

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION

Regular Agenda

6:00

October 28th, 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 Board members may request prior to a motion and vote on the Consent Agenda that one or more items be withdrawn from the Consent Agenda and considered individually.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the items requested to be removed, the Farmersville Economic Development Board will consider and act on each item so withdrawn individually.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 September 16th, 2021
- B. EDC Financial Report September 2021.

IV. REGULAR AGENDA

- A. Consider, discuss, and act upon items for payment.
- B. Update from Ben White on potential use of water tower property.
- C. Discuss previous Business Retention and Expansion training provided by Greg Last and determine what actions we can take to retain current businesses.
- D. Discuss timing for updating our Community Profile on the City of Farmersville website.

V. REQUESTS TO BE PLACED ON FUTURE AGENDAS

VI. ADJOURNMENT

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 October 25th, 2021, by 5:00 P.M. and remained so posted continuously at least 72 hours preceeding the scheduled time of said meeting.



Daphne Hamlin
4A EDC Liaison

Agenda Section	Consent Agenda
Section Number	A.
Subject	<u>Meeting Minutes for September 16th, 2021</u>
To	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	October 28th, 2021
Attachment(s)	September 16 th , 2021 meeting minutes
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	• Motion/second/vote ☐ Approve ☐ Approve with Updates ☐ Disapprove • Motion/second/vote to continue to a later date. _____ ☐ Approve ☐ Disapprove • Move item to another agenda. _____ • No motion, no action



**CITY OF FARMERSVILLE
FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION MINUTES
September 16th, 2021, 6:30 P.M.
COUNCIL CHAMBERS, CITY HALL
205 S. Main Street
Farmersville, TX 75442**

I. PRELIMINARY MATTERS

Matt Crowder opened the meeting at 6:30 p.m. on September 16th, 2021, in the City Hall Council Chambers with the following board members present: Matt Crowder, Elise Bobitt, Randy Rice and Robbie Tedford. Absent Jeff Sydney. City staff present, City Finance Daphne Hamlin, Councilman Terry Williams, and Mr. Greg Last.

Chairman Crowder updated board on attending City Council Meeting regarding Farmersville Economic Development Corp. Farmersville Economic Development Corp 4A Boards Proposed Budget 2021-2022 passed unanimously. Mayor thanked the board for the hard work

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

- No one came forward to speak.

III. CONSENT AGENDA

A. CONSIDER, DISCUSS AND ACT UPON MEETING MINUTES FOR JULY 15, 2021, AND AUGUST 19, 2021

- Motion to approve meeting minutes as written made by Randy Rice
- Second by Elise Bobitt
- Motion passed unanimously.

B. CONSIDER, DISCUSS AND ACT UPON FINANCIAL REPORT AUGUST 2021

- Motion to approve the financial report with correction on addition formula made by Robbie Tedford.
- Second by Elise Bobitt
- Motion passed unanimously

IV. REGULAR AGENDA

A. RECEIVE TRAINING FROM GREG LAST – EDP BUSINESS RETENTION AND EXPANSION

- Mr. Last with EDP gave a presentation on Business Retention and Expansion. (Attachment "A") is a copy of the presentation.
- Mr. Last discussed ways to help existing businesses. Some are elaborate. All the different kind of business and how to help. Emphasis on your website
- Why is Business Retention important?
 - Keep from relocating
 - Help businesses survive economic difficulties
 - Could assist with expansion
 - Increase competitiveness – give them marketing exposure
- Business Cycle was discussed, Business Opening, Awareness, Marketing/Promotion, challenges, and expansion.
- New Business guide on website. Who's does the inspection, utilities, health department, state registration, etc.
- Mr. Last stated EDC needs a presence on the website for Business Retention and Expansion. As you refine the website be sure and add this.
- Mr. Last stated review City of Keller website they have the best new business guide. Could use for an example on how to develop one.
- Chairman Crowder discussed improving the website and updating the community profile
- Mr. Last stated community profile is kind of a marketing tool.
- Mr. Last stated help with news release for new businesses opening. Let the media know that a business is opening.
- Texas Workforce Commission have a ton of resources. Maybe have them come out and talk to you.
- How do you increase awareness of the business you have? Need business list on website. Help get business some exposure around the community.
- Collect business information add to database or spreadsheet and add to your website.
- More complex is to create a database of all the business in the community. Separate by category. (Jewelry, financial) search by business by category on website.
- Establish relationships with business owner. Establish a business visitation program.
- Chairman Crowder stated a lot of good information. Some I have not thought of. Need to work on relationships. Take care of the business's we already have.
- Elise Bobitt what do we need to do to move forward.

