#### FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

Regular Agenda 6:30 June 17th, 2021 City Hall Council Chambers

205 S. Main

Farmersville, TX 75442

#### WATCH THE LIVE BROADCAST

This meeting will be broadcast live through the City's website and by telephone. Members of the public who wish to watch this meeting, and not speak or participate in the discussion, may watch the live broadcast by

- 1. Going to the City's website;
- 2. Clicking on "GOVERNMENT";
- 3. Clicking on "AGENDAS AND MINUTES";
- 4. Clicking on the "click here" link that is located to the right of "LIVE STREAMING."

#### I. PRELIMINARY MATTERS

- Call to order and roll call.
- Announcements

## II. PUBLIC COMMENT ON AGENDA ITEMS (FOR NON-PUBLIC HEARING AGENDA ITEM)

If you wish to address the Farmersville Economic Development Board 4A on a posted item on this agenda, please fill out a "Speaker Sign-Up" card and present it to the City Staff before the meeting begins. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Farmersville Economic Development Board 4A for items listed as public hearings will be recognized when the public hearing is opened. Speakers wishing to address the Farmersville Economic Development Board 4A regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

#### III. CONSENT AGENDA

Items in the Consent Agenda consist of non-controversial or "housekeeping" items required by law. Board members may request prior to a motion and vote on the Consent Agenda that one or more items be withdrawn from the Consent Agenda and considered individually. Following approval of the Consent Agenda, excepting the items requested to be removed, the Farmersville Economic Development Board will consider and act on each item so withdrawn individually.

- A. Meeting Minutes for May 20th, 2021
- B. EDC Financial Report May 2021.

#### IV. REGULAR AGENDA

A. Consider, discuss and act upon EDC Action Plan report from Greg Last

#### B. Update on Façade Grant Application

#### V. BUDGET WORKSHOP

#### VI. EXECUTIVE SESSION

Discussion of Matters Permitted by the Texas Government Code:

- A. Section 551.087. Deliberation regarding Economic Development Matters:
  - Project Jedi Force

## VII. RECONVENE FROM EXECUTIVE SESSION AND DISCUSS/CONSIDER/ACT ON MATTERS DISCUSSED IN EXECUTIVE SESSION

#### VIII. REQUESTS TO BE PLACED ON FUTURE AGENDAS

- IX. 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 June 14th, 2021, by 5:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.

Daphne Hamlin 4A EDC Liaison

Agenda Section	Consent Agenda
Section Number	A.
Subject	Meeting Minutes
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	June 17th, 2021
Attachment(s)	May 20 <sup>th</sup> , 2021 meeting minutes
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	<ul> <li>Motion/second/vote</li> <li>□ Approve</li> <li>□ Approve with Updates</li> <li>□ Disapprove</li> <li>• Motion/second/vote to continue to a later date.</li> <li>□ Approve</li> <li>□ Disapprove</li> <li>• Move item to another agenda.</li> <li>• No motion, no action</li> </ul>

## CITY OF FARMERSVILLE FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES May 20th, 2021, 6:30 P.M. COUNCIL CHAMBERS, CITY HALL 205 S. Main Street Farmersville, TX 75442

#### **CALLTO ORDER**

The Farmersville EDC met in regular session on May 20th, 2021 at 6:30 p.m. in the City Hall Council Chambers with the following board members present: Robbie Tedford, Matt Crowder, Jason Lane, Elise Bobitt and Randy Rice.

#### **RECOGNITION OF CITIZENS AND VISITORS**

Special guest recognized Daphne Hamlin City Accountant, Councilman Terry Williams and Jason Acevedo

#### **PUBLIC COMMENT**

No Comment

#### **BUSINESS ITEMS FOR DISCUSSION AND POSSIBLE ACTION:**

#### MEETING MINUTES FOR MARCH 18<sup>TH</sup>, 2021 and APRIL 22<sup>nd</sup>, 2021

- Motion to approve made by Mr. Crowder
- · Second was made by Mr. Rice
- All board members approved

### FARMERSVILLE ECONOMIC DEVELOPMENT CORP. 4A FINANCE BUDGET REPORT MARCH 2021 and APRIL 2021.

- Motion to approve made by Mr. Tedford
- Second was made by Ms. Bobitt
- All board members approved

#### REGULAR AGENDA

#### CONSIDER, DISCUSS AND ACT UPON EDC ACTION PLAN REPORT FROM GREG LAST

Mr. Lane asked if everyone was able to review documents supplied by Mr. Last. Provided information exist of: traffic count and demographic numbers, but the main item is the budget. Had a couple of ideas to find the right fit on what we can accomplish? Mr. Lane opened the floor for discussion. There are a lot of items on the budget that we do not do or have. But it starts with the revenue numbers then into the expenses. Couple options on payroll. Some discussion on shared cost with the City. It is an in depth budget.

Ms. Bobitt stated looking at a full time person, they could use the office space at the Best Building.

Mr. Tedford stated it depends on what agreement we have with the City. Even if that space is available it would be a good start and good location.

Mr. Tedford like what he saw in the budget that Mr. Last provided, very good information. May need to discuss further regarding the budget, may need to restructure things may have to place

façade grant on hold and start moving this direction. But if we go this direction we will not be able to help different projects as we have in the past.

Mr. Lane stated in terms of scaling back we have supported a lot of projects to support the City.

Mr. Tedford if we go this direction we will not be able to support those projects as before cannot do both.

Ms. Bobbit stated what it comes down to what's our core mission.

Mr. Crowder stated what we are after is generating sales tax revenue. Since we are after sales tax revenue we need to concentrate on whatever has the best means to generate revenues. May just pause the façade grant until you have enough revenue to fund.

Mr. Crowder stated there are several options in the budget. On the shared admin only, shared admin with contract pm/ fulltime admin and fulltime director. Those are the options supplied from Mr. Last. There was not an option for dedicated full time admin.

Ms. Bobitt stated it is not in the budget but Mr. Last did mention a junior person.

Mr. Crowder stated he saw a job description for an economic specialist. Starting point to answer phones etc. Once the economic section starts growing then come back and hire an EDC Director.

Mr. Tedford asked at this point is there a need for a fulltime position.

Mr. Crowder stated not sure we do not have enough data. All we have are the conversations.

Mr. Tedford asked Jason about the company out of Waco. Is that something we can look into?

Mr. Lane stated he has some info on them. Think It's a spectrum of support they can provide basically contract out a director and admin. Outsource the whole thing. Not sure how many phone calls the City receives.

Ms. Bobitt stated that is the problem we need someone to be out there bringing in businesses.

Mr. Lane stated there are some basic things that need to be done first, have our house in order have all the ammo needed to keep up the budget, keep up with available properties.

Ms. Bobitt stated appreciated Mr. Last and his products. WE need to get it all set up and maintain data entry updates. If we could move in that direction that's a starting point. I do not think we need a guru we just need an admin person to maintain the data.

