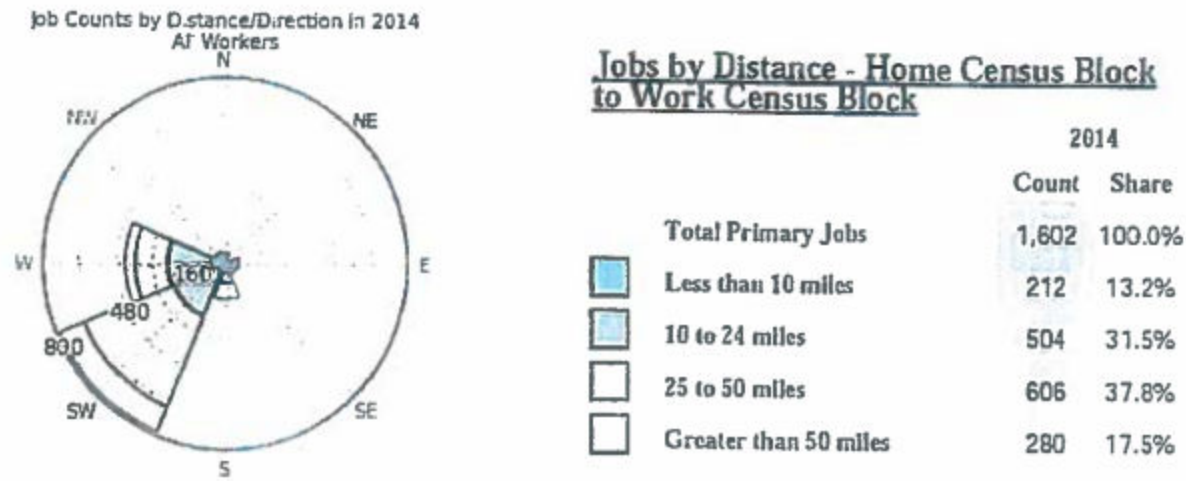
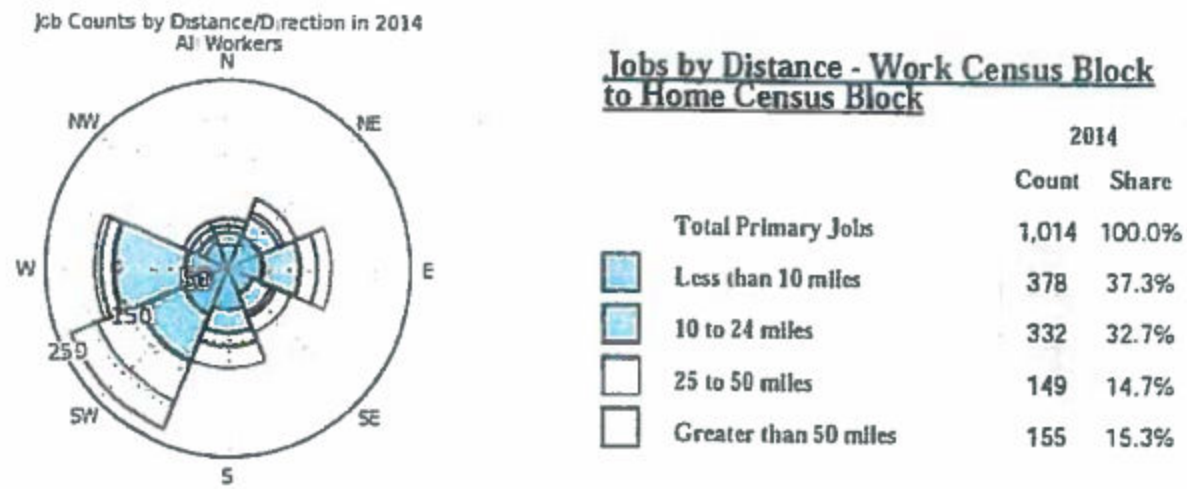


Figure 10D: Distance and Direction Traveled by Workers Employed in Farmersville from Home



Residents of Farmersville find work throughout the region. Some of the cities they are most likely to travel to for work are Dallas, Plano and McKinney. Residents of other cities working in Farmersville also come from throughout the region including from McKinney, Greenville, and Garland.

Figure 10E: Location of City Residents Employment/ Location of City Employees Residence

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - Primary Jobs

	2014	
	Count	Share
All Places (Cities, CDPs, etc.)	1,602	100.0%
Dallas city, TX	240	15.0%
Plano city, TX	134	8.4%
Farmersville city, TX	125	7.8%
McKinney city, TX	123	7.7%
Garland city, TX	80	5.0%
Wylie city, TX	58	3.6%
Richardson city, TX	55	3.4%
Fort Worth city, TX	38	2.4%
Irving city, TX	34	2.1%
Allen city, TX	32	2.0%
All Other Locations	683	42.6%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live - Primary Jobs

	2014	
	Count	Share
All Places (Cities, CDPs, etc.)	1,014	100.0%
Farmersville city, TX	125	12.3%
McKinney city, TX	55	5.4%
Greenville city, TX	43	4.2%
Garland city, TX	32	3.2%
Princeton city, TX	26	2.6%
Dallas city, TX	18	1.8%
Wylie city, TX	15	1.5%
Plano city, TX	13	1.3%
Allen city, TX	12	1.2%
Celeste city, TX	12	1.2%
All Other Locations	663	65.4%

SKILLS

According to the US Census, 2011-2015 ACS data, approximately 36% of adults in Farmersville work in professions that require high school completion, while 25% work in professions that typically require a bachelor's degree or higher. Occupations with high educational entry barriers usually require at least a college degree, while those with moderate educational barriers generally require a high school diploma, an associate degree from a two-year/technical college, or specialized coursework/certification. Occupations with low educational barriers do not require completion of high school. A lower percentage of workers in Farmersville hold positions that require college degrees than in the county or state. The city has a slightly higher percentage of workers than the state in positions that require high-school completion, an associate's degree, specialized coursework, or other significant training.

Table 10E: Workforce Education

	Farmersville	% of City	County	% of County	Texas	% of State
High Education	458	25%	231,328	52%	4,246,418	37%
Moderate Education	662	36%	148,462	33%	3,902,965	34%
Moderate-Low Education	174	10%	21,627	5%	1,331,539	12%
Low Education	536	29%	42,772	10%	1,935,503	17%
Total	1,830	100%	444,189	100%	11,416,425	100%

*Note: More detailed Occupation by Education and Occupation by Education and Gender tables are located in Appendix 5B.
Occupation by Education Tables

Source: Summarized from 2011-2015 American Community Survey, Table C24010. Margins of error are large, data cited for trends only.

WAGES AND UNEMPLOYMENT

Overall, Collin County employee wages are slightly higher than the region – defined as the North Central Texas Workforce Development Area (which includes Collin, Denton, Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Somervell, and Wise counties) – and the state. The overall employment picture for the region and the county is positive with the North Central WDA boasting an unemployment rate of 3.7% and Collin County even lower with a 3.5% unemployment rate. These rates compare favorable both nationally and at the state level and follow a national, state and regional trend of increased employment.

Table 10F: Wages (4th Quarter 2016)

	Collin County	North Central Texas WDA	Texas
Average Weekly Wage (all Industries)	\$1,222	\$1,030	\$1,072

Source: Texas Workforce Commission, Tracer quarterly employment and wages

Table 10G: Unemployment in Collin County

Year	Area	Labor Force	Employment	Unemployment	Unemployment Rate
2015	State	13,044,089	12,463,031	581,058	4.5%
2015	North Central WDA	1,379,982	1,327,370	52,612	3.8%
2015	Collin	487,091	469,393	17,698	3.6%
2016	State	13,284,623	12,671,801	612,822	4.6%



2016	North Central WDA	1,427,544	1,374,844	52,700	3.7%
2016	Collin	506,100	488,282	17,818	3.5%

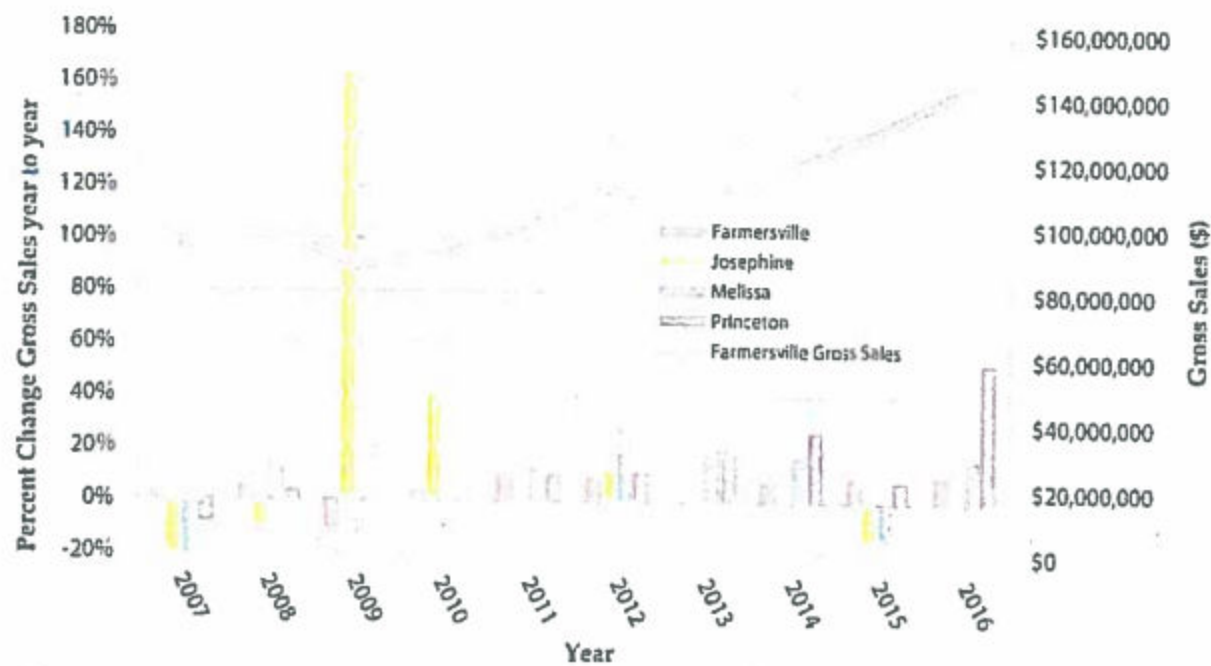
Source: Texas Workforce Commission, Civil Labor Force Employment (LAUS), Average of 2013 vs. Average of 2014

10.3.3 Regional Competitiveness

SALES GROWTH

Gross sales in Farmersville increased from \$90,103,715 in 2006 (\$107.8 million adjusted for inflation to 2016 dollars) to approximately \$143.3 million in 2016. Gross sales have increased every year since 2009 (the peak of the Great Recession), with the year between 2015 and 2016 seeing the largest year over year percentage increase (21%). Accounting for inflation, Farmersville experienced positive growth in gross sales (25%) between 2006 and 2016.