- Chairman Crowder said we will have time to think about this and bring it back next month.
- Elise Bobitt state why not a project plan

B. CONSIDER, DISCUSS AND ACT UPON CHANGING MEETING TIME

- Elise Bobitt motioned to move meeting time to 6:00 p.m.
- Second by Randy Rice
- Motion passed unanimously

V. REQUESTS TO BE PLACED ON FUTURE AGENDAS

Discuss BRE – Develop Action Plan

Water tower information

VI. ADJOURNMENT

The meeting was adjourned at 8:21 p.m.

ATTEST:

APPROVE:

Randy Rice, Secretary

Matt Crowder, Chairman

Business Retention & Expansion



Greg Last, CEO
September 7, 2021

(817) 992-6156
www.EDPBestPractices.com



Introduction

Objectives

- Understand what a BRE program is
- Learn why it is important
- Learn multiple tools for implementation
- Understand business visitation programs
- Gain some immediate takeaways
- Confidently implement a BRE Program!



Introduction

Presentation Overview

- Discuss a variety of programs for all types of businesses
 - Retail, office, industry, corporate
- Examples from real easy to complex
- Generally sequenced with business cycle
- Discuss questions as we go



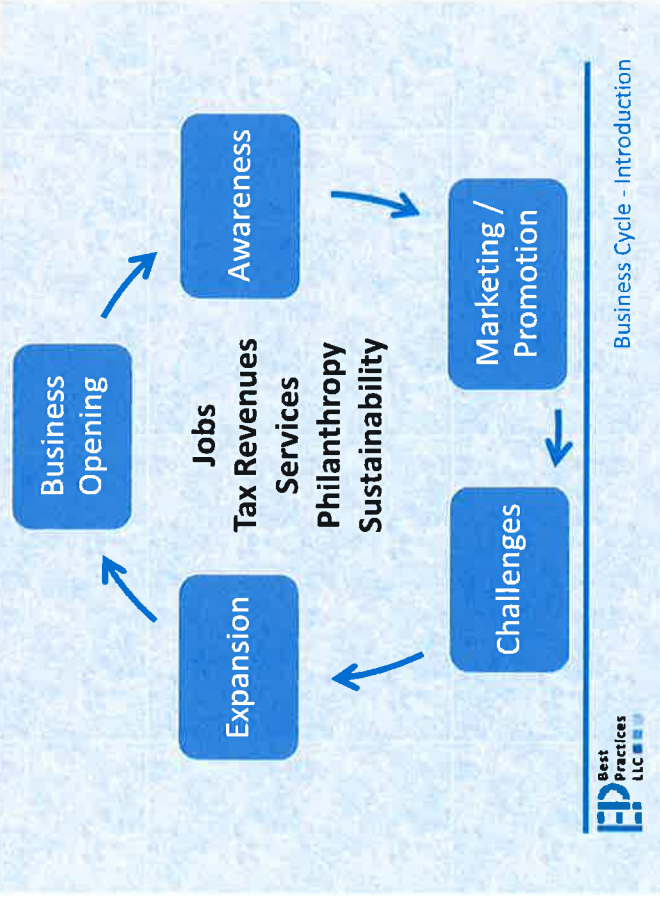
Introduction

Why is BRE Important?

- Keep them from relocating to other areas
- Help them survive economic difficulties
- Assists them with expansions
- Increase competitiveness in the wider marketplace
- Most importantly, it shows care and appreciation



Introduction



BRE Plans

- SWOT Analysis
- Resource identification
- Goals / Objectives
- Determine Programs



Business Retention & Expansion - Planning

BRE on Website - Converse

What is a Business Retention and Expansion (BRE) Program and why does it matter to you?