Mr. Crowder stated the current City website is not good. Shows old mayor as contact. The City profile has not been updated since 2014. We have 6k in our current budget for website improvement. If we can updated to where people can contact us.

Ms. Bobitt stated if we could look at a shared admin model for more on website up keep.

Mr. Tedford stated there is a lot of work that can be done.

Mr. Lane stated do not have a problem reaching out to some of those companies. Maybe get some recommendations from Mr. Last.

Mr. Tedford stated we need someone who is starting out that could lead into a possible EDC Director.

Mr. Lane stated one of the concerns is hiring a part time position, they want the benefits.

Mr. Tedford stated a place to start is to have Mr. Last to come back and give us some specific board training

Mr. Crowder asked if Mr. Last provided budget in excel or just PDF. It's clear what our options are we cannot afford an EDC Director this year.

Mr. Tedford stated wants to research further on contracting out this service.

Mr. Rice stated we can start off for a few months as a part time person.

Mr. Lane stated who would supervise. Maybe contractual is the way to go.

Mr. Crowder stated get the website where it needs to be get the data updated

Mr. Lane stated sounds like moving forward with additional work with Mr. Last. Develop a website and database system keeping it updated and how to keep it maintained what is the best way to do that.

Mr. Lane suggested if we can get Mr. Last come back with website database info. Ok with moving forward with him updating website and database and in depth on how to keep it updated.

Need someone to market making contacts.

Have Mr. Last come to next meeting. Website/database/how to maintain. Update community profile. Detail about training pick what we want to do.

Ms. Bobitt on the training would there be any other entity that would want to attend

#### CONSIDER, DICUSS AND ACT UPON FAÇADE GRANT APPLICATION

Mr. Lane asked the board if they had any questions.

Mr. Crowder asked Mr. Acevedo to give the board an overview of his plans.

Mr. Acevedo stated this façade grant application is for 111 Main Street. Currently have 2(two) primary entrances into this building.

Mr. Crowder stated can only receive one grant funding per year. If you receive funding during one calendar year you are not prohibited from filing the next fiscal year.

Mr. Acevedo stated the intention over the next three years is to file for different grants. This is my first go around and hopefully I will be back next year.

Mr. Acevedo presented a picture of the current façade entrance, has no appeal as it is. Plans are to renovate for a café type of restaurant inside and create a nice outdoor seating area. Improve outside to make it more attractive. Make it more historic looking a drawing of what it would look like. Add metal framing on the outside with cover patio.

Need to repair the brick it has been plastered over and has damage. Need some rebar repair

Mr. Acevedo stated need to be ADA complaint and will need access ramp. Contacted a company to come out and give an assessment of what is best. Company suggested the best approach is a lift maybe better than a ramp. The ramp needs to be 36 foot in order to make it ADA complaint. Need lift to be in complaint.

Mr. Crowder asked what building you are renovating. Mr. Acevedo stated the building facing main street is fancy fibers. The backside of that building on Onion Alley.

Mr. Crowder asked what the plans are for the building after you're finished renovating.

Mr. Acevedo stated he has already received a permit from the City of Farmersville. Separated into (2) two separate spaces. One section is going to be Café dining space, with retail separately. Setting up two different businesses.

Mr. Tedford stated this renovation is for the back part of the building. Only thing I saw that may be an issue is the roofing, not allowed in façade grants. Part of this project includes roofing cost.

Mr. Crowder stated we denied roofing on a previous façade grant. It is not allowed in façade grants as part of the reimbursement.

Mr. Acevedo the pricing has gone up. Cost of building materials have gone up especially metal. I do not have official quotes yet. Scope is not changing.

Mr. Acevedo asked if the awning would be part of the façade. It is kind of a gray area. But the material I'm using is roofing material but it is an awning.

Mr. Tedford said that's a good questions. Need to study further.

Mr. Crowder we do not specify anything about patios but we do address roofing I believe board would not replace and entire roof or build a new roof

Mr. Tedford do not consider it as a roof but as an awning. Should be part of the façade.

Mr. Lane it does not cover up the inside of the building.

Mr. Tedford stated the pictures we received in the façade grant, of the exterior. Is this what the front of the building would like?

Mr. Acevedo stated all the proposed drawings just ideas what we are looking at all those proposed façade.

Mr. Acevedo stated the only thing that is not on the drawing is the railing it is not in complaint with the city ordinance. The quotes you have include a wrought iron fence.

Mr. Tedford stated approve contingent on final plans. Up to a certain amount. And gave us the opportunity to see what else is included. Do not believe awning would be an issue on the matching side. Not sure about the lift have not run into this before

Mr. Acevedo asked if I did a ramp would that be approved.

Mr. Rice stated no it is not part of the Facade

Mr. Acevedo stated the quotes are the same and I have contacted contractors for revised quotes. They stated they will review and get back. Asked for revised quotes.

Mr. Tedford stated we need a drawing of what it will look like before we can approve. Approve façade grant contingent upon final drawing and revised quotes.

Mr. Rice stated that is why we ask for final drawings.

Mr. Crowder stated in the façade grant to provide a true copy of site plan. May not have formal site plans applicants must supply written statement of what is being done. We have gotten close of what you are doing.

Ms. Bobitt stated he described it but not in a drawing can we go ahead and approve. '

Mr. Acevedo stated another option is not to ask for reimbursement on railing.

Mr. Tedford stated you will clearly exceed cost alone without using the roofing.

Mr. Lane stated based on drawing looks better than what is there. Mr. Lane asked about the lift not sure if it fits the façade grant.

Mr. Crowder stated it is not mentioned in the façade grant. Does not specifically address ADA at all.

Mr. Lane asked Daphne to contact City attorney to see if the lift is an eligible reimbursement cost

Mr. Crowder stated he will contact Mr. Acevedo to review preconstruction, have a walk through at the site and report back to the board.

- Mr. Tedford stated in a form of a motion to approve project up to reimbursement of 50% on approved project to the cap of 25k. For eligible items.
- Second made by Ms. Bobitt
- All board members approved

#### CONSIDER, DISCUSS AND ACT UPON ITEMS FOR PAYMENT

- Motion to approve items for payment made by Mr. Tedford (Chamber of Commerce-\$1,000.00, EDP Best Practices - \$1,845.00, Collin College \$7,500.00)
- Second by Mr. Rice
- Approved by all board members

#### CONSIDER, DISCUSS AND ACT UPON STRATEGIC PARTNERS CONFERENCE

Need more info. Concerned on how many joint meetings with the council trying minimize city managers time.