Chart 10C: Gross Sales Annual Growth, Farmersville and neighboring cities, 2007-2016²¹



²¹ Quarterly Sales Tax, Texas State Comptroller; <https://our.cpa.cpa.state.tx.us/allocation/HistSales.jsp>

SPECIALIZATION

Compared with the state and the U.S., Collin County appears to have specializations in agriculture, forestry, fishing, and hunting; construction; utilities; accommodation and food services; and retail trade. Collin County also has specialization in mining and oil and gas extraction as compared to the U.S. but when compared to the state.

Location quotients (LQ)²⁹ are used to detect the presence of an industry cluster. The calculation determines whether the local economy has a greater share of each industry than expected when compared to a reference economy. The Bureau of Labor Statistics determines share based on employment by industry. When an industry's LQ is less than 1.0, businesses/residents have a lesser share of employment than the comparison area. When the LQ is greater than 1.0, businesses/residents have a greater share of employment in that industry than the comparison area. The direction of change in an industry's LQ over time indicates whether that industry is growing in that location or declining. LQs greater than 1.0 are highlighted in *Table 10H*.

Table 10H: Industry Concentration³⁰

	2005		2010		2015	
	Collin County Employment Compared to:					
	TX	U.S.	TX	U.S.	TX	U.S.
Agriculture, forestry, fishing and hunting	0.20	0.12	0.18	0.1	0.20	0.12
Mining, quarrying, and oil and gas extraction	0.07	0.37	0.18	0.81	0.09	0.42
Utilities	0.24	0.25	0.29	0.29	0.47	0.52
Construction	0.83	0.91	0.64	0.89	0.72	0.96
Manufacturing	1.09	0.78	0.93	0.79	0.83	0.74
Wholesale trade	0.70	0.85	0.69	0.84	0.73	0.92
Retail trade	1.33	1.32	1.20	1.19	1.05	1.09
Transportation and warehousing	0.26	0.32	0.24	0.29	0.26	0.3
Information	4.17	3.19	3.21	2.66	2.26	2.04
Finance and insurance	1.93	1.92	1.69	1.73	1.80	1.96
Real estate and rental and leasing	2.01	2.22	1.09	1.28	1.16	1.38
Professional and technical services	0.88	1.03	1.27	1.34	1.50	1.53
Management of companies and enterprises	0.32	0.25	3.01	2.11	2.30	1.52

²⁹ The LQ is calculated by dividing the percentage of employees in an industry in the County by the percentage of employees in that industry in the larger regions. Data for small cities is not available for direct comparison.

³⁰ Bureau of Labor Statistics Location Quotient Calculator (<http://data.bls.gov/location-quotient/>)



Administrative and waste services	0.84	0.93	0.88	1.02	0.94	1.02
Educational services	0.56	0.46	0.71	0.49	0.83	0.58
Health care and social assistance	0.61	0.68	0.82	0.77	0.94	0.86
Arts, entertainment, and recreation	1.70	1.38	1.27	0.96	1.34	1
Accommodation and food services	0.96	1.16	0.98	1.09	1.02	1.09
Other services, except public administration	0.84	0.73	1.00	0.83	0.88	0.81
Unclassified	0.05	0.78	0.02	0.41	0.02	0.33

ND (Not Disclosable): From BLS "BLS suppresses data in QCEW records in order to protect confidential information about employers in the industry of that record, or, in some other industries or areas." (<http://data.bls.gov>)
 NC (Not Calculable): From BLS, "the data does not exist or it is zero" (<http://data.bls.gov>)

COST FACTORS

The following table lists basic costs that most companies consider when choosing where to open a facility. Companies will view each cost differently depending on their specific needs. Many costs are similar between Farmersville, Collin County, and State averages. Those that may deter businesses in Farmersville include water costs and advantages include low electric rates.

Table 10I: Comparative Cost Factors

Factor	Farmersville	Rating for a Business	Collin County	Texas
Wage Levels	\$1,222	Avg	\$1,222	\$1,072
Electricity Costs	\$0.07/kWh	Avg	\$0.07/kWh	\$0.1127/kWh
Fuel Costs	\$1.85	Avg	\$1.90	\$2.02
Water Rate (Commercial, \$/50,000 gallons)	\$441.40	Deficient	\$264.10*	\$260.00**
Sewer Rate (Commercial, \$/50,000 gallons)	\$505.39	Deficient	\$268.00*	\$185.00**
Garbage Rate (Commercial, per cart)	\$25.67	NA	NA	NA
Building Costs***	\$143,006	Avg	\$143,006	\$150,951
Land costs (median price per acre)****	\$4,164	Deficient	\$4,164	\$2,554
Local Property Taxes (2015)*****	\$0.79	Deficient	0.50%	0.46%
Financing Costs*****	4.9	Avg	4.9	5.56

Sources include Texas Workforce Commission; RSMeans 2012 Building Construction Cost Data; U.S. Bureau of the Census, Construction Reports, Series C-25, New One Family Homes Sold and For Sale; Texas Municipal League annual water and wastewater surveys; Texas Comptroller's Office; Real Estate Center at Texas A&M University; Uniform Performance Reports, Federal Financial Institutions Examinations Council (FFIEC)

*City of McKinney rate

**Average for Texas cities between 2,000 - 5,000 population (from Texas Municipal League survey)

*** Derived from national price per square foot data from RSMeans cost plus air conditioning cost multiplied by the location factor. Priced based on a 2,000 sf home. County and City price use Texarkana location factor. Texas price is average of Texas cities listed.



**** 2015 Texas rural land prices for the Northeast Texas Region from the Real Estate Center at Texas A&M University.
 ***** From www.window.state.tx.us. County rate is average of cities in county. State rates are average for all Texas cities
 ***** Percentages are not interest rates charged; they are the amount of profit banks report on loans as an indicator of interest rate charges.

OPERATING FACTORS

The following table lists data that can impact the ability of businesses to operate. The "Rating" column indicates Farmersville's relative advantage/disadvantage under each factor. The city can boast higher high school graduation rates, low per-pupil expenditures, and significant growth in sales. Its liabilities include a lower level of skilled labor than the state. Other factors are similar to neighboring cities in the county and other areas around the state.

Table 10J: Local Operating Condition Factors

Factor	Farmersville	Rating for a Business	Collin County	Texas
Workforce				
Unskilled Labor[1]	39%	Liability	14%	27%
Skilled Labor [2]	61%	Liability	86%	73%
Productivity (avg annual sales growth 2005-2015)[3]	11%	Asset	8%	5%
HS Graduation rate[4]	95%	Asset	88%	89%
Unionization[5]	7%	Similar	4%	4%
Transportation				
Motor carrier operators[6]	23	Liability	473	Variable
Rail/Freight service (closest shipping yard)	Wylie	Similar	McKinney	Variable
Air service	McKinney National Airport	Similar	McKinney National Airport	D/FW Int'l Airport
Existing Facilities				
Site Availability	41% of land in City undeveloped	Similar	Variable	Variable



Medical Services[7]	Medical Center of McKinney	Similar	Medical Center of McKinney	75% of counties have at least 1 hospital
School District per pupil expenditure[8]	\$8,239	Lower	\$9,540-\$12,181	\$9,561
Post-HS Education	Paris Junior College - Greenville Center	Similar	Collin College	Variable
Natural Resources				
	agribusiness	Similar	oil, gas, agribusiness	Variable
Non-Competitive Factors				
Electric Power	Readily Available	Similar	Readily Available	Readily Available
Water/Sewer Capacity	Readily Available	Similar	Readily Available	Variable
Gas availability	Readily Available	Similar	Readily Available	Readily Available

10.4 Key Economic Development Strategies

Based on the community input and local economic development data described above, the City of Farmersville and its residents should focus on the following key issues related to economic development.

10.4.1 Continue to Enhance Marketing Efforts

City officials involved in economic development can do at least three things to market themselves to prospective businesses and tourists. These include: develop a clear "brand"; participate in regional economic development and tourism initiatives to ensure Farmersville continues to be in future plans and to keep city officials abreast of programs and financing opportunities related to economic development; and continue to upgrade the Economic Development Corporation website to include updated information as well as information for prospective visitors and investors.

STRENGTHEN THE CITY'S BRAND

One of the most basic marketing tools a town has at its disposal is its identity, or "flavor." Once clearly defined, a town's strongest identifying characteristics can become the centerpiece of an economic development plan and be used to attract businesses and residents and build community pride. The easiest place to start is with current businesses, icons, and landmarks that are a part of Farmersville's history and economy.

Unlike other Texas cities, Farmersville lacks outdoor murals and has few emblems located throughout the city that help to define the city's identity. Murals are generally painted on the side of buildings and can depict famous residents, historic moments, or the city's agricultural roots. The city does have one such mural depicting the history of agriculture in the area however it is located in the post office. Throughout the city, there are a handful of signs advertising the City, some utilizing the City's logo. These include the Welcome to Farmersville sign located on the U.S. 380, city name over the Onion Shed, the western entrance to Farmersville Parkway, and the entrances to the Chaparral Trail by the trailhead and by the Spain Athletic Complex.

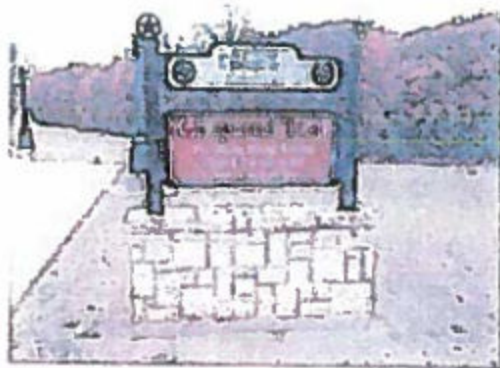


Figure 10F: Chaparral Trail Entrance at Onion Shed

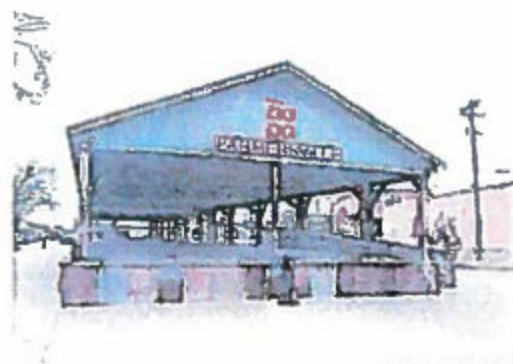


Figure 10G: Onion Shed

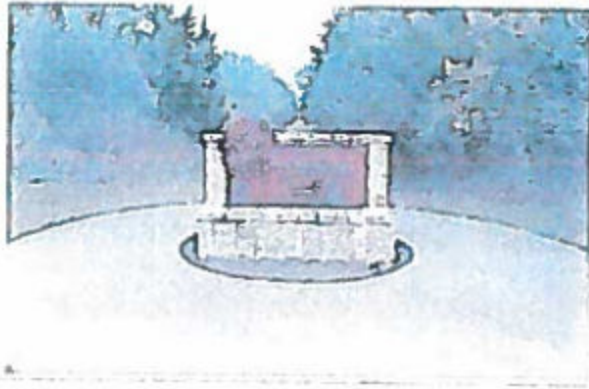


Figure 10H: Chaparral Trail Entrance at Spain Complex



Figure 10I: Farmersville Parkway Entrance, source: Google Streetview

A city's brand can take the form of a logo or a motto and can be used to define and sell the city and its activities to potential investors/residents as well as to build city pride. The City of Farmersville has both a logo and motto, featured on its website, city documents, and select pieces of signage throughout the city (including at the entrance of the Chaparral Trail, pictured above). The motto is "Discover a Texas Treasure" and is featured in the following logo:



Figure 10J: Farmersville Logo

The development of both a logo and motto indicate that the City recognizes the need to create a unified brand that can speak to people beyond the city limits. However, the motto itself does not convey anything specific about Farmersville itself – its history or its main attractions. A motto should work to distinguish a city from its peers. For example, the city of Madisonville is known as "The Mushroom Capital of Texas" for its large mushroom growing facility. Nearby Emory is known as "The Land Between the Lakes" due to its location between Lake Tawakoni and Lake Fork. Farmersville has a long agricultural history it could draw on to help define it, as well as a prime location near Lavon Lake. However, its most defining feature may be as the western trailhead for the Northeast Texas



Trail, a 130 mile long rails-to-trails conversion that stretches from Farmersville to New Boston in northeast Texas. The Farmersville portion is known as the Chaparral Trail. This trail has been drawing increasing numbers of residents and visitors to the area since its opening as it becomes more well-known to people in the region. Farmersville can capitalize further on this amenity by tying its identity to the trail. Possible mottos include "Farmersville, Trailhead to Northeast Texas" or "Farmersville, Home to the Chaparral Trail."

Kansas Sampler Foundation (<http://kansassampler.org/rce/>), a rural community development organization in Kansas, and rural economic development specialist Jack Shultz (<http://www.boomtowninstitute.com/index.html>), author of Boomtown USA, provide strategies for building and strengthening a city's brand.

INCREASE REGIONAL PRESENCE AND COLLABORATION

A number of local, neighboring, and regional organizations focus on economic development. Building relationships with those organizations would simplify basic marketing activities such as:

- ❑ Ensuring that the City's website is linked to the websites of related organizations, including the Collin County Appraisal District, the North Central Texas Council of Governments and Workforce Solutions for North Central Texas.
- ❑ Publicizing information about Farmersville tourism and events in neighboring cities such as the McKinney's Visitor's Center and websites <http://www.visitmckinney.com/>.
- ❑ Consider membership in the GO TEXAN Rural Community Program for increased internet marketing opportunities and other economic development resources.
- ❑ Work with the Chamber of Commerce to create a stronger presence on Texas Historical Commissions' Lakes Trail website (<http://texaslakestrail.com/>) by adding information on the Chaparral and Northeast Texas Trail and posting upcoming events.
- ❑ Continue membership in the North Central Texas Council of Governments and serve as an active member in the General Assembly.
- ❑ Coordination of training for "first responders," retail employees on primary thoroughfares who provide information to visitors.



The City should focus collaborative efforts with North Central Texas Council of Governments, Collin County Chamber of Commerce, GO TEXAN Rural Community Program, and the Texas Historic Commission Heritage Trails Program.

KEEP CITY'S WEBSITE UP-TO-DATE AND FEATURE CURRENT PROGRAMS ON ECONOMIC AND COMMUNITY DEVELOPMENT WEBSITES

The internet is typically the first resource visitors and potential residents, investors, and businesses utilized when looking for information about a city. A good website conveys not only necessary information but also the presence of city staff and residents who cooperate and are willing and able to work with prospective companies. Therefore, it is essential that cities, economic development boards, and other organizations interested in promoting a location use the internet to demonstrate everything that location has to offer.

Farmersville's current site is an excellent example of a well-designed, visually appealing, and generally user-friendly web experience. It contains links to current information including:

- ▣ Utility rates and local ordinances
- ▣ Real estate data: information on available commercial land and buildings
- ▣ Updated information on local events open to the public (open air markets, annual festivals, sports club activities, and school activities) including active links
- ▣ Information on volunteer and community organizations
- ▣ Picture gallery highlighting local events and activities
- ▣ Information targeted towards businesses that might consider locating or expanding to Farmersville. The Texas State Comptroller provides guidelines for a 'prospect kit'³¹, a package of information used for communication with prospective businesses. Much of the information suggested in the prospect kit is included in this economic development study.

The City should continue to keep the website up-to-date and, in particular, add more information on past and current projects funded by the Economic and Community Development Corporations. This information should include a description of the project, funding level, benefit to the community, and pictures. In addition, the City should add information about the Chaparral Trail to the homepage.

³¹ Prospect kit information located at <http://www.texasahead.org/iga/kit.php> and in the digital appendices to this study.

10.4.2 Focus on Business Growth & Recruitment

Three common business and job growth strategies form the basis of an economic development plan: existing company growth, start-up companies, and company recruitment. In general, enabling local entrepreneurship and helping existing companies expand is considered more productive for local economic development in rural America than “smokestack chasing.”³² Statistically speaking, “there are literally thousands of communities involved in industry attraction, yet fewer than 200 major plant relocations occur annually.”³³ When compared to building a business park, creating tax incentives, and competing with other towns in marketing campaigns, it is more cost-effective for a community to foster opportunities for existing and home-grown businesses than it is for a community to devote resources to attracting new businesses. Nevertheless, many of the activities that support existing and start-up businesses will also encourage out-of-town companies to consider relocating, and there are specific actions that cities can take to lower barriers to relocation.

EXISTING BUSINESS SUPPORT

Retaining existing businesses is relatively straightforward, because such businesses usually have vested interests in the community. However, with other localities actively recruiting successful companies, businesses do not always have the incentive to remain in a town that does not support their interests. The City of Farmersville has two organizations devoted to attracting new businesses and supporting existing businesses. These are the 4A Economic Development Corporation (EDC) and 4B Community Development Corporation (CDC).

The current goals of the 4A Economic Development Corporation are:

- Create a business atmosphere in Farmersville that supports: retention and expansion of existing businesses; attracting new or relocating businesses that will increase the quality and quantity of primary jobs; working with regional coalitions to address infrastructure, transportation, education and quality of life issues; recruiting at least one new employer per year.

³² Kotval, Z., J. Mullin, and K. Payne. 1996. *Business Attraction and Retention: Local Economic Development Efforts*. International City/County Management Association, Washington, D.C.

³³ Cothran, H.M. “Business Retention and Expansion (BRE) Programs: Why Existing Businesses Are Important”. (included in digital appendices, and online at <http://edis.ifas.ufl.edu/pdffiles/FE/FE65100.pdf>)



- ❑ Improve communication with the community and communicate accomplishments of the Economic Development Corporation
- ❑ Enhance and promote the quality of life of the community and the crossroads significance of the city. Partner with Collin College for a functional college by 2022.
- ❑ Work with the City of Farmersville and the North Texas Municipal Water District (NTMWD) to establish a regional wastewater treatment plant (WWTP) servicing the area. Promote and support a planning study for the Farmersville Towne Centre.

The current goals of the 4B Community Development Corporation are:

- ❑ Support the economic development and restoration of downtown, with continued financial support of the Main Street Program.
- ❑ Encourage and support collaborative efforts and long range planning with the community, City Council, Farmersville Economic Development Corporation, Main Street Program, Chamber of Commerce, Collin College, Parks Board, and FUSD.
- ❑ Support heritage tourism, including support for the restoration of Bain Honaker House
- ❑ Museum and support for planning & development of Farmersville Heritage Museum.
- ❑ Support Collin College scholarship program and local campus development.
- ❑ Support Farmersville Chamber through sponsorship of annual banquet and bike ride
- ❑ Assist in development of community recreational and cultural events, resources, museums, and facilities, as well as continued support and improvement of parks and recreation program and structures, and streetscape improvements.

In addition to the above activities, the city could further support existing businesses by:

- ❑ Asking businesses what they need. Schedule an annual informal meeting with each local employer to express appreciation for their presence; determine whether infrastructure facilities adequately support existing business operations; and learn of any planned expansions that will require city infrastructure improvements. Alternatively, hold a business

appreciation summit or other event to create an ongoing dialogue on future improvements and business strategies.

- ❑ Investing in infrastructure that contributes to residents' quality of life. Beyond basic infrastructure maintenance, gaining businesses' input on investments they believe would make their employee's lives better can increase community buy-in to public expenditures, make it easier for companies to retain a skilled workforce, and create opportunities for public-private partnerships.
- ❑ Prioritizing marketing and tourism efforts. Happy visitors lead to more customers and more residents.
- ❑ Partnering with organizations that promote area businesses and events on their websites to raise Farmersville's profile. - see section 9.5.1 for details
- ❑ Considering a "Buy Local" campaign.³⁴ Often started by or with the support of a city, such campaigns can help residents understand the importance of shopping at home. Dollars spent at local businesses provide a larger return through taxes, payroll, and other expenditures than do dollars spent at national chains or online at businesses outside the city or region.

Figure 10K: Keep it Local Sign



Source: www.lowcountrylocalfirst.org

Many rural communities lose businesses through owner retirement. Building stronger connections between generations through high school entrepreneurship clubs, mentoring programs, and

³⁴For more information on starting buy local campaigns, see www.the350project.net/home.html



organized systems for connecting business owners with younger generations can: provide employers with more focused employees, give students specific education goals, provide businesses with the employees they need to expand, give Farmersville residents reasons to remain in or return to the community, and create a new generation of entrepreneurs able to take over from retirees.

The HomeTown Competitiveness Approach is an example of a model for existing business growth and youth engagement that has been successful for many small towns. The HomeTown Competitiveness Approach highlights youth engagement and existing business growth through a series of collaborative task forces. One of the key components to the approach is its "come-back/give-back mentality" that focuses on cultivating opportunities to encourage and enable younger generations to return to their hometown. Information on the Hometown Competitiveness Approach is located in *Appendix 10C*.

ENTREPRENEURIAL SUPPORT

Often rural towns are dependent on one or two companies. That can be detrimental to the town if those companies close or shift operations. Supporting local entrepreneurship (start-ups) gives local economies greater flexibility and residents more choice about how to live. Entrepreneurial support generally involves:

- Public infrastructure investment, especially in telecommunications
- The creation of temporary office space (incubator facilities)
- Programs that defray rents, taxes or other start-up expenses
- Start-up capital such as access to micro loan sources

These investments can be funded using the 4A EDC or 4B CDC entities. In addition, the City may look into developing a revolving loan program through the Texas Department of Agriculture's Small and Microenterprise Revolving Loan Fund (SMRF). This program, funded through the federal Community Development Block Grant program, provides capital for rural communities to invest in new and/or existing small businesses and microenterprises. The City must partner with its EDC or CDC to utilize these funds. More information on this program is available at:

[https://www.texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/RuralCommunityDevelopmentBlockGrant\(CDBG\)/CDBGResources/Applications/SMRF.aspx](https://www.texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/RuralCommunityDevelopmentBlockGrant(CDBG)/CDBGResources/Applications/SMRF.aspx)



New business owners are also much more likely to succeed if they have access to supportive business groups, mentors, and other entrepreneurs. While cities can provide infrastructure and financial assistance to start-ups, the long-term success of entrepreneurs will depend on local business leadership.³⁵

COMPANY RECRUITMENT

Existing businesses often determine what businesses might be interested in moving to an area. Companies to target should include those that:

- Supply raw materials/input products to existing businesses;
- Use existing businesses' waste and by-products; and
- Package and transport locally produced goods.