The Converse EDC BRE program focuses on ensuring that our existing businesses are successful and will stay in business in Converse. Our program also helps us know when you are ready to expand and how to help you get what you need.

We do this through a number of ways:

- Confidential Formal and Informal Site Visits
- Networking and Learning Events
- Business Appreciation Events ("Converse All-Stars")
- Annual Converse Business Directory
- Small Business Saturday
- Other resources and customized means of support

In short, we are here to get you what you need. Whether it is workforce recruitment, job fairs or job training, Utility rebates or financial management seminars, security concerns or getting building permits, we're here for you. Let us help.

CHANCES ARE, WHAT YOU NEED IS ONLY A PHONE CALL AWAY.

New Business Guide

- Important contacts
 - Inspections
 - Utilities
 - Health Dept.
 - State Regulators
 - Fire Marshal
- Marketing opps
- Signage
- Rules & Regulations



News Release Assistance

- Writing
- Formatting w contact
- Timing after soft open
- Distribution to media

SMBmarketer.com
Smart Marketing. Smarter. 24/7. Small Business Marketing.

from the Smart Marketing Playlist Article Series
**Using Press Releases to
Market Your Small Business**

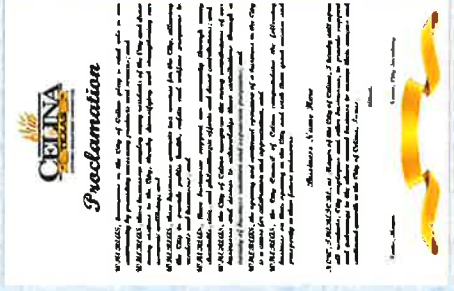


Business Retention & Expansion – Business Opening

Business Retention & Expansion – Business Opening

Congratulations Certificate (Lake Worth – Colleyville)

- Congratulations
Proclamation signed by
Mayor



Business Retention & Expansion – Business Opening

Business Retention & Expansion – Awareness

Hiring Assistance

- Signage
- Job fairs
- Workforce Commission
- Local Job Banks



Business Retention & Expansion – Business Opening

Collecting Business Information

- Data collection
- Leave at businesses
- Board participation

Dear Business Owner / Manager,

The Economic Development Corporation (EDC) for the City of Runaway Bay desires to support the existing and future businesses in the community. We are currently conducting a survey to gather information on the businesses in the community. This information will be used to develop and implement programs and services that will benefit the community.

We would greatly appreciate your time in providing the information below to allow us to assist in making residents and other business owners aware of your business. Please return to the contact below.

BUSINESS INFORMATION	
1. Business Name	
2. Address	
3. Phone	
4. Email	
5. Website	
6. CONTACT INFORMATION (Use for mail or text if appropriate)	
A. Contact Name	
B. Contact Phone	
C. Contact Email	
D. Contact Title	
E. Contact Address	
F. Contact City	
G. Contact State	
H. Contact Zip	
7. BUSINESS INFORMATION	
A. Year Business Established	
B. Business Description	
C. Primary Products	
D. Primary Services	

Please have the contact the following if you have any questions regarding this request for information:

Runaway Bay, Texas 78067-1234
City of Runaway Bay
Economic Development Corporation
1234 Main Street
Runaway Bay, Texas 78067-1234
Phone: (817) 123-4567
Email: info@runawaybaytx.com