ADJOURNIMENT	
Mr. Lane adjourned the meeting at 8:10 p.m.	
ATTEST:	APPROVE:
Randy Rice, Secretary	Jason Lane, Chairman

Agenda Section	Consent Agenda
Section Number	B.
Subject	Budget Report
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	June 17th, 2021
Attachment(s)	May 2021 Financial Budget Report
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	<ul> <li>Motion/second/vote</li> <li>Approve</li> <li>Approve with Updates</li> <li>Disapprove</li> <li>Motion/second/vote to continue to a later date.</li> <li>Approve</li> <li>Disapprove</li> <li>Move item to another agenda.</li> <li>No motion, no action</li> </ul>

## Farmersville Economic Development Corp 4A May 2021 Financial Budget Report

### Farmersville Economic Development Corp 4A

### May 2021

Statement Balance 5-03-2021	\$110,544.20
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Deposits:

 Sales Tax:
 \$34,656.02

 Cking Int .30%
 \$32.09

 Loan repayment
 \$2,622.04

 Cleared Checks #1333
 \$(1,000.00)

 Transfer to now account
 \$1,000.00

Statement balance 05-30-2021 \$146,854.35

#### **Outstanding Transactions**

**Sales Tax** 

**Transfer to Texpool** 

**CD Interest** 

Oustanding checks (Collin College) and check 1334 \$(9,345.00)

Balance 6-10-2021 \$137,509.35

	FY 2020													
	Budget	October	November	December	January	February	March	April	May	June	July	August	September	α£λ
Beginning Bank Balance		\$253,314.84	\$276,467.67	\$274,628.59	\$298,994.48	\$326,680.83	\$360,411.94 \$	П	\$103.044.20					
Deposits							-							
Sales Tax Collections	\$250,000,00	\$23,155.40	\$23,952,55	\$21,670,69	\$24,605,43	\$31,029,18	\$24,922.34 \$	19,737.70	\$34,656.02					\$202 720 31
Interest Income cking	\$100,00	\$68,39	\$71,08	\$73.16	\$81.57	\$79.89	-		\$32.09					SEC. 20.0
Now Account Interest	\$1,200,00	\$65,60	\$63,51	\$65.64	\$65.65	\$59.32	\$286.48	"	\$921.87					\$2 419 7E
Loan Repayment	\$31,464.00	\$2,622.04	\$2,622.04	\$2,622.04	\$2,622.04	\$2,622.04		2	\$2.622.04					\$20 978 32
Transfer to now account														0000
Transfer to Texpool														
Transfer From Texpool														
Texpool Interest	\$1,200,00	\$121.50	\$108,42	\$82.78	\$72.18	\$35,41	\$13.66 \$	0.78	\$0.62					\$435 35
CD Investment		\$377.08			\$377.31		_							5881 70
Total Revenue	\$283,964.00	\$ 279,537.75	\$ 303,113.34	\$ 298,994,48	\$ 326,680.83	\$ 360,411.94	\$ 88,159.23 \$	103,044.20	\$ 140,354.35 \$			,	•	\$ 228 949 45
Expenses:														
Administration Expenses														
Administration	\$1,000.00													6
Meeting Expenses	\$1,000.00	\$570.08												\$570.08
Dues/School/Travel	\$5,200.00													64
TEX 21	\$2,500,00	\$2,500.00												\$2 500 DO
Office Supplies	\$200,00		\$194.72											9404 70
Legal Service	\$2,500.00		8											413477
Total Administration	\$12.400.00													9
Marketing/promotion Expenses	penses													ė e
Marketing/Promotion Expenses/Advartising	\$8,000,00													
Website update	\$6,000.00													ė
EDC Round Table	\$1,500.00													6
Rotary Sponsorship	\$500,00													9 6
Chamber Sponsorship	\$1,000.00	-				-			\$1,000,00					\$1,000,00
Small Business	6							-						
Entrepreneurship Conf	\$500,00													ů,
Common conege sponsorship	27,500.00						\$7,500.00							\$7,500.00
Total Expenditures	\$37,400.00	\$3,070.08	\$194.72	A			\$7,500.00		\$1,000.00	Š		٠	÷	\$11,764.80
Directive Dusiness incentives														\$
Edc Action Plan	\$20,000,00								\$1,845.00					\$1,845.00
Collin College Road	\$244,000.00													6
raçade Grant Program	\$50,000,00		\$25,000.00											\$25,000,00
Expense Pnor Year	0000000		\$3,290.00											\$3,290.00
lotal Development Cost	5314,000.00								The second second					\$30,135.00
Total Expenditures	\$351,400.00	\$3,070.08	\$28,290.00	٠.		٠	\$7,500.00		\$2,845.00	4		*	٠	\$41,899.80
Revenue vs Expenditures	(\$67,436)													
From Reserves	\$214,710.00													
Total Expenditures		\$3,070.08	\$28,484.72	*		*	\$7,500.00		\$2,845.00	۵		s)s	ند	\$41,899.80
Ending Bank Balance		\$276,467.67	\$274,628.62	\$298,994.48	\$326,680.83	\$360,411.94	\$80,659.23	\$103,044.20	\$137,509.35					
Now Account		\$257,551.52	\$257,615.03	\$257,680.67	\$257,746.32	\$257,805.64	\$1,808,149.65	\$1,809,041.34	\$1,809,963.21					
CD Investment		\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	6							
Texpool Balance		\$1,072,099.77	\$1,072,208.19	\$1,072,290.97	\$1,072,363.15	\$1,072,398.56	\$72,412.22	\$72,413.00	\$72,413.62					
Total Available Funds		\$1,856,118.96	\$1,596,836.81	\$1,621,285.45	\$1,906,790.30	\$1,940,616.14	\$1,961,221.10	\$1,984,498.54	\$2,019,886.18	Ś	Ġ		٠	

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Agenda Section	Regular Agenda
Section Number	A. Consider, discuss and act upon EDC action plan
Subject	EDC Action Plan
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	June 17th, 2021
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or Deny
Action	<ul> <li>Motion/second/vote</li> <li>Approve</li> <li>Approve with Updates</li> <li>Disapprove</li> <li>Motion/second/vote to continue to a later date.</li> <li>Approve</li> <li>Disapprove</li> <li>Move item to another agenda.</li> <li>No motion, no action</li> </ul>

Date: April 29, 2021

To: Mr. Jason Lane, Chairman

Farmersville Economic Development Corporation

205 S. Main, Farmersville Texas 75442

c/o: Ms. Daphne Hamlin

FEDC Administrator / Finance Director

Re: Economic Development - Professional Training

I appreciate the opportunity to provide this agreement for the Services defined herein. This Service Agreement (Agreement) shall be between EDP Best Practices, LLC (Consultant) and Farmersville Economic Development Corporation (FEDC). Consultant and FEDC are sometimes hereinafter referred to collectively as the "Parties" or individually as a "Party." In general the Services shall be providing a professional training module on topics as requested by the FEDC.