This strategy is often referred to as clustering, building business around existing business. Educational institutions, including college systems and small business development centers, often work with industry to supply workforce training and to assist with the attraction and creation of companies that expand existing industry clusters. Table 10K lists the top clusters in Collin County. The data suggests that Farmersville could capitalize on the County's strengths by supporting the growth of businesses active in the following industries:

Table 10K: Top Collin County Clusters³⁶ (2015)

	Texas	U.S.
NAICS 51 Information	2.26	2.04
NAICS 52 Finance and insurance	1.80	1.96
NAICS 55 Management of companies and enterprises	2.30	1.52
NAICS 54 Professional and technical services	1.50	1.53
NAICS 53 Real estate and rental and leasing	1.16	1.38
NAICS 44-45 Retail trade	1.06	1.09

Also, surveying existing businesses would provide additional information for targeted economic development plans. A survey should ask Farmersville area businesses:

³⁵ See Startup America Partnership, a company focused on aggregating information on and providing support for entrepreneurship in the U.S. www.startupamericapartnership.org/entrepreneurial-communities-must-be-led-entrepreneurs

³⁶ Bureau of Labor Statistics location quotient calculator (<http://data.bls.gov>). NAICS=North American Industry Classification System. For a listing of industries within each 2-digit category in the table go to www.census.gov/naics



- What supplies they purchase to run their business;
- What goods customers ask for that they don't sell;
- What goods they would like to buy for their businesses but can't easily access;
- How and where they are transporting products; and
- What types of skills their workers need?

That data would: provide area schools the information they need to plan classes that would place students into jobs; provide residents thinking about starting up businesses with ideas for what is needed; and provide companies interested in the area with information about existing market opportunities.

RURAL OUTSOURCING

The U.S. business community is beginning to recognize rural America as a valuable resource for affordable labor. "Rural outsourcing" is the term for outsourcing work to rural communities in the U.S. as opposed to overseas developing countries. From the perspective of a community like Farmersville, this trend is valuable because adding nation-wide employers to the local economy: provides a buffer against the risks of relatively undiversified local industry; enables residents to remain in the community; and provides higher-paying jobs. In order to capitalize on the trend, the City/EDC should support enhanced local telecommunications infrastructure and publicize information like commercial real estate availability to companies that manage rural outsourcing. Most of those companies focus on information technology, but some also provide services such as marketing, design, and business analysis. Examples of rural outsourcing companies include: www.ruralsourcing.com, www.cross-usa.com, and www.onshoretechnology.com

AGRITOURISM

One of the most rapidly developing sectors of the tourism industry is agritourism, which gives tourists the opportunity to see, participate in, and/or stay at working farms. Agritourism operations can range from "harvest your own fruit" afternoons to horseback riding – bed and breakfast weekends. In Farmersville, agritourism could be centered on local livestock and vegetable farms, located just outside of the city limits. Texas A&M provides information about agritourism on its



website at <http://naturetourism.tamu.edu/>, and Fredericksburg provides a good example of a community whose farmers have capitalized on the trend www.fredericksburgtexas-online.com/Agritourism.

RESOURCES FOR BUSINESS GROWTH & RECRUITMENT

Several local, regional, and state organizations work on business growth and recruitment efforts.

10.4.3 Prioritize quality of life improvements that promote economic growth

Quality of life aspects of the community can play a tremendous role in attracting companies to an area, retaining businesses, increasing property values, and enabling a city to market itself. For all of those reasons, Farmersville should continue to invest in activities that improve housing, city infrastructure systems, local parks, and central business district features such as walkable streets and small businesses. The following summarizes key activities related to quality of life improvements found throughout the plan that most heavily impact economic development.

HOUSING

Business owners seeking a place to locate often look for communities that have adequate housing options for employees. The city has few dilapidated homes though, combined with homes in deteriorated condition, they constitute a third of the homes in the city. The prevalence of deteriorated and dilapidated homes is a primary concern of residents and is also a deterrent to attracting new business. The city should take a more proactive stance in addressing deteriorated/dilapidated housing by helping to establish a community group that focuses on facilitating voluntary dilapidated home removal. In addition to this community group, the city should: continue to apply for HOME grant funding; continue to enforce existing ordinances related to substandard buildings; and provide homeowner education of local and regional housing assistance grant/loan programs.



INFRASTRUCTURE SYSTEMS

Maintaining reliable infrastructure systems is a key component to economic development. Businesses and residents look for communities with dependable water and sewer systems and well-maintained city streets and drainage features.

PARKS AND RECREATION

Farmersville is in a unique position to capitalize on its park space as a driver for economic development. Both the Spain Athletic Complex and the Chaparral Trail draw residents and visitors from out of town. The Spain Athletic Complex, home to five ballfields, a football field and concessions, currently hosts little league games, sports tournaments and charity events. The City should work to expand the complex on adjacent city-owned land allowing the venue to host larger events. The City should also network to then draw more events to the space. By bringing in more families from across the region to these events the City can showcase its downtown and provide local businesses with a larger pool of customers.

The Chaparral Trail serves a similar role. With its opening increasing numbers of visitors have been traveling to Farmersville to utilize the trail for exercise or recreation. The trailhead's location at the center of downtown is ideal for drawing increasing numbers of visitors to the shops located in that area. The City should continue to advertise the Trail, incorporate the Trail into its branding, and begin to add amenities to the area that support both the Trail's use and patronization of the local businesses. One suggestion provided during the public workshop was to install public showers at the trailhead to allow Trail users to bathe after their workout, which would allow them to better enjoy the shops and restaurants downtown.

DOWNTOWN IMPROVEMENTS

Farmersville's downtown is located along McKinney St between S.H. 78 and Main Street. Its physical appearance and amenities have a direct fiscal impact on property values and retail sales as well as indirect impacts on residents' sense of pride and community belonging. Working with residents and property owners to identify a set of voluntary or mandatory design guidelines that convey a sense of community investment and cooperation will contribute to economic development.

In addition to downtown appearance and functionality, creating a "lively" downtown area attracts visitors and new businesses to this part of town. Farmersville has been successful in attracting users



for its downtown storefronts. The City should now focus on increasing the footprint of the downtown area to encompass vacant lots within the downtown and along Farmersville Parkway.

10.5 Implementation Plan

The Implementation Plan organizes the action items recommended to address each issue identified in the above sections into a timeline for completion. The actions are prioritized by date.

Table 10L: Implementation Plan

Goals and Objectives	Activity Year(s)			Lead Organization	Cost Estimate	Funding Sources
	2017-2020	2021-2024	2025-2027			
Goal 10.1 Farmersville markets itself as an attractive place to visit, live, and work						
Coordinate with regional organizations to advertise local events and festivals and consider membership in the GO TEXAN Rural Community Program	x	x	x	CDC	Staff/ Volunteers \$150 biennially (GO TEXAN program)	GEN, CDC
Update EDC/city website to include current figures, pictures, and other information related to economic development	x	x	x	City, EDC	Staff/ Volunteers	N/A
Continue to market available downtown buildings on City/EDC and North Central Texas Council of Governments websites.	x	x	x	City, Main Street	Staff/ Volunteers	N/A
Contact Lakes Trail organization to add additional information about Farmersville to website ²⁷	x			City, CDC	Staff	N/A
Strengthen Farmersville's brand by creating new motto and incorporating it on an updated website, at community events, and through city signage	x	x		City, Main Street, CDC	Varies	GEN, CDC, Main Street
Identify and train "First Responders" in downtown area to serve as an information point for visitors	x	x		CDC	Staff/Volunteers	N/A
Consider becoming a Partner of the Lakes Trail Region for extended marketing materials and training		x	x	City, CDC	\$250 - \$1,000 (annual)	EDC

²⁷ To update city information, see online form found at: <http://texasfortstrail.com/node/add/city>



Goal 10.2 Farmersville has a support system for existing businesses, resources for business start-up or expansion, and information readily available on the local economy.

Continue EDC business advertising support	x	x	x	EDC	\$160/month	EDC
Survey local businesses annually about City services and general business needs.	x	x	x	EDC	Staff	N/A
Host annual "business appreciation" breakfast or lunch for area companies	x	x	x	EDC	\$250, Staff	GEN, EDC
Update website with resource information for residents, business owners, and potential investors including job training organizations, small business financing opportunities, and "prospect kit"	x	x		City, EDC	Staff/ Volunteers	GEN, EDC
Create a "resource center" in City Hall that supplies information about workforce solutions of the North Central Texas and the Prospect Kit (can also include housing resource information)	x	x		City	Staff/ Volunteers	N/A
Launch a "Buy Local" campaign to raise the profile of local businesses (reference "how to" document in digital appendices)		x	x	City, EDC	Staff	GEN, EDC
Connect youth to local business owners/managers through a mentoring or internship program		x	x	EDC, FID	Staffs	EDC, FID

Goal 10.3 Farmersville's downtown and surroundings are attractive and functional and improve the quality of life for residents and businesses.

Prioritize capital improvements for infrastructure throughout the planning period	x	x	x	City	\$772,000 (Annual average)	GEN, Utility, County, TDA, TXDOT
Implement strategies in that address deteriorated/dilapidated housing	x	x	x	City, CDC	Varies	GEN, TDHCA, CDC, NCTCOG, Local
Promote Spain Athletic Complex and Chaparral Trail to draw visitors and showcase downtown	x	x	x	City, CDC	Staff/ Volunteers	GEN, Local, CDC
Implement strategies in Land Use Study	x	x	x	City	Varies	GEN



Implement strategies in Recreation and Open Space Study	x	x	x	City	Varies	GEN, Local
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Sources: GEN = Municipal funds; Staff = Staff time (City); Local = donations of time/money/goods from private citizens, charitable organizations, and local businesses; MCISD= Farmersville Independent School District; EDC = Farmersville Economic Development Corporation, 4B Entity; TDA= Texas Department of Agriculture funds including TxDBG (Community Development Block Grant) and TCF (Texas Capital Funds); TXDOT-Texas Department of Transportation Statewide Transportation Enhancements Grants; Utility=City of Farmersville water and wastewater utility fund; NCTCOG = North Central Texas Council of Governments; FISD=Farmersville Independent School District.