Business Retention & Expansion – Awareness

Excel Business List – Runaway Bay

Business		Address	Phone	Website
 Economic Development Corporation Runaway Bay, Texas	Century 21 Sue Ann Denton			
	Grace Custom Homes, LLC	644 Hall Moon Way	817-733-3444	www.gracecustomhomes.com
	City of Runaway Bay	102 Port O' Call Dr	940-575-2865	
	First State Bank	1055 US Highway 380 W	972-578-5000	www.fsb-texas.com
	Legacy Texas Bank	540 US Highway 380 W	940-575-2753	www.legacytexas.com
	Lodge Condominiums	601 US Highway 380 W	940-575-2811	
	One Stop of Texas	817-435-9464		www.onestopof-texas.com
	Parker Properties	101 Runaway Bay Drive	940-575-4745	
	Runaway Bay Marina	250 US Highway 380 W	940-575-2567	www.shell.us
	Shell	262 US Highway 380 W	940-575-2262	
	Smokehouse Grill			
	Storage Units			
	Stream Energy	400 Hall Moon Way	940-705-5872	www.bobst-energy-golf-club-maint.com
	Studio Fove Salon	940-255-8346		
	Team Clean	Brady & Susan Davis	940-388-1747	
	The Bay, A Community Church	20 Runaway Bay Dr	940-575-2512	www.thebaytx.com
	The Club at Runaway Bay	400 Hallmoon Way	800-381-0734	www.runawaybay.com
	Toms Electrical & A/C (Tom Err)	940-255-1833		
	Vicent Security System Supplier	727 Bayside Dr	940-237-4057	www.vicent.com
	Westwind Manor	400 Hallmoon Way	940-575-2225	www.westwind-manor.com

Web Business List – Elgin, Parker

Return to Business Directory Choose from the alphabetical listing - category drop down - or enter a name. Then select the Search option.	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ALL (ALL 110,000,000)	
Category: All Categories	*
Name:	Search >>
Search Results	
1 - 10 of 249 Listings	
Next ID >>	
A & R Sheet Metal & Roofing Commercial Sheet 13315 Hwy 79 Taylor, TX 76789 Phone: 512-352-7870 Email: Engrg	
A & R Power Washing Rufus Vanzant III P O Box 368 Egert, TX 76021 Phone: (512) 296-4257 Fax: (512) 261-2978 Email: Engrg	
FREE ESTIMATES Installation of all types of roofs - metal, shingles, flat; building Commercial and residential. New construction, reroofing, repairs. We sell sheet metal and roofing materials for contractors and do-it-yourselfers. On-site sheet metal shop.	
Specialists in Commercial Heavy Construction, Windows, Window Glazing, Power wash Houses and Office Building, Cat, SUV, Caravan and Yacht, RV, Bus, Rock Walls, Drawings, Restroom Paying Lots.	

Business List - Database

[illegible]

Business List – On Website

- Search for businesses
- Contact info / web
- “Map it” function
- Identify center

[illegible]

Add / Update on Website

- Allow businesses to enter their data
- Selects from pre-established options
- Verify before posting

[illegible]

New Biz List

- Recently opened or coming soon
- Info, location, web
- Used by media, realtors, business development
- Distribute via email, sign up on website
- Use C.O. permits

[illegible]

Guide to Marketing Your Business

- ED programs, newspapers, magazines, non-profit groups, networking events, festivals, schools, sports groups, calendar of events

Southlake Showcase Magazine	network.southlakesource.com www.southlakesource.com	• Distributed to every home and business in Southlake every month • A social media print product • Business publication, news, promotions, discounts & more • Gain valuable exposure for your business by reaching every home and business in Southlake • Monthly, full color lifestyle magazine devoted to celebrating all things Southlake
Southlake Style	Nicole Tesoriero 817-416-1500 nicole@southlakesstyle.com www.southlakesstyle.com	• Tuesday publication - Friday delivery • Distributed to 8,290 households - residents • Target area is Southlake
Southlake Times	www.southlaketimes.com	• Largest circulating distributed in Southlake • Target areas include: Southlake, Grapevine, Colleyville, Keller, Rosamole, Trophy Club, Flower Mound, Westlake and Azusa.
Star Telegram - Alliance Regional News	www.star-telegram.com	• Official newspaper of Grapevine / Colleyville ISD • Circulation over 7,800 • Alliance News circulation of 127,000
The Colleyville Courier	www.businesssource.com	

Meeting Accommodations

- Every business that has a meeting room
- Size, AV equipment, limitations, contact
- Requirements (e.g. food)