#### 1. Consultant Services:

- 1.1. <u>Pre-Meeting Discussion</u>: Consultant shall engage Staff / Board Chair via telephone to discuss what the Board would like to emphasize or clarify through the training.
- 1.2. <u>PowerPoint Presentation</u>: Provide a professional training session using PowerPoint as a discussion leader, engaging the attendees in an informal discussion on one or more of the following training modules. (One-page Service Profiles hyperlinked below and attached)
  - A. <u>Ramping Up Your E.D. Program</u>: An overview of all aspects of implementing or enhancing an efficient and productive Economic Development program.
  - B. <u>BRE-Programs-Overview</u>: An overview of many ways to support existing businesses through development and implementation of BRE programs.
  - C. <u>Understanding the Planning & Development Process</u>: An overview of Planning and Development processes; basic definitions, Comprehensive Plan components and basic planning and engineering.
  - D. <u>Local-Incentives-Overview</u>: Great way to open a discussion with the Board on various incentives that might be requested or offered, etc.
  - E. <u>Incentive-Policies-Analysis-Agreements</u>: An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements.
- 1.3. Handout: Provide a color (pdf) and b/w (pdf) of the presentation with four (4) slides per page.
- 1.4. <u>Evaluation Form</u>: Provide printed Evaluation Forms to solicit feedback from attendees on various aspects of the Training session.
- 2. FEDC to provide: FEDC shall provide the following.
  - 2.1. <u>Project Coordinator (Coordinator)</u>: Provide a Staff liaison to work with Consultant to provide insights as to the desires of the FEDC and facilitate communication.
  - 2.2. Meetings: Coordination of any desired meetings.
  - 2.3. Venue: Provide a professional environment of adequate size and comfort to host the Training.
  - 2.4. <u>Pandemic Provisions</u>: Provide adequate spacing of attendees and procedures to reduce exposure to any potential health concerns.
  - 2.5. <u>Audio / Video Equipment</u>: Provide a projector and adequately-sized screen to accommodate connection from the Consultant's laptop for projection of the PPT presentation. Depending on the size of the room, audio enhancements for speaking may be needed as well.



- 2.6. <u>Virtual Presentation</u>: Administer a virtual program (e.g. Zoom) allowing the Consultant to "share" documents and engage participants virtually.
- 2.7. Printing: Printing and distribution of the Attendee Handout.
- 3. Confidentiality: Both parties agree to the following confidentialities.
  - 3.1. <u>Content</u>: The Consultant agrees to keep confidential any information related to the Services that is deemed confidential by the FEDC and communicated to the Consultant in writing.
  - 3.2. <u>Marketing Permission</u>: FEDC agrees to allow Consultant to reference the FEDC as a client and to allow Consultant to use a high-level explanation of Services provided.
  - 3.3. <u>Payment Disclosure</u>: FEDC agrees not to disclose the amount of payment included in the Agreement unless required by law.
- 4. <u>Documents</u>: The PowerPoint original document will not be provided to FEDC for their continued use. FEDC agrees not to distribute the attendee handout beyond their internal uses except as required by law.
- 5. Payment: The fee for the Services as defined herein shall be as follows.
  - 5.1. <u>Base Fee</u>: The Base Fee is intended to cover a portion of the time it takes to prepare the presentation and keep it updated. This fee shall be four hundred dollars (\$400) per training module provided.
  - 5.2. <u>Presentation Fee</u>: The Presentation Fee shall be one-hundred and twenty dollars (\$120.00) per hour, inclusive of set-up, presentation and take-down time.
  - 5.3. <u>Drive-Time</u>: Travel time to / from the venue shall be billed at 50% of the hourly rate.
  - 5.4. Additional Expenses: Out-of-pocket expenses shall be billed at cost (lunch meetings, lodging).
  - 5.5. Payment Due: Payments shall be within 30 days of receipt of an invoice from the Consultant.
  - 5.6. ESTIMATE: Following is an estimate of fees. Invoice shall be for actual time spent.

ltem	Reality	Virtual
Cost per module	\$400	\$400
Presentation time (Est. 1.5hrs X \$120/hr)	\$180	\$180
Set-up / take-down (Est. 0.25hr x \$120/hr)	\$30	0
Drive-time (Est. 2.75hrs x \$60/hr)	\$150	0
Estimated total	\$760	\$580

6. <u>Cancellation of Agreement</u>: Either Party may cancel this Agreement upon ten (10) calendar days notice in writing to the other Party. Should the FEDC elect not to continue with this Agreement at any point, the Consultant shall be paid for services rendered to that point in time.

Approval of this Agreement represented by:

ipproval of this Agreement represented by:	
Consultant: EDP Best Practices, LLC	<u>FEDC</u> : Farmersville Econ. Development Corp.
Signed: they don't	Signed:
Name: Greg Last	Name: Jason Lane
Title: Chief Executive Officer	Title: Chairman
Date: April 29, 2021	Date:
PH: (817) 992-6156	PH: (214) 801-9349
EM: glast@EDPBestPractices.com	EM: Jll120230@gmail.com
Address: 4609 Shadycreek Lane	Address: 205 S. Main
Colleyville, TX 76034	Farmersville Texas 75442

Bio: Greg Last, CEO, for additional information see www.EDPBestPractices.com



#### **Training - Ramping Up Your E.D. Program**

An overview of all aspects of implementing or enhancing an efficient and productive Economic Development program.

#### **Problem Identification**

- · Economic Development program recently established
- Board meets regularly but is not as productive as it could be

#### Goal is to Understand the Following

- The various EDO organizational structures
- · How you set a direction for the EDO
- The roles and responsibilities of the Council / Board / Staff
- Ways to increase the efficiency and productivity of an EDO
- What type of ED programs should be implemented
- What resources are recommended to help the ED program

#### **Typical Presentation Setting / Format**

 Preferably a setting that allows for a PowerPoint presentation (+/- 56 slides) along with easy and informal discussion between the consultant, Board and Staff. Depending on questions and dialogue, anticipate a 1.5 - 2 hour discussion.

#### **Topics Covered**

- Differences in EDO organizational structures
- · Common acronyms, terms, and their definitions
- Roles and responsibilities of all major players
- Establishing a mission and supporting goals and objectives
- · Recommended templates for agenda and budget
- Marketing and promotion targets, resources, venues
- The applicability and use of incentives
- Business Retention & Expansion (BRE)

#### **Other Training Available**

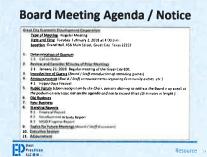
- Overview of Business Retention & Expansion (BRE) Programs:
   An overview of a wide variety of programs that can be implemented to support existing businesses
- <u>Local Incentives Overview</u>: An informal overview of various potential local incentives, how they are authorized, identified, and incorporated into incentive agreements.
- Incentive Policies-Analysis-Agreements: An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements
- Understanding the Planning & Development Process: An overview of Planning and Development processes; basic definitions, Comprehensive Plan components and basic planning and engineering















Training - Ramping Up Your E.D. Program

#### **Training - BRE Programs Overview**

Provide a comprehensive presentation highlighting a variety of BRE programs from simple to complex. Discuss with the Board and Staff which programs might be a best fit at this time and ways to implement the programs with current resources.