FOR A FULL LIST OF STATE FUNDING SOURCES, SEE CHAPTER 15

10.6 Appendix 10A: Establishments by Industry (Detailed)

Table 10A.1: Detailed Establishments by Industry

Accommodation and Food Services	21	10%
Caterers	5	
Drinking Places (Alcoholic Beverages)	3	
Rooming and Boarding Houses	13	
Administrative and Support and Waste Management and Remediation Services	20	9%
Carpet and Upholstery Cleaning Services	2	
Convention and Trade Show Organizers	1	
Exterminating and Pest Control Services	1	
Janitorial Services	14	
Other Services to Buildings and Dwellings	1	
Repossession Services	1	
Security Guards and Patrol Services	1	
Agriculture, Forestry, Fishing and Hunting	0	0%
All Other Miscellaneous Crop Farming	2	
Support Activities for Forestry	1	
#N/A	3	
Arts, Entertainment, and Recreation	0	0%
Other Gambling Industries	1	
Construction	30	5%
All Other Specialty Trade Contractors	4	
Commercial and Institutional Building Construction	2	
Drywall and Insulation Contractors	2	
Electrical Contractors and Other Wiring Installation Contractors	9	
Other Building Equipment Contractors	1	
Other Building Finishing Contractors	3	
Other Foundation, Structure, and Building Exterior Contractors	1	
Painting and Wall Covering Contractors	1	
Power and Communication Line and Related Structures Construction	1	
Residential Remodelers	3	
Roofing Contractors	2	
Site Preparation Contractors	1	
Educational Services	0	0%
Professional and Management Development Training	1	
Health Care and Social Assistance	3	0%
Other Individual and Family Services	2	
Other Residential Care Facilities	1	
Information	0	0%
Wired Telecommunications Carriers	1	
Manufacturing	0	0%
All Other Leather Good and Allied Product Manufacturing	1	
All Other Miscellaneous Fabricated Metal Product Manufacturing	1	



All Other Miscellaneous General Purpose Machinery Manufacturing	1	
Burial Casket Manufacturing	5	
Commercial Flexographic Printing	1	
Commercial Screen Printing	1	
Cookie and Cracker Manufacturing	1	
Corrugated and Solid Fiber Box Manufacturing	1	
Costume Jewelry and Novelty Manufacturing	1	
Custom Architectural Woodwork and Millwork Manufacturing	1	
Cut Stone and Stone Product Manufacturing	1	
Electronic Coil, Transformer, and Other Inductor Manufacturing	1	
Electroplating, Plating, Polishing, Anodizing, and Coloring	1	
Fruit and Vegetable Canning	2	
Hat, Cap, and Millinery Manufacturing	1	
Heating Equipment (except Warm Air Furnaces) Manufacturing	1	
Household Furniture (except Wood and Metal) Manufacturing	1	
Iron and Steel Mills	1	
Iron Foundries	1	
Machine Shops	1	
Machine Tool (Metal Cutting Types) Manufacturing	1	
Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1	
Other Apparel Accessories and Other Apparel Manufacturing	1	
Other Computer Peripheral Equipment Manufacturing	1	
Other Snack Food Manufacturing	1	
Outerwear Knitting Mills	1	
Power, Distribution, and Specialty Transformer Manufacturing	1	
Prefabricated Metal Building and Component Manufacturing	2	
Prefabricated Wood Building Manufacturing	1	
Printed Circuit Assembly (Electronic Assembly) Manufacturing	1	
Relay and Industrial Control Manufacturing	1	
Retail Bakeries	2	
Spice and Extract Manufacturing	1	
Sporting and Athletic Goods Manufacturing	1	
Tire Retreading	1	
Women's and Girls' Cut and Sew Dress Manufacturing	1	
Mining, Quarrying, and Oil and Gas Extraction	0	0%
Construction Sand and Gravel Mining	1	
Other Services (except Public Administration)	19	87%
All Other Automotive Repair and Maintenance	1	
Appliance Repair and Maintenance	2	
Business Associations	1	
Coin-Operated Laundries and Drycleaners	1	
Consumer Electronics Repair and Maintenance	2	
Drinking Places (Alcoholic Beverages)	3	
Other Automotive Mechanical and Electrical Repair and Maintenance	4	
Other Electronic and Precision Equipment Repair and Maintenance	2	
Other Personal and Household Goods Repair and Maintenance	1	
Private Households	2	



Professional, Scientific, and Technical Services		
All Other Professional, Scientific, and Technical Services	1	
Computer Systems Design Services	2	
Custom Computer Programming Services	1	
Engineering Services	1	
Geophysical Surveying and Mapping Services	1	
Interior Design Services	4	
Marketing Consulting Services	1	
Marketing Research and Public Opinion Polling	1	
Other Specialized Design Services	1	
Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	1	
Veterinary Services	1	
Public Administration	2	10%
Administration of Air and Water Resource and Solid Waste Management Programs	1	
Executive Offices	1	
Retail Trade	132	41%
All Other Motor Vehicle Dealers	5	
Beer, Wine, and Liquor Stores	2	
Boat Dealers	2	
Children's and Infants' Clothing Stores	2	
Department Stores (except Discount Department Stores)	2	
Electronic Shopping	4	
Food (Health) Supplement Stores	5	
Fruit and Vegetable Markets	1	
Hardware Stores	1	
Luggage and Leather Goods Stores	7	
Musical Instrument and Supplies Stores	1	
Nursery, Garden Center, and Farm Supply Stores	5	
Office Supplies and Stationery Stores	13	
Other Fuel Dealers	22	
Pet and Pet Supplies Stores	17	
Prerecorded Tapes, Compact Disc, and Record Stores	1	
Radio, Television, and Other Electronics Stores	2	
Tire Dealers	3	
Used Car Dealers	2	
Warehouse Clubs and Supercenters	14	
Wholesale Trade Agents and Brokers	1	
Window Treatment Stores	4	
Women's Clothing Stores	6	
Wholesale Trade	15	5%
Automobile and Other Motor Vehicle Merchant Wholesalers	1	
Book, Periodical, and Newspaper Merchant Wholesalers	1	
Farm and Garden Machinery and Equipment Merchant Wholesalers	1	
Home Furnishing Merchant Wholesalers	1	
Industrial Machinery and Equipment Merchant Wholesalers	2	
Metal Service Centers and Other Metal Merchant Wholesalers	1	



Farmersville

Other Chemical and Allied Products Merchant Wholesalers	1	
Paint, Varnish, and Supplies Merchant Wholesalers	1	
Recyclable Material Merchant Wholesalers	1	
Service Establishment Equipment and Supplies Merchant Wholesalers	1	
Tire and Tube Merchant Wholesalers	1	
Wholesale Trade Agents and Brokers	1	
Grand Total	280	100%

Source: Texas State Comptroller's office, Sales Tax Division, open records request (2016)

10.7 Appendix 10B: Occupation by Education Tables

Table 10B.1: Detailed Occupation by Education

Occupation	City	% of City Total	County	% of County Total	Texas	% of State Total
High Education						
Management occupations	77	4.2%	68,929	15.5%	1,176,136	9.7%
Business and financial operations occupations	74	4.0%	35,650	8.0%	574,636	4.8%
Computer and mathematical occupations	21	1.1%	32,132	7.2%	311,385	2.6%
Architecture and engineering occupations	31	1.7%	17,246	3.9%	246,461	2.0%
Life, physical, and social science occupations	0	0.0%	2,681	0.6%	84,651	0.7%
Community and social service occupations	19	1.0%	5,257	1.2%	166,650	1.4%
Legal occupations	0	0.0%	5,666	1.3%	124,992	1.0%
Education, training, and library occupations	122	6.7%	29,714	6.7%	759,431	6.3%
Arts, design, entertainment, sports, and media occupations	46	2.5%	8,760	2.0%	186,442	1.5%
Health diagnosing and treating practitioners and other technical occupations	29	1.6%	18,165	4.1%	404,119	3.3%
Health technologists and technicians	39	2.1%	7,128	1.6%	211,515	1.7%
Healthcare support occupations	109	6.0%	5,486	1.2%	277,159	2.3%
Modest Education						
Fire fighting and prevention, and other protective service workers including supervisors	71	3.9%	3,999	0.9%	139,850	1.2%
Law enforcement workers including supervisors	0	0.0%	2,494	0.6%	137,876	1.1%
Personal care and service occupations	38	2.1%	12,812	2.9%	397,085	3.3%
Sales and related occupations	208	11.4%	58,170	13.1%	1,344,972	11.1%
Office and administrative support occupations	125	6.8%	53,562	12.1%	1,606,023	13.3%
Production occupations	111	6.1%	11,939	2.7%	677,837	5.6%
Minimum Education						
Farming, fishing, and forestry occupations	0	0.0%	513	0.1%	60,079	0.5%
Construction and extraction occupations	123	6.7%	12,163	2.7%	808,733	6.7%
Transportation occupations	51	2.8%	8,951	2.0%	462,727	3.8%

Low Education	Food preparation and serving related occupations	191	10.4%	18,340	4.1%	679,277	5.6%
	Building and grounds cleaning and maintenance occupations	72	3.9%	9,271	2.1%	506,388	4.2%
	Installation, maintenance, and repair occupations	129	7.0%	10,523	2.4%	445,475	3.7%
	Material moving occupations	144	7.9%	4,638	1.0%	304,363	2.5%

Source: Summarized from 2011-2015 American Community Survey, Table C24010

Table 10B.2: Detailed Occupation by Gender (Farmersville)

Occupation		Male	Female	Total	% Total
High Education	Management occupations	43	34	77	4.2%
	Business and financial operations occupations	74	0	74	4.0%
	Computer and mathematical occupations	21	0	21	1.1%
	Architecture and engineering occupations	31	0	31	1.7%
	Life, physical, and social science occupations	0	0	0	0.0%
	Community and social service occupations	19	0	19	1.0%
	Legal occupations	0	0	0	0.0%
	Education, training, and library occupations	0	122	122	6.7%
	Arts, design, entertainment, sports, and media occupations	12	34	46	2.5%
	Health diagnosing and treating practitioners and other technical occupations	0	29	29	1.6%
	Health technologists and technicians	22	17	39	2.1%
Strategic Education	Healthcare support occupations	18	91	109	6.0%
	Fire fighting and prevention, and other protective service workers including supervisors	71	0	71	3.9%
	Law enforcement workers including supervisors	0	0	0	0.0%
	Personal care and service occupations	0	38	38	2.1%
	Sales and related occupations	106	102	208	11.4%
	Office and administrative support occupations	53	72	125	6.8%
	Production occupations	60	51	111	6.1%



Farmersville

Moderate-Low Education	Farming, fishing, and forestry occupations	0	0	0	0.0%
	Construction and extraction occupations	123	0	123	6.7%
	Transportation occupations	51	0	51	2.8%
Low Education	Food preparation and serving related occupations	19	172	191	10.4%
	Building and grounds cleaning and maintenance occupations	72	0	72	3.9%
	Installation, maintenance, and repair occupations	129	0	129	7.0%
	Material moving occupations	144	0	144	7.9%
	Total:	1,068	762	1,830	

Source: Summarized from 2011-2015 American Community Survey, Table C24010



10.8 Appendix 10C: HomeTown Competitiveness Approach

The HomeTown Competitiveness approach to rural community development emphasizes strong community involvement by creating interconnected committees and task forces centered around four pillars: Entrepreneurship, Charity (Transfer of Wealth), Youth Engagement, and Leadership. The pillars were specifically designed to deal with the four critical issues that are inhibiting rural America—the generational wealth transfer problem, the historical youth out-migration trend, the loss of farms and small businesses, and the erosion of leadership capacity. The approach is one of intense community involvement and so the types of people who lead the task forces need to be passionate, invested in community progress, and willing to work.