Size	Accommodations	Address/Use Limitations/Fees	Contact
12-896 People	15 rooms total - Two ballrooms, one can be broken down into three different rooms, and the other can be broken down into six rooms - One boardroom - Five meeting rooms - Pre-function room - Capacity varies per setup	1400 Plaza Place - Southlake, TX 76092 www.southlakchilton.com	HILTON DALLAS/ SOUTHLAKE TOWN SQUARE Contact: Renee Vincent PH (817)42-9900, x 7109 FM renee.vincent@hilton.com
150 People	4,000 sq ft meeting/ conference space 2,000 sq kitchen - Great Room - Two Break Rooms - Kitchen - Bar	1800 East Hwy 114, Suite 102 - Southlake, TX 76092 www.foxsouthlake.com	TEXAS EPICENTER Contact: Helen Hulise PH (817)552-5507 EM hulise@texas.epicenter.com

Shop Local Programs

- www.ColleyvilleCloseBuy.com
- www.KeepItInKeller.com
- www.ShopBedfordFirst.com



Eat Shop Find Play About Promos Lunch Specials Contact Us Live in Keller



Business Retention & Expansion – Marketing & Promotion

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Tourism / Events

- Festival vendors
- Ticket booths
- Hotel concierge



Business Retention & Expansion – Marketing & Promotion

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Awards & Recognitions

- Weatherford Industrial Manufacturer appreciation luncheon

6th Annual
2011 Industrial Manufacturer Appreciation Luncheon

Large Business of the Year
Silverado on the Brazos Equestrian Center
Presented by
Team
Weatherford Chamber of Commerce

Mid-size Business of the Year
Southwest Fluid Products, Inc.
Marshall Ray, Owner

Small Business of the Year
Weatherford Recycling & Supply
A Division of CANTAN Industries

The Weatherford Economic Development Authority, Inc. (WEDA) and the Weatherford Chamber of Commerce co-hosted the 6th Annual Industrial Manufacturer Appreciation Luncheon on February 25, 2011 at the Doss Heritage & Culture Center with over 100



Business Retention & Expansion – Marketing & Promotion

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Social Media

- Tweet events
- Get Facebook friends to support business communications
- Send out business highlight each day / week - Keller
- Top 15 sites

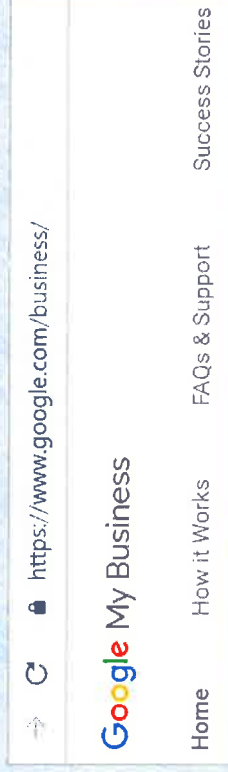


Business Retention & Expansion – Marketing & Promotion

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Google My Business

- <https://www.google.com/business/>
 - Help businesses get found on Google
 - Apparently 45 +/- places you can list business



Local Business Report

- 1 slide only
- Owner/Mgr presentation at City Council
- Catering for meeting



Shopping & Dining Guide

- Restaurants and retail
- Distribute to residences, businesses, hotels, airports
- Used by HR Depts for hiring



Corporate Welcome

- Establish early relationship
- Work with HR or relocation company on key areas of interest to employees (schools, housing, daycare, activities, etc.)
- Create a single ombudsman
- Introduce Fire / Police leadership
- Introduce City leadership

Local & Regional Profile

- Resource for HR
- Area housing
- Schools
- Hotels
- Police / Fire
- Amenities
- Website links



Website Resources

- List all websites and what is available

www.CityofSouthlake.com (817) 748-9400 • Southlake's primary website • Meetings of City Council / Boards • Access to all City Departments www.MySouthlakeNews.com (817) 748-8006 • Current news for Southlake and Carroll ISD • News releases and briefings • Emergency notices / closings • Construction alerts www.SouthlakeParksandRec.com (817) 748-8019 • Online registration for programs • City & Association athletic programs • Southlake Scene • Customer Satisfaction Survey • Special Events	www.SouthlakeBusinesses.com (817) 748-8039 • Access to all businesses in Southlake • Searchable by keywords or business type • Restaurants / Shopping & Dining Guide • Catering and private room accommodations www.VisitSouthlakeTexas.com (817) 748-8652 • Visitors calendar – local and regional • Destination videos / photo gallery • Accommodations / dining / shopping info • Visitor resources – maps / Visitor Guide www.SouthlakeSites.com (817) 748-8037 • All commercial real estate in Southlake • Office / Retail / Industrial / Land • Lease / Purchase • Custom query capabilities
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Property Manager Engagement