#### **Problem Identification**

- Existing businesses feel like they are being ignored and the Agency spends all its efforts trying to attract new businesses
- · All incentives offered by the Agency are for new businesses and none for growth of existing businesses
- There is no personal relationship between business leaders and Agency representatives
- The Agency desires to identify and assist with the challenges being faced by local businesses but lacks experience

#### Service Goals

- Provide a comprehensive PPT presentation and lead a discussion on the many ways to support existing businesses
- Provide examples and takeaways to easily implement a BRE program in your community

#### Typical Presentation Setting / Format

• Preferably a setting that allows for a PowerPoint presentation (+/- 56 slides) along with easy and informal discussion between the consultant, Board and Staff. Depending on questions and dialogue, anticipate a 1.5 - 2 hour discussion.

#### **Presentation Content Examples**

- BRE Plan Development: Goals, objectives, programs
- Business Opening: New Business Guide, News release assistance, ground breaking, hiring assistance, ribbon cutting, congratulations certificate, New Biz List, announcements / signage
- Business Data: Business lists / databases, website listings
- · Marketing & Promotion: Guide to Marketing Your Business, Meeting Accommodations Summary, Shop Local programs, tourism / events, cash mob / lunch bunch, Sidewalk Sale, newsletter highlights, social media, Local Business Report, Shopping & Dining Guide, Private Dining Guide
- Corporate Support: Website resources, HR assistance
- Identifying / Addressing Challenges: Property manager engagement, visitation programs, bad and best practices, business surveys, property enhancement grants

#### **Property Enhancement Matching Grants**

To retain businesses and provide for their growth, it may be desirable to help them improve their property











**Objectives** 

· Gain some immediate take-aways · Confidently Implement a BRE Program in vour community!

· Understand what a BRE program is



#### **Guide to Marketing Your Business**

 ED programs, newspapers, magazines, nonprofit groups, networking events, festivals, schools, sports groups, calendar of events

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#### **Business Visitation Programs**

- -Establish relationship with business leaders
- -Identify issues challenging to a business
- Hopefully resolve any challenges
- Overview:
- Typically major employers
- -Organize an official visit at the business
- Document findings and needed follow-ups

Pranicas





#### **Training - Planning and Development**

An overview of Planning and Development processes; basic definitions, Comprehensive Plan components and basic planning and engineering.

#### **Problem Identification**

- Staff / Board have been in situations where limited knowledge of planning and development was a hindrance
- Projects are becoming more complex requiring a more comprehensive knowledge base to consummate the deal
- New ED hires come from backgrounds other than real estate, planning or community development

#### Goal is to Understand the Following

- What roles planning and engineering play in the economic development process
- · Resources / plans that impact economic development
- Understand the roles and responsibilities of all the players in the process
- · Basic terms and processes for planning and development
- How to get engaged in the planning process

#### Typical Presentation Setting / Format

 Preferably a setting that allows for a PowerPoint presentation (+/- 60 slides) along with easy and informal discussion between the consultant and Staff. Depending on questions and dialogue, anticipate a 1.5 - 2 hour discussion.

#### **Topics Covered**

- Comprehensive Plan Components: Future Land Use Plan, Master Thoroughfare Plan, Through Truck Route Plan, Water Distribution Plan, Sanitary Sewer Plan, Drainage Master Plan
- <u>Resources impacting development</u>: Soils, topography, surveys, plats, floodplain / floodway, retention / detention, TxDOT access restrictions.
- Basic planning, development and engineering terms
- Planning and development processes and how to represent them
- Site development issues and regulations

#### **Other Training Available**

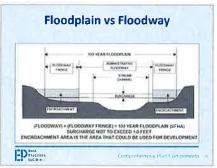
- <u>Ramping Up Your E.D. Program</u>: An overview of all aspects of implementing or enhancing an efficient and productive Economic Development program
- <u>Business Retention & Expansion (BRE) Programs Overview</u>: An overview of a wide variety of programs that can be implemented to support existing businesses
- <u>Local Incentives Overview</u>: An informal overview of various potential local incentives, how they are authorized, identified, and incorporated into incentive agreements
- Incentive Policies-Analysis-Agreements: An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements















**Training - Planning and Development** 

#### **Training - Local Incentives Overview**

An informal overview of various potential local incentives, how they are authorized, identified, and incorporated into incentive agreements.

#### **Problem Identification**

- Board is unfamiliar with the variety of potential local incentives that might be requested or provided
- Limited knowledge regarding different approaches to granting incentives

#### Goal is to Understand the Following

- · The statutory authorizations and limitations of incentives
- · Project limitations related to sources of funds
- · Local incentives that might be requested or offered
- Things to pay attention to for various incentives

#### **Typical Presentation Setting / Format**

 Preferably a setting that allows for a PowerPoint presentation along with easy and informal discussion between the consultant, Board and staff. Depending on questions and dialogue, anticipate a 1 - 1.5 hour discussion.

#### **Typical Topics Covered**

- Terminology / definitions
- Statutory authorization and limitations
- Project limitations for Type A and B Development Corporations, sources of funds
- Potential Local Incentives (see below)
- What can go wrong and how to avoid it

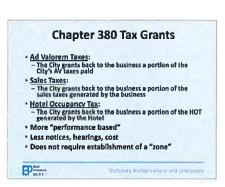
#### Typical Local Incentives

- · Ad Valorem and Sales Taxes: Sales tax grants, AV tax relief
- <u>Financial</u>: Forgivable loans, loan guarantees, lease guarantees, equipment purchases, fee waivers / reductions
- <u>Employment</u>: Relocation assistance, cash for jobs, hiring assistance
- Land / Building: Build-to-suit, free land / building
- <u>Procedural</u>: Fast-track processing / permitting, dedicated inspections
- Infrastructure: Roadways, water, sewer, drainage, rail
- <u>Property Enhancements</u>: Façade, landscaping, signage, lighting, parking and driveways
- <u>Creative Incentives</u>: Street naming, country clubs, guns, boots, property gates, etc.



## Ad Valorem Taxes Sales Taxes Financial Employment Land / Building Creative" Procedural Infrastructure Property Enhancements "Creative"

Types of Local Incentives



#### **Tax Abatement**

- Authorized by Chapter 312 of the Texas Tax Code
- · Must create Reinvestment Zone
- · Regulres written Agreement
- Real and Business Personal Property
- Max term of 10 years
- School districts cannot participate
- County can participate



HD market

#### Fee Waivers-Reductions-Credits

· Engineering Review

ED topolog

Ad Valorem Tax Helief

- Typically for construction plan review and inspections of public infrastructure
- E.g. 5% of public construction costs





#### **Employment Related Incentives**

- Relocation Assistance: A grant amount per employee that relocates to the City
- <u>Cash for Jobs</u>: A grant amount for each Job created (better terminology is employment grant)
- Employee Recruitment Assistance: A grant amount to provide assistance in the recruiting of employees



#### **Training - Incentive Policies-Analysis-Agreements**

An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements.