The primary objectives of each task force are summarized below:

- *Entrepreneurial Task Force:* Focuses on growing businesses within the community and expanding existing businesses. Develops strategies for producing increased entrepreneurial activity, fostering an entrepreneurial culture, and helping the community realize economic goals.
- *Charitable Assets Task Force:* Establishes a Community Affiliated Fund governed by a Fund Advisory Committee in order to capture the transfer of wealth from rural America to larger cities over generations. It accomplishes this by encouraging resident and business donations to the Fund.
- *Youth Task Force:* Mobilizes youth engagement and cross generational collaboration on community projects and assists youth in putting their ideas into action. The primary goal here is to encourage youth to return to their communities after college. The innovation center is a good resource for youth engagement (www.theinnovationcenter.org).
- *Leadership Task Force:* Cultivates leadership within the community through training and awareness in order to share leadership roles and smoothly transition leadership to new generations. There are two main leadership programs: "skill-based" emphasizes conflict management, and "civic-based" emphasizes learning detailed knowledge about the community to more effectively live/work in it.

These task forces work best when in collaboration with one another and in conjunction with an oversight committee. More information on the Home Town Competitiveness Approach and success stories can be found at <http://htccommunity.org/>.



10.9 Appendix 10D: Local & Regional Economic Development Resources

The following is a summary of local and regional technical and support resources available to the City of Farmersville or residents of Farmersville. A comprehensive list of specific grant information related to economic development can be found in *Chapter 15: Funding Sources*.

RESOURCES CURRENTLY AVAILABLE/ACTIVE IN FARMERSVILLE

Farmersville Economic Development Corporation: In 1996 Farmersville citizens approved the establishment of the Farmersville Economic Development Corporation (FEDC) to encourage the location of new businesses in the City and to foster the growth of existing local industries and businesses. Economic development goals are set by a local, five-member board appointed by the City Council.

Contact:

Phone: 972-782-6151

http://www.farmersvilletx.com/boards_and_commissions_2/economic_development_2/economic_development.php

Farmersville Community Development Corporation: Created by a city election in 1996. It is funded by a ½ cent Type B sales tax. The Corporation operates according to state guidelines, and may fund a variety of economic development and quality of life projects for the community.

Contact:

Phone: 972-782-6151

http://www.farmersvilletx.com/boards_and_commissions_2/community_development_2/community_development.php

Chambers of Commerce: The Farmersville County Chamber of Commerce works on the behalf of the organization's members to enhance the community business environment. The organization's goal is to demonstrate the value of Chamber Membership through tangible and intangible benefits and is dedicated to making the community a better place to live, work and conduct business.

Contact:

201 S. Main Street

Farmersville, TX 75442



Phone: 972-782-6533

Website: <http://www.farmersvillechamber.com/>

North Central Texas Council of Governments: The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by and for local governments in the 16 county³⁸ region of North Central Texas, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

Contact:

North Central Texas Council of Governments

3991 E. 29th

Bryan, Texas 77802

Phone: 979-595-2800

Website: <http://www.nctcog.org/>

Collin County Agrilife Extension: The Collin County AgriLife Extension Service of Texas A&M University provides free and low-cost educational programs and manages the 4-H programs in Collin County.

Contact:

Collin County Office

825 North McDonald Street

Suite 150

McKinney, TX 75069-2175

Collin-tx@tamu.edu

Phone: 972.548.4233

Website: <http://collin.agrilife.org/>

ORGANIZATIONAL RESOURCES AVAILABLE TO THE CITY

Texas Lakes Trail Region Heritage Trails Program: The Texas Lakes Trail Region heritage trails program is a non-profit organization developed in conjunction with the Texas Historical Commission. The organization's mission is to develop the unique culture, heritage, and natural resources of the area to stimulate economic development. The Texas Lakes Trail Region website provides several advertising opportunities for city events and amenities.

³⁸ Service area includes: Collin, Dallas, Denton, Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Somervell, Tarrant, Wise



Contact:
Texas Lakes Trail Region
116 West Bridge Street
Granbury, TX 76048
Website: <http://texaslakestrail.com/>

GO TEXAN Rural Community Program: The GO TEXAN Rural Community Program (RCP) is administered through the Texas Department of Agriculture and provides technical and financial assistance related to tourism and economic development to member cities and associate members (chambers of commerce, EDCs). Memberships are for two years and cost \$150. Members receive emails and an infoletter discussing workshops and available resources for rural development. Members are also linked to the GO TEXAN website and its social media contacts, including a GO TEXAN App for iPhone which promotes restaurants, agricultural products and other retailers and services in member communities.

Contact:
Texas Department of Agriculture
Phone: 877-99-GOTEX
website: <http://www.gotexan.org/>

GO TEXAN Certified Retirement Community Program: The GO TEXAN Certified Retirement Community Program (CRC) is designed to help Texas communities encourage retirees and potential retirees to make their homes in Texas communities by helping Texas communities market themselves as retirement locations; assisting in developing retirement and long-term living communities that attract retirees; encouraging tourism to Texas and promoting Texas as a retirement destination. The program application requires a \$5,000 fee, a local sponsor/contact, and names of members of a Retirement Board. Information about the community application and other guidelines can be found on the CRC website: <http://www.retireintexas.org/>

Contact:
Texas Department of Agriculture
Phone: 877-99-GOTEX
Website: <http://www.retireintexas.org/>



ORGANIZATIONAL RESOURCES AVAILABLE TO RESIDENTS/BUSINESS OWNERS

Texas Center for Rural Entrepreneurship (TCRE): TCRE is a non-profit corporation that seeks to provide educational and technical support to meet the needs of rural entrepreneurs and organizations supporting entrepreneurship in their communities. TCRE is a resource for residents seeks to start or grow small businesses in rural communities. The organization provides a number of educational resources including various "how-to" online courses and information about funding options, small business incubators, and Higher Education resources.

Contact:
Greg Clary, Chairman
3115 Fall Crest Dr.
San Antonio, TX 78247
Phone: 903-714-0232
Website: <http://www.tcre.org>

Small Business Development Centers: The Collin County Community College hosts the Collin Small Business Development Center and serves Collin and Rockwall Counties. The SBDC offers general business advice, technical assistance, training, workshops, and reference resources free of charge to those wanting to start or expand a small business.

Contact:
Marta Gomez Frey, Director

The Courtyard Center for Professional & Economic Development
4800 Preston Park Blvd., Suite 114
Plano, Texas 75093
Phone: (972) 985-3770
Fax: (972) 985-3775
Email: bcolter@collin.edu
Web Site: <http://www.collinsbdc.com/>

Workforce Solutions of the North Central Texas: This organization serves residents of Collin County and is a part of the larger Texas Workforce System providing one-stop assistance to job seekers and employers in the region. Services include: labor market information, job training skills, youth services, career planning, childcare, and information or referral. The closest office is located in McKinney (Collin County).