- Maintain list of property managers
- Attend tenant mtgs
- Upcoming marketing programs
- Police / fire briefings
- Emergency contacts
- Maintain relationships



Signs of Trouble

- Layoffs over time
- Less cars in the parking lot
- Withdrawing from networking events
- Reductions in philanthropy
- Declining appointments / commitments
- Out of state visitors

Business Visitation Programs

- **Purpose:**
 - 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

The Visit

What it is	What it is NOT
• About your community • A conversation / thank you • Company driven • Employee driven • Relationship building	• About your organization • A survey / questionnaire • About us • Volunteer enhanced • A one-time meeting

The Visit

- Who makes the visit?
- Company executive sets the date
- Issues discussed during scheduling call
- Request 1 hour
- Short tour
- The first meeting is easy
- It will determine whether or not there will ever be a second one

Visitation Programs - Traditional

- **Traditional / Volunteer**
 - Focus on information gathering & “red-flag” assistance
- **Approach**
 - Trained Community Leaders / Volunteers implement the program
 - You act as Coach / GM

Volunteer-Based Programs

Advantages	Disadvantages
• Can visit more businesses	• Typically a one-shot survey, not continuous process
• Work load split w volunteers	• Difficult to coordinate
• Media coverage easier	• Businesses hesitant to share with volunteers
• Generally lower cost	• Analysis a challenge due to various types of collection
	• Harder to maintain accuracy of information

Visitation Programs - Continuous

- Continuous / Staff
 - Professional Driven
 - Partnership Centered
 - Focus on Opportunities
- Approach
 - Team of Economic Development Professionals
 - You act as Quarterback

Staff-Based Programs

Advantages	Disadvantages
• Monitoring of businesses can be continuous	• Limited number of business visits in a short time
• Easier to organize / execute	• Media attention harder
• No “salesman” included	• Paid staff increases costs
• Easier to maintain confidentiality	
• Consistent message	
• Less training needed	

Execution – Traditional / Historic

- Prepare lengthy written survey
- Lots of in-depth questions
- Little initial input from business
- They would fill out survey and return to you

Execution - Recommended

- Prepare form to write on
- List attendees
- List major topics
- Identify follow-up actions
- Send out summary
- Follow up!

After Visit

- After Visit – to Company
 - Thank you note
 - Visit summary with rapid response needs
 - Communicate results
- After Visit – Visitation Team
 - Meet regularly to discuss visits
 - Identify next steps and follow up
 - Discuss upcoming visits, opportunities / threats

Bad & Best Practices

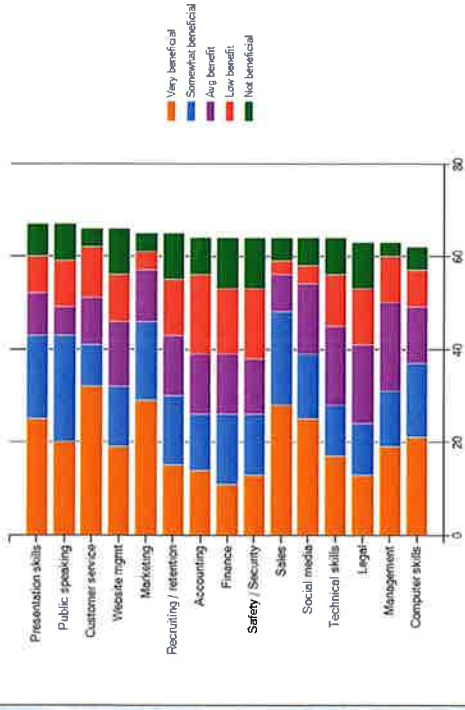
Bad Practices	"Best Practices"
• Including Code Enforcement officer in a visitation	• Include Mayor / Council / City Manager
• Soliciting donations	• Stick to business issues
• Walking into business cold	• Prep everybody on what and what not to say
• Asking basic questions	• Research before a visit
• Don't return calls about issues identified	• Return calls and try to resolve issues
• Disclose issues discussed by business	• Maintain confidentiality