#### **Problem Identification**

- · Either there is no Incentives Policy or it is outdated
- There is limited or no analysis done on requests for incentives or proposed incentives
- Limited knowledge of the types of incentive agreements and important aspects in negotiating and writing them

#### Goal is to Understand the Following

- · The statutory authorizations and limitations of incentives
- · Project limitations related to sources of funds
- Writing and adopting good Incentive Policies
- Bad and Best Practices in negotiating incentives
- Optional ways to evaluate the merits of incentives
- Bad and Best Practices in writing incentive agreements
- How to stay out of trouble...

#### Typical Presentation Setting / Format

 Preferably a setting that allows for a PowerPoint presentation along with easy and informal discussion between the consultant, Board and staff. Depending on questions and discussion, anticipate a 1.5 hour discussion.

#### **Typical Topics Covered**

- Terminology / definitions
- Statutory authorization and limitations
- Tax abatement vs 380 agreements
- Incentive policies, requirements, adoption, application
- Project limitations; Type A and B Development Corporations, sources of funds
- Confidentiality and communications protocols
- Evaluating Incentives: Is there an answer to "Is this a good deal for us?"
- Negotiating Incentives: Who blinks first?
- Bad and Best Practices for Incentive Policy development
- Bad and Best Practices for Incentive Agreement development
- · What can go wrong and how to avoid it

#### Other Training Available

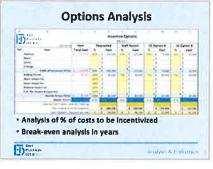
- <u>Local Incentives Overview</u>: An informal overview of various potential local incentives, how they are authorized, identified, and incorporated into incentive agreements.
- <u>Business Retention & Expansion (BRE) Programs Overview</u>: An overview of a wide variety of programs that can be implemented to support existing businesses







# Terminology / Definitions • Incentives: Any number of inducements that an agency/community/state might offer to a prospect to entice them to remain, expand, or locate within a preferred area • Performance Agreement: An agreement identifying business requirements and Agency incentives • Grants: Funds provided to businesses in exchange for performance per Ch. 380 • Recapture / Clawbacks: Clause requiring repayment of incentives if they don't perform







Training - Incentive Policies-Analysis-Agreements

Agenda Section	Regular Agenda
Section Number	III Budget Workshop
Subject	Budget Workshop
То	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	June 17th, 2021
Attachment(s)	Budget documents
Related Link(s)	
Consideration and Discussion	Workshop only
Action	<ul> <li>Motion/second/vote</li> <li>Approve</li> <li>Approve with Updates</li> <li>Disapprove</li> <li>Motion/second/vote to continue to a later date.</li> <li>Approve</li> <li>Disapprove</li> <li>Disapprove</li> <li>Move item to another agenda.</li> <li>No motion, no action</li> </ul>

#### Farmersville Economic Development Corp 4A "Exhibit A"

REVENUE	2020-20	21 Proposed Budget	2020-2021 Revised Budget	2021-2022 Proposed Budget
Sales Tax	\$	250,000.00	\$250,000.00	
Interest Earned Independent Bank	\$	100.00	\$100.00	
Interest Earned Independent Bank Now	\$	1,200.00	\$1,200.00	
Loan Repayment	\$	31,464.00	\$31,464.00	
Interest Earned Texpool	\$	1,200.00	\$1,200.00	
Total Revenue:	7	\$283,964.00	\$283,964.00	\$-
		10 200		
Administration Expenses				
Administration		\$1,000.00	\$1,000.00	
Meeting Expenses		\$1,000.00	\$1,000.00	
Dues/School/Travel		\$5,200.00	\$5,200.00	
Tex 21		\$2,500.00	\$2,500.00	
Legal Services		\$2,500.00	\$2,500.00	
Office Supplies		\$200.00	\$200.00	
Total Administration Expenses		\$12,400.00	\$12,400.00	\$-
Marketing/Sponsorship/Adver.				
Marketing/Promotion Expenses/Adv		\$8,000.00	\$8,000.00	
Website update		\$6,000.00	\$6,000.00	
EDC Round Table		\$1,500.00	\$1,500.00	
Chamber Sponsorship		\$1,000.00	\$1,000.00	
Rotary Sponsorship		\$500.00	\$500.00	
Collin College Sponsorship		\$7,500.00	\$7,500.00	
Small Business Conference		\$500.00	\$500.00	
Total Marketing Expenses:		\$25,000.00	\$25,000.00	
Total Administration and Marketing Expenses		\$37,400.00	\$37,400.00	\$-
Development				
Collin College Project Electrical Dist (150k)				
Facade Grant Program		\$50,000.00	\$50,000.00	
Electric Substation Loan (210k)		\$50,000.00		
Planner Land Use Map/thoroughfare map		\$- \$-	\$- \$-	
Impact Fee Study/Road improvement		Ş-	Ş-	
EDC Action Plan		\$20,000.00	\$20,000.00	
Road for Collin College		\$244,000.00	\$244,000.00	
Total Development Cost:		\$314,000.00	\$314,000.00	\$-
Total Development Cost.		3314,000.00	\$514,000.00	Ş-
Business				
Life Line				
Total Business Cost:				
Total Expenditures		\$351,400.00	\$351,400.00	\$-
Revenue vs. Expenditures		\$(67,436.00)	\$(67,436.00)	\$-
Texpool Balance/Checking Balance	\$	1,626,742.00	, (11, 11, 11, 11, 11, 11, 11, 11, 11, 1	
Funds Available:	\$	1,559,306.00	-	