Contact:
McKinney Workforce Center

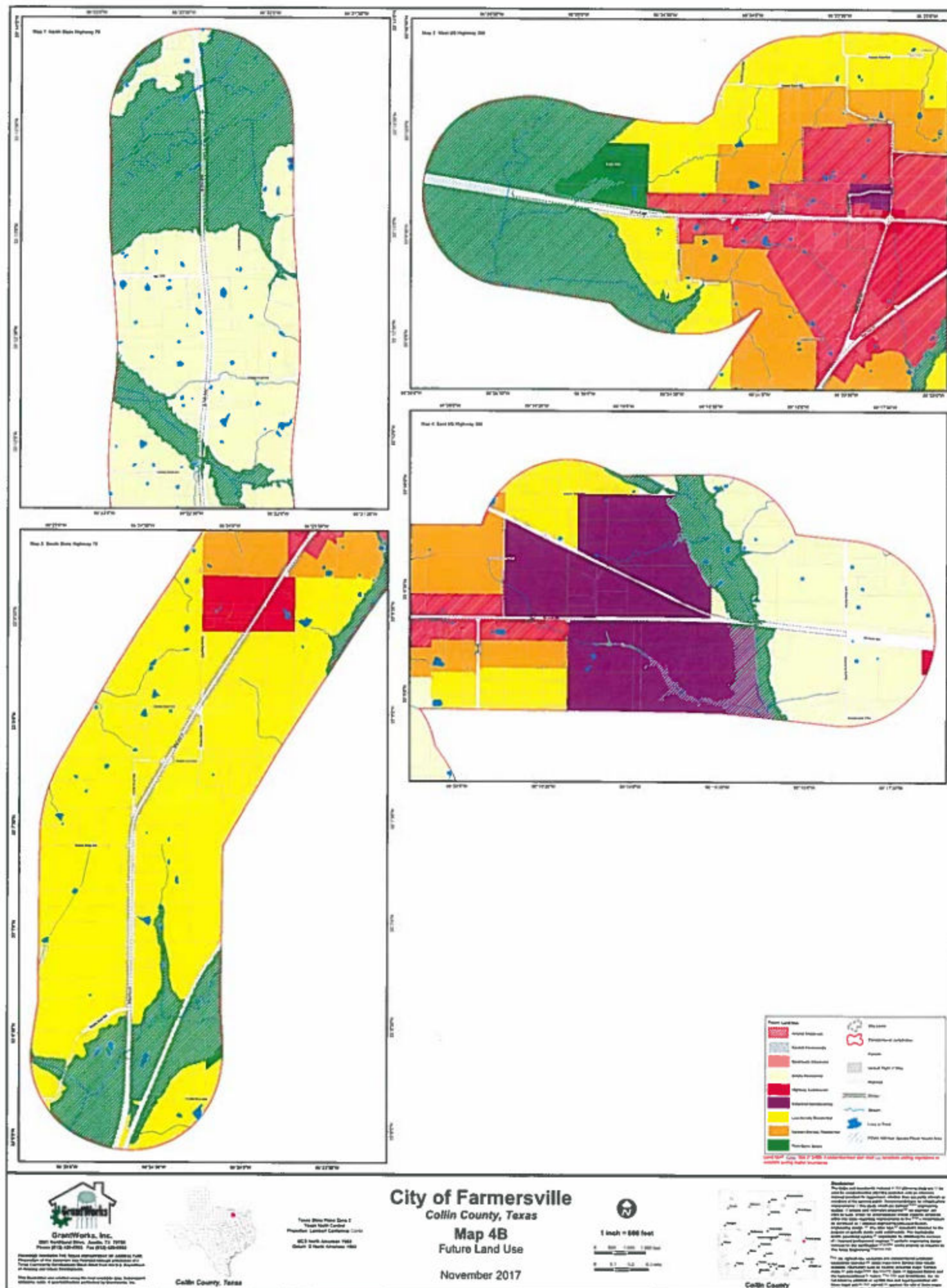


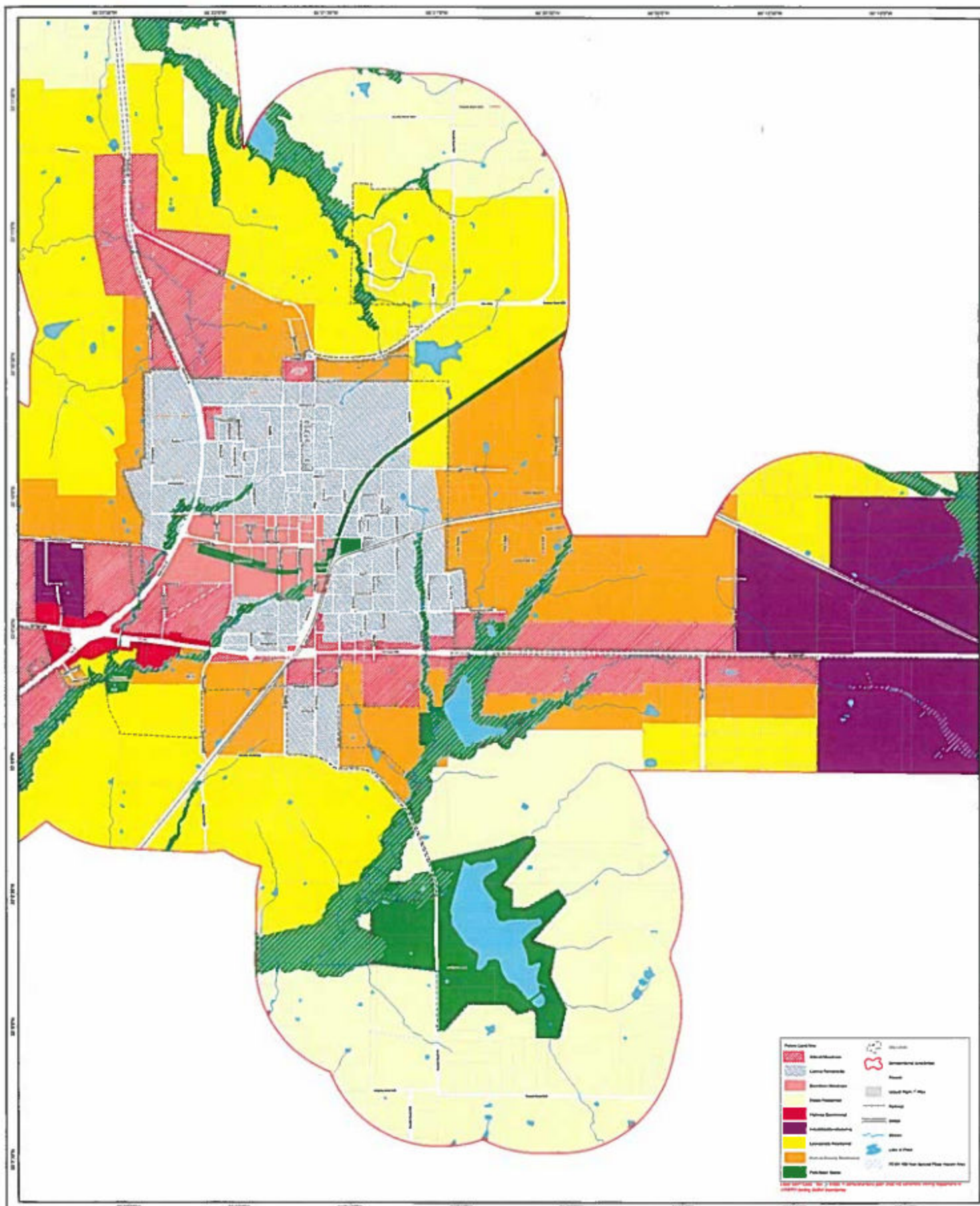
1701 W. Eldorado Parkway, Suite 250

McKinney, TX 75069

Phone: 972-542-3382

website: <https://dfwjobs.com/workforce-centers/mckinney-workforce-center>







TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Camden Park Project

Receive update on Camden Park Project

ACTION: No action Information purposes only



TO: Economic Development Corp
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Items for payment

Consider, discuss and act upon items for payment

1.) Rotary – Sponsorship \$500.00

Action: Approve or Deny



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Financial Statements

Consider, discuss and act upon financial statements for February 2018

ACTION: Approve or Deny

Farmersville Economic Development Corp 4A
February 2018

Statement Balance 2-1-2018	\$179,135.92
Deposits:	
Sales Tax:	\$20,135.37
Cking Int .05%	\$6.69
CD Interest	\$127.40
Transfer to Texpool	
check 1298	\$(7,500.00)
Statement balance 2-28-2018	<u>\$191,905.38</u>

Outstanding Transactions

Sales Tax	
Transfer to Texpool	
CD Interest	
Oustanding checks	\$-
Balance 3-6-2018	<u><u>\$191,905.38</u></u>

Farmersville Economic Development Corporation
Cummulative Income Statement
For the 12 Months Ended, September 30, 2018

	FY 2018 Budget	October	November	December	January	February	March	April	May	June	July	August	September	YTD
Beginning Bank Balance		\$151,370.45	\$148,089.53	\$154,014.17	\$162,578.23	\$171,635.92								
Deposits														\$-
Sales Tax Collections	\$264,800.00	\$19,322.84	\$19,542.30	\$17,078.99	\$16,423.31	\$20,135.37								\$92,502.81
Transfer to Texpool														
Interest Income cking	\$3,000.00	\$6.24	\$6.11	\$6.78	\$6.99	\$6.69								\$32.81
Wire Fee														
CD Interest Earned			\$146.23	\$123.29	\$127.39	\$127.40								\$524.31
Total Revenue	\$267,800.00	\$170,699.53	\$167,784.17	\$171,223.23	\$179,135.92	\$191,905.38	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$93,059.93
Expenses:														
Administration	\$1,000.00													\$-
Meeting Expenses	\$1,000.00													\$-
Dues/School/Travel	\$500.00													\$-
Office Supplies	\$200.00													\$-
Legal Service	\$2,500.00													\$-
Marketing/promotion Expenses														\$-
Marketing/Promotion Expenses/Advertising	\$16,900.00													\$-
Collin College Sponsorship	\$7,500.00				\$7,500.00									\$7,500.00
Small Business Entrepreneurship Conf	\$500.00													\$-
Farmersville Chamber	\$1,000.00													\$-
Farmersville Rotary	\$500.00													\$-
Total Expenditures	\$31,600.00	\$-	\$-	\$-	\$7,500.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$7,500.00
Directive Business Incentives														\$-
Zoning Ordinance Re-write	\$52,960.00	\$22,610.00	\$13,770.00	\$8,645.00										\$45,025.00
Collin College Project(sewer/street/electric)	\$150,000.00													\$-
Fiber Optic Cable														\$-
Façade Grant Program	\$50,000.00													\$-
Total Development Cost	\$252,960.00	\$22,610.00	\$13,770.00	\$8,645.00										\$45,025.00
Total Expenditures	\$284,560.00	\$22,610.00	\$13,770.00	\$8,645.00	\$7,500.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$52,525.00
Revenue vs Expenditures	(\$16,760)													\$-
From Reserves														
Balance Budget	\$-													\$-
Total Expenditures		\$22,610.00	\$13,770.00	\$8,645.00	\$7,500.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$52,525.00
Ending Bank Balance		\$148,089.53	\$154,014.17	\$162,578.23	\$171,635.92	\$191,905.38	\$-	\$-	\$-	\$-	\$-	\$-	\$-	
CD Investment		\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00								
Texpool Balance		\$874,562.60	\$875,317.76	\$876,192.32	\$877,158.88	\$878,063.10								
Interest Earned		\$765.73	\$755.16	\$874.56	\$966.56	\$904.22								\$4,266.23
Total Available Funds		\$1,272,652.13	\$1,279,331.93	\$1,288,770.55	\$1,298,794.80	\$1,319,968.48	\$-	\$-	\$-	\$-	\$-	\$-	\$-	



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: March 22nd, 2018
SUBJECT: Consider, discuss and act upon meeting minutes for January 27th, 2018, and February 15th, 2018

ACTION: Approve or Deny January 27^h, 2018 and February 15th, 2018 meeting minutes

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES

January 27th, 2018

The Farmersville EDC met in special session on January 27th, 2018 at 2:30 p.m. in the City Hall City Manager's office with the following members present: Jason Lane, George Crump, Kevin Meguire, Robbie Tedford and Randy Smith. Staff members present were City Accountant Daphne Hamlin, City Manager Ben White. Special guest recognized Mayor Diane Piwko.

CALL TO ORDER

Mr. Lane convened the meeting at 2:30 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized Mayor Diane Piwko.

PUBLIC COMMENT

No public comment taken.

REVIEW, CONSIDER AND DISCUSS 2018 KEY INITIATIVE ARE GOALS (KIA'S)

Chairman Meguire began the session by reviewing prior year 2016-2017 SWOT Analysis. Attached Exhibit (A) is a result of the SWOT Analysis.

KIA'S for 2017-2018 discussion:

- Funding Mechanism, Mr. Smith and Mr. Lane will perform the research on available funding mechanisms and report to the EDC Board.
- Performance Criteria, Chairman Meguire opened up for discussion. Mr. Tedford stated City of Wylie said their best purchases were on foreclosure property. Chairman Meguire stated one of the biggest challenges is annexing into the City. But if we are to purchase land we could annex automatically. EDC Board agreed to look into the possibility of purchasing property. Mr. Tedford will discuss with the local banks and report back to the EDC Board. Mr. Lane asked would it be beneficial to inquire on foreclosure property. Mr. Tedford stated he will discuss this with the Banks. Mr. Smith not opposed to buying property but need to make sure it would be in the interest of bringing in Industry,
- Property Search; Mr. Tedford and Mr. Crump will perform the research on available property and report back to the EDC Board.

- Discussion on the outer loop going around on Highway 78. Mr. White stated that North Central Texas County of Government (NCTCOG) will present to Council on February 13th, 2018 the proposed outer loop. Mayor Piwko asked the EDC Board to take a look at the proposed outer loop and make a recommendation
- Mr. Smith gave out a brochure from SBDC. SBDC supports Economic Development. Mr. Smith felt this is a useful tool that could help local businesses. Possibly help generate growth locally and help existing business to expand. Mr. Smith is hoping to help stimulate people with existing business and to hopefully stimulate someone who wants to start up a business, that may not know where to begin. Chairman Meguire recommend to place the information on the Cities website to reach the public.