Farmersville Economic Development Corporation

	Budget Analysis - 2021-04-28		FEDC	Shared Admin	Shared Admin	in FT Admin	
Ref	Item	Mult.	2020-21		_	Ľ	Notes / Description
1	REVENUES					-	
2	EDO Sales Tax		\$ 250,000	\$ 250,000	\$ 250,000	0 \$ 250,000	0 Type A, Type B or MDD Sales Taxes
3	Public Funds						_
4	Source #1						
2	Private Funds						Individuals, businesses, coalitions, COC
9	Source #1						
7	Real Estate						
8	Rental Income #1						Income from renting property owned by EDO
6	Rental Income #2						Income from renting property owned by EDO
10	Disposition						Revenue from sale of real property owned by EDO
11	Tenants						Rent, insurance, CAM
12	Misc. RE Income						Hay / grazing leases,
13	Incentive Loan Payments						
14	Business #1		\$ 31,464				Payments to EDO for loans made to business
15	Grants						Funds received as part of a grant program
16	Program #1						
17	Program #2						
18	Investment Income						
19	Interest Acct. #1		\$ 100	\$ 100	\$ 100	0 \$ 100	Unterest from deposits
20	Interest Acct. #2		\$ 1,200	\$ 1,200	\$ 1,200	0 \$ 1,200	0 Interest from deposits
21	Interest Acct. #3		\$ 1,200	\$ 1,200	\$ 1,200	0 \$ 1,200	0 Interest from deposits
22	Sponsorships						Luncheons, award ceremonies, golf tourneys, etc.
23	Program #1						
24	Program #2						
25	Disposition of Assets						Sale of vehicles, equipment, etc.
26	TOTAL REVENUES		\$ 283,964	\$ 252,500	\$ 252,500	0 \$ 252,500	
27							111

	Budget Analysis - 2021-04-28		FEDC	ī	Shared Admin Shared Admin	Shared	1 Admin	FT Admin	
Ref	ltem	Mult.	2020-21			Contr	Contract PM	& Director	Notes / Description
28	EXPENSES								Т
59	Personnel								
30	Payroll								
31	Salaried							\$ 75,000	00 Salaries of exempt employees
32	Hourly			\$	20,000	\$	20,000	\$ 40,00	40,000 Wages of non-exempt employees
33	Hourly-Overtime					\$	1,000	\$ 1,00	1,000 Overtime paid to non-exempt employees
34	Bonuses							\$ 5,000	00 Bonuses provided to employees
35	Longevity Pay								Benefit based on tenure at EDO
36	Insurance			-					
37	Health								Health insurance for employees
38	Dental								Dental insurance for employees
39	Life								Life insurance for employees
40	Medicare	1.45%		\$	290	\$	305	\$ 1,755	_
41	Workers Comp	0.48%		\$	96	\$	101		221 Workers Compensation
42	Social Security	6.20%		\$		\$	62		372
43	Retirement-TMRS	8.98%		\$	•)	\$	5300		449 Retirement benefits for employees
44	Allowances								
45	Auto			_				\$ 4,800	00 Allowance for business use of personal vehicle
46	Cell Phone							\$ 3,600	00 Allowance for business use of personal cell phone
47	Insurance								Allowance for personal insurance
84	Childcare								Allowance for childcare
49	Misc.			1					Moving expenses
20	Branded Clothing							\$ 20	200 EDO-branded clothing
51	Training-Certifications								
52	Dues-Memberships		\$ 5,	5,200					For professional development (i.e. not marketing)
53	TEDC								500 Texas Economic Development Council
54	IEDC							)9 \$	600 International Economic Development Council
22	Publications								Educational publications
26	Training / Cert. Maintenance								Training events, certification maintenance
57	Basic Course								Basic E.D. Course by TEDC
28	CEcD Certification							\$ 20	500 National certification by IEDC
29	TEDC Conferences							\$ 3,000	00 In-State TEDC conferences (3/yr)
9	IEDC Conferences								National IEDC conferences
61	NDC								National Development Council (EDFP)
7	Board								
63	Meetings		\$ 1,	1,000 \$	1,000	ş	1,000	\$ 1,00	1,000 Food, supplies
49	Travel			\$	1,000	_	1,000		1,000 Hotel, mileage, rent vehicles, meals
59	Training			\$	1,000	\$	1,000	\$ 1,000	00 Registration
99	Misc.			Ş	200	_	200		200 Name badges, memberships, apprec. plaques

	Budget Analysis - 2021-04-28			FEDC	Share	Shared Admin	Shared	Shared Admin	FT Admin	_	
Ref	Item	Mult.	70	2020-21			Contra	Contract PM	& Director		Notes / Description
29	Contract Services									П	Various services contracted by the EDO
89	Professional Services										
69	Accounting-Financial									Ā	Accounting / financial services,
2	Audit									Ŭ	Costs of audit
71	E.D. Prospect Mgr.						\$	20,000		2	Manager for E.D. Projects / Prospects
72	E.D. Projects-Resources		\$	20,000	↔	10,000	\$	10,000	\$ 5,0	5,000 E.	E.D. consulting services
73	Engineering-Planning						\$	5,000	\$ 10,000		Eng., planning, surveying, soils, environmental
74	Legal		❖	2,500	φ.	2,500	\$	2,500		3,000 Cc	Consultation, research, opinions, agreements, etc.
75	Marketing		c .						\$ 2,0	2,000 Re	Research, design, programs, PR (Add to Mrktg)
9/	Real Estate						\$	2,500	\$ 5,0	5,000 Br	Brokers, appraisers, surveying, envir., Titles
7	Electronic Surveys									400 St	Survey Monkey, etc.
78	Technology				\$	200	\$	200		1,000 N	Maint. on computer systems, office network
79	Insurance									F	TML liability, insurance premiums for EDO
80	Cleaning									1,000	Office, rental properties, etc.
81	Website		δ.	6,000					\$ 3,0	3,000 D	Development, content, hosting, troubleshooting
82	Email				\$	200	\$	200	\$ 1,000		Exchange, hosting
83	Pest Control									٣	Pest control services
84	Misc. Services									_	
85	Furniture										
98	Purchase				\$	1,000	\$	1,000	\$ 3,0	3,000 Pt	Purchases of furniture
87	Lease									LE	Lease of furniture
88	Equipment									Pı	Purchase (not service-related)
68	Printers				\$	200	Ş	200	\$ PI	500 o	Office printers
90	Copiers				\$	1,500	\$	1,500	\$ 1,5	1,500 0	Office copiers
91	Phones									-	
95	Office				❖	500	\$	200	\$ 1,0	1,000 La	Land lines for Staff
93	Cell									Ű	Cell phones for Staff
94	Technology				\$	2,000	\$	2,000	\$ 4,0	4,000 Cc	Computers for Staff, networking systems, etc.
95	Software				\$	1,000	Ş	1,000	\$ 2,0	2,000  0	Office software, CRM, RFI prep., databases, etc.
96	Office Misc.									-	
97	Postage				\$	100	\$	100		100 C	Cost of postage, delivery services
86	Printing-Binding						<b>ب</b>	300		200	Outside printing, binding
66	Bank Service Fees				\$	100	\$	100	\$ 10	100 O	Overdrafts, returned checks, etc.
100	Misc.		\$	200	\$	200	\$	200		200 Pa	Paper, small office items
101	Vehicles										
102	Purchase									ď	Purchase of vehicles
103	Lease									٦	Leasing of vehicles
104	Maintenance									2	Maintenance of vehicles
105	Insurance								\$ 1,0	90 =	1,000 Insurance for vehicles
100	Mileage Daimburgement										