KIA' set for 2017-2018

- Funding Mechanism – Mr. Smith and Mr. Lane
- Funding of Property – Mr. Tedford
- Property Search – Mr. Tedford and Mr. Crump
- Highway 78 and Highway 380 Outer loop – Mr. Tedford, Chairman Meguire, and Mr. Crump.
- Small Business Information – Mr. Smith

ADJOURNMENT:

Meeting adjourned at pm. 5:15

Kevin Meguire, Chairman

ATTEST:

George Crump, Secretary

EDC 4A Strategic Planning Workshop

SWOT Analysis:

Strengths:

- *Highways, Location, Transportation, Logistics
- *Affordable Land
- *Regional Airport
- *Colleges
- *Chaparral Trail/Greenbelts
- *Lack of Clutter
- *City Center/City Core
- *Available Workforce
- *Culture
- *TIRZ (Tax Increment Reinvestment Zone)
- *Schools
- *Collin County
- *Utilities
- *Banks

Weakness:

- *Homes/Multi-Family Inventory
- *Home Decay
- *Minority Participation City
- *Sewer
- *Utility Cost
- *Shopping
- *County Government
- *Recreational
- *More Government outside Farmersville
- *Streets
- *Band Width

Opportunities:

- *East Collin County Comm. HUB/Town Center
- *Tourism-Historical
- *College
- *Clean Slate
- *Railroad

EDC 4A Strategic Planning Workshop

- *DART
- *Highway 380-Limited access road
- *Outer Loop
- *Medical Center
- *Retirement / 50+ Living

Threats:

- *Money/Debt
- *Decay of Older Neighborhoods
- *Home Rule
- *Wastewater
- *Lack of Zoning / outside of City Limits
- *Zoning
- *Highway 380 move

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES

February 15th, 2018

The Farmersville EDC met in regular session on February 15th, 2018 at 6:34 p.m. in the City Hall Council Chambers with the following members present: Jason Lane, George Crump, Kevin Meguire, Robbie Tedford and Randy Smith. Staff members present were City Accountant Daphne Hamlin, City Manager Ben White. Special guest recognized Mayor Diane Piwko, Councilman Hurst, Randy Rice, and Donna Williams

CALL TO ORDER

Chairman Meguire convened the meeting at 6:34 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized Mayor Diane Piwko, Councilman Hurst, Randy Rice, and Donna Williams

PUBLIC COMMENT

No public comment taken.

REVIEW, CONSIDER AND DISCUSS 2018 KEY INITIATIVE AREA GOALS (KIA'S)

Chairman Meguire started by stating the EDC board may have not had time to begin the research on the new 2018 KIA's. Chairman Meguire began with reviewing the funding mechanisms assigned to Mr. Smith and Mr. Lane. Mr. Smith stated he had begun research and started with TML League, also researched the comprehensive plan study on the funding sources allowed under the EDC section. Mr. Smith also had spoken with the City Attorney after City Council, asking if he is aware of any other existing funding facilities and if the EDC Board had previously issued any bonds. Mr. Lathrom stated since his tenor at the City he is not aware of any bond issuance under EDC. Mr. Lathrom also, suggested to review the language in the EDC by-laws to make sure the EDC board has the ability to borrow funds.

Chairman Meguire addressed the EDC Board regarding the Property purchase search that this will need to be discussed in an executive session. Mr. Tedford said he did get an opportunity to speak with Johnny Pat with Independent Bank. Independent Bank is extremely interested and already has the experience with the purchase of the property north of the ball park with CDC Board. Mr. Tedford stated the EDC Board is a little different compared to the CDC Board. CDC Board is keeping the property, whereas for the EDC Board will use the property as a business incentive.

Chairman Meguire asked if Mr. Smith and Mr. Lane will review the EDC Board by-laws, to make sure we can endure debt. Mr. Smith said this is critical issue and will review EDC by-laws to make sure we have the capacity to incur debt. Chairman Meguire stated that each board member has a task and to own it and come back together and see what we can do with the information.

Chairman Meguire stated the actual property search assigned to Mr. Crump and Mr. Tedford, they have not had the opportunity to begin research of actual property other than to say they have already talked with the bank about financing.

Chairman Meguire stated one of the KIA'S items was left off of the agenda, "Highway 78 and Highway 380 Outer loop". This project is assigned to Mr. Tedford, Mr. Crump and Chairman Meguire. Chairman Meguire stated this will be added to the next agenda for discussion. Mr. Smith wanted to add the retention program on the next agenda. Mr. Smith felt this program was a success last year and wants to continue. Chairman Meguire asked Daphne to add to the next agenda as well.

Chairman Meguire asked if Mr. White had anything to share regarding the broker visits. Mr. White stated he has meet with approximately 10 brokers, 3 more left to visit. One is scheduled for the 28th, Mr. Bobby Young with only 2 more to schedule and this project will be completed. Chairman Meguire asked now that we have meet with the brokers what is the next phase. Mr. White stated the brokers asked that we keep in touch, keep developing a relationship, send emails, and communicate when something is happening in our area. Chairman Meguire asked Mr. White in (4) months to send an email out to the brokers giving them an update of what is happening in Farmersville. Chairman Meguire asked how the board felt about contacting additional brokers. Mr. Tedford felt it would be best to stay with the brokers we have already contacted and develop that relationship.

Chairman Meguire asked the board if there were anything else they would like to discuss regarding the KIA'S. Mr. Smith want to bring up the Small Business Development information.

RECEIVE UPDATE ON COLLIN COLLEGE

Mr. White updated the EDC Board regarding the Collin College. Mr. White had spoken with Dr. Bob Collins complete date is 2021. Dr. Collins stated they have selected their project manager for phase 2. Mr. White stated that part of this development the College is opposed to any freeways going in or near the College area taking up right of way. This could be detrimental to their development. Mr. White stated at the next regular EDC meeting give debrief on the NCTCOG plans on Highway 380. Chairman Meguire asked Daphne to add to next regular agenda. Mr. White spoke about the County Road 611, Collin College may help with the grant on Farmersville Parkway. Trying to get the

matching funds from Collin County. This grant will help access around the Collin College area. Collin College is going to research and get back with us. ATMOS is planning on installing a gas terminal west of Brookshire's, south side of Highway 380. Intent is to provide gas in the area and help with the bottle neck in this area. Started due to Camden homes and Collin College. Mr. Smith asked about the design work for the Collin Campus, when will it be completed. Mr. White stated they will complete the design work this year and Campus completed by 2021. City is trying to get a new transmission line for the campus and currently researching this with Garland. Will be talking to Texas New Mexico, funding is through TCOS. It is something the City has requested not a direct charge to the City.

CONSIDER, DISCUSS AND ACT UPON REGIONAL EDC COMMITTEE.

Mr. White said he had some info from Jason Greiner, he has contact info and is ready to get started. Mr. Greiner will draft letter to send out to area EDC's.

CONDISER, DISCUSS AND ACT UPON TEX 21 COMMITTEE

Mr. White stated he has spoken with Linda Harper, have a meeting set for March 16th, if anyone would like to attend. Chairman Meguire asked if the EDC Board wanted to pursue. Mr. White said he included some of the information in the packet a letter of support to join the group. Mr. Smith said one of the main functions is related to harbors. Mr. White said this is one of their key initiatives is to become a major sea port. Chairman Meguire asked if this politically tied can the EDC sponsor. Mr. White said this is a good point, but not aware of them favoring any party. Mr. Lane spoke with a lobbyist for major ports in Texas, he knew Mr. Dean and his comment is that Mr. Dean is really good at putting groups together. But not sure of concrete accomplishments. Mr. Lane felt that Mr. White go to this meeting and get more info before we make a decision. EDC Board was in favor of continued information

CONSIDER, DISCUSS AND ACT UPON COLLIN COLLEGE SCHOOL BUSINESS DISTRICT

Mr. Smith said this is the information he had brought to the EDC workshop. Small Business Development Center, what I would like to see is getting this information out to inform the public, promoting businesses, possibly having a workshop to promote this. Mr. Smith said this would be information an entrepreneur would need to get their business started. Mr. Smith said work with the Chamber, talk to the newspaper. Mr. Smith said having a little difficulty not sure how to bring this into town. Chairman Meguire said this sounds like a great program, maybe post to Cities website, have an ad in the paper. Mr. White stated one of the ideas was to have a satellite office to help support small business

district. Mr. White said this could be a goal of ours to help support the SBDC. Mr. Smith is going to compile information for the website.

RECEIVE UPDATE ON BIG D CONCRETE

Mr. White said City Council has signed an agreement with Big D and TIRZ will also have an agreement to install the waterline, will need to be signed before waterline is installed. A letter has not been signed by Big D as of yet. Deadline is February 16, 2018. Big D signed up for permits in December with the County and is working on contracts with KCS. Mr. Smith asked about LaForge, Mr. White said they are looking at expanding their land base right now.

CONSIDER, DISCUSS AND ACT UPON COMPREHENSIVE PLAN GRANT

Mr. White said in your package you have the outcome of this grant. Also, have additional handout, Land Use Section need to look at heavily. Mr. White asked to set up separate meeting to look over these two sections. Council wants us to get the comprehensive plan down. Mr. White asked to review the land use map, this has a lot of information, we will take this map directly to the brokers we are talking with currently. Mr. White said what we need to do is take the current land use map showing the industrial area locations. Mr. White is asking Daphne to send Land use map to EDC Board members. Mr. White asked to set up workshop to make changes to these two documents. Main Street is working on Central Business District, CDC is working on EDC portion, and Parks Board is working on Central Business District. Chairman Meguire asked so what are you wanting us to do. Mr. White said add to next meeting and review, or send me your comments in advance. Chairman Meguire asked to add to the next agenda. Both sections EDC and Land Use Map

RECEIVE UPDATE ON CAMDEN PARK PROJECT

Mr. White said sewer system done at the site, working on completing storm water system, this is phase one. Received word today on the Texas Water Development Board Loan, deadline of the 15th received email they intent to meet that, what this means is they are developing wording for FONZY. They put out a FONZY, waiting for responses. Bids went out for gravity main, force main, and lift station, this has been awarded and documents were signed today. Will be in place by June 2018 to support first home. In the Camden Park they have included 290 apartments units, 11 buildings, on 18 acre, south just behind water tower. Council consider tax abatement last night.

CONSIDER, DISCUSS AND ACT UPON FINANCIAL STATEMENTS FOR JANUARY 2018, AND RQUIRED BUDGET AMENDMENTS

On a motion from Mr. Crump to accept financial statements as presented, but make it larger print, second by Mr. Smith, motion passed unanimously.

CONSIDER DISCUSS AND ACT UPON MEETING MINUTES FOR JANUARY 18TH, 2018.

On a motion from Mr. Crump to accept January 18th, 2018 meeting minutes as presented, second by Mr. Lane, motion passed unanimously

ADJOURNMENT:

Meeting adjourned at pm. 8:00

Kevin Meguire, Chairman

ATTEST:

George Crump, Secretary