	Budget Analysis - 2021-04-28		FEDC		Shared Admin	Shared Admin	n FT Admin	
Ref	Item	Mult.	2020-21			Contract PM	_	Notes / Description
107	Marketing-Promotion							
108	Dues		\$	8,000				Memberships in org. intended for mrktg / netw
109	ICSC							ľ
110	CoreNet Global							CoreNet Global association - Assoc.
111	NTCAR						\$ 2	50 N. Texas Commercial Assoc. of Realtors - Assoc.
112	SIOR							300 Society of Industrial and Office Realtors - Assoc.
113	IAMC						\$ 30	300 Industrial Asset Management Council - Assoc.
114	Collateral				\$ 1,000	\$ 1,000	⊢	
115	Exhibits						\$ 2,000	
116	Promotional Items						\$ 1,000	
117	Video-Photography						\$ 2,000	
118	Lists							Mailing lists, target industry lists, CEO lists
119	Data-Research						\$ 700	
120	Advertising						\$ 2,000	
121	Sponsorships						\$ 1,000	
122	Events-Meetings							Registration, travel, rent car, hotel, meals, entert.
123	Broker-Developer Mtg						\$ 300	
124	NTCAR						E \$	30 NTCAR Trade Show - Dallas
125	Retail Live							Retail conference, San Antonio
126	ICSC - Texas							Retail conference, location varies
127	Team Texas Coop Event						\$ 2,000	0 Joint effort by allies - Texas ED group
128	Oncor Coop Event						\$ 2,000	
129	TexasOne Coop Event							Joint effort by allies - Texas Gov. EDT
130	Prospect lunches						\$ 500	0 Brokers, developers, business prospects
131	Fam Tours - Inbound							Inviting prospects to regional mrktg event
132	Site Visits - Inbound						\$ 400	
133	IAMC						3,000	0 Industrial Broker / Mgr conference
134	SIOR						\$ 2,000	0 Office / Industrial - Tier 1 brokers
135	Technical Marketing							Purchase of key search words on Google, etc.
136	Direct Mail							Mailing marketing message to targeted prospects
137	Bulk Email Services						\$ 1,000	0 Constant Contact, Mail Chimp, etc.
138	Networking						\$ 1,000	0 Dining, golf, sports, for Prospects
139	Regional Support			-				Support allies / stakeholders marketing the region
140	Dallas Regional COC						\$ 200	
141	Lead Generation							Ident. of potential prospects, often by consultants
142	BRE Programs							
143	Events							Apprec. events, award ceremonies, roundtables
144	EDC Roundtable		\$ 1	1,500	\$ 1,500	\$ 1,500	1,500	-
145	Small Bus. Conference		❖	200	\$ 500	\$ 500	) \$ 200	0
146	Award-Recognitions							Awards or recognitions for businesses
147	Visitations						\$ 20	500 Meetings, lunches with local businesses

	DZ LO TROZ CICLIDIU 179mm		FEDC	Ī	Shared Admin	_	Shared Admin	FTA	FT Admin	
Ref	Item	Mult.	2020-21	Г			Contract PM	& Dir	& Director	Notes / Description
148	Community Projects		7							
149	Enhancements									Parks, open spaces, playgrounds, pools, entry signage. landscape features
150	Infrastructure									Water, sewer, street and / or drainage projects
151	Support Programs									
152	COC Support		\$ 1,	1,000	\$ 1,000	\$ (	1,000	\$	1,000	Funds to support the Chamber of Commerce
153	Rotary Sponsorship		\$	200						
154	College Sponsorship			7,500						
155	TEX-21			_	\$ 2,500	\$	2,500	v,	2,500	Transportation in Texas (Dues)
156	Keep City Beautiful									Funds to support this program
157	Main Street-Downtown									Support Main Street / Downtown programs
158	Grant Projects									Funds spent as a part of a grant program
159	Planning Support									Comprehensive Plans, development regs / plans
160	Mapping									Support for GIS systems / resources
161	Incentives				24					
162	TBD									Incentives that are unknown
163	Property Enhancements		\$ 50,	50,000	\$ 50,000	\$	50,000		50,000	Funds for Property Enhancement programs
164	Incentives-TBD					\$	30,000	\$	30,000	Funds set aside for incentives TBD
165	Obligations									
166	Collin College Road		\$ 244,000	000						FY obligations for projects previously approved
167	Project #2									FY obligations for projects previously approved
168	Real Estate									
169	Acquisition									Acquisition of land or buildings
170	Lease							\$	5,000	
171	Maintenance									
172	Buildings							\$	200	HVAC, lighting, maintenance,
173	Landscape							\$	2,000	2,000 Mowing, fencing, signage
174	Insurance							\$	600	Liability insurance
175	Alarm-Security							Ş	200	Building alarms / security systems
176	Utilities									Expenses for utilities related to real estate
177	Electric							Ş	1,000	
178	Gas									
179	Internet							\$	1,200	
180	Water							ş	800	
181	Sewer							Λ.	400	
182	Phone			-				\$	909	
183	Trash							\$	400	
184	Taxes									Taxes due on property owned by EDO and leased to "for-profit" businesses
185	Capital Investments									Investments / improvements to real estate

	Budget Applyeis 2001-04 30		7022	Chan Land				
	07-40-T707 - C071-04-70		redu	Shared Adr		Shared Admin   Shared Admin	FI Admin	
Ref	ltem	Mult.	2020-21			Contract PM	& Director	Notes / Description
186	TOTAL EXPENDITURES		\$ 350,400	\$ 100,486	\$ 981	159,367	\$ 307,576	
187					-		ı	
188	TRANSFERS							
189	Transfers In				<u> </u>			Funds provided by City to support FDO programs
190	Transfers Out							
191	City Services		\$ 1,000	\$ 1,0	1,000 \$	1,000	❖	1,000 Funds to pay for support provided by City Staff
192	SINKING FUNDS							(AP/AR, agenda prep, EDO Staff support, etc)
193	Public Infrastructure			\$ 25,000	\$ 000	25,000	\$	25,000 FY set-asides for public infrastructure
194	Real Estate			\$ 25,000	\$ 000	25,000	\$ 25,000	FY set-asides for real estate acquisition
195	DEBT SERVICE							
196	Project #1							FY debt-service obligations for this project
197	Project #2							FY debt-service obligations for this project
198	TOTAL EXP + TRANSFERS / Etc.		\$ 351,400	\$ 151,486	\$ 981	210,367	\$ 358,576	
199								
200	TOTAL REV - TOTAL EXP		\$ (67,436)	\$ 101,014	14 \$	42,133	\$ (106,076)	
201								
202	RESERVES							
203	Marketing-Promotion							M&P funds not used in prior FY
204	Public Infrastructure							Set-aside for public infrastructure
205	Real Estate							Set-aside for real estate acquisition
206	Undeclared							Undeclared reserves
207	207 TOTAL RESERVES		0		0	0	0	