On-Line Business Surveys

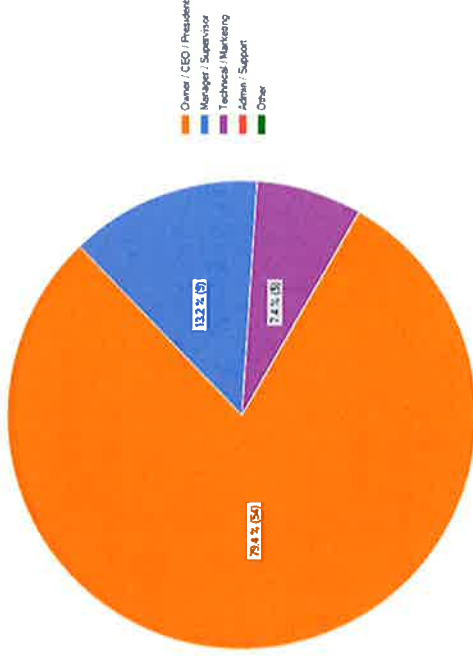
12. To what extent would you or your employees benefit from training in the following areas?

	Very Beneficial	Beneficial	Neutral	Low Benefit	Not Beneficial
Presentation Skills	☐	☐	☐	☐	☐
Public Speaking	☐	☐	☐	☐	☐
Customer Service	☐	☐	☐	☐	☐
Website Mgmt	☐	☐	☐	☐	☐
Social Media	☐	☐	☐	☐	☐
Marketing / Sales	☐	☐	☐	☐	☐
Accounting / Finance	☐	☐	☐	☐	☐
Technical Skills	☐	☐	☐	☐	☐
Computer Skills	☐	☐	☐	☐	☐
Management	☐	☐	☐	☐	☐
General Comments?					

To what extent would you or your employees benefit from training in the following areas?



Please check the role of the person filling out this survey.



Property Enhancement Grants

- Adopt a Policy
- Identify qualifying improvements
- Desired geography and types of businesses
- Formal process / Council approval
- Always a “Matching Grant”



Expansion Grants

- Purchase of equipment
- Relocation costs
- Building improvements



Workforce Issues

- Workforce almost always an issue
- Must know local workforce contact, or bring
- Engage HR Directors / roundtables
- Provide workforce / training resources

Center for Workforce & Economic Development (CWED) www.collin.edu/cwed	Natalie Greenwell Director n.greenwell@collin.edu (972) 985-3768
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- The business resource branch of Collin College created to consult directly with company executives to customize training specific to meet the needs of today's changing industry and workforce trends.



Business Retention & Expansion – Expansion

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Job Training Grants

- Skills development fund
- Work with area schools



Business Retention & Expansion – Expansion

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Relationships!

- | | |
|-----------------------|---------------------|
| • Businesses | • HR Executives |
| • Property Managers | • Area banks |
| • Chamber of Commerce | • Governor's Office |
| • CVB | • Workforce Board |
| • Community College | • Dallas Reg. COC |
| • SBDC | • Fire Marshall |
| • Health Dept. | • Building Official |



Resources at www.EDPBestPractices.com

- BRE Strategic Plans
- BRE Interview / Survey Examples
- BRE Guides
- BREI – Intl. - www.BREI.org



Thank You! – Greg Last



Business Retention & Expansion – Closing Comments

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(817) 992-6156
www.EDPBestPractices.com

Resource Links

Agenda Section	Consent Agenda
Section Number	B.
Subject	<u>EDC Financial Report September 2021</u>
To	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	October 28th, 2021
Attachment(s)	September 16 th , 2021 financial report
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	• Motion/second/vote ☐ Approve ☐ Approve with Updates ☐ Disapprove • Motion/second/vote to continue to a later date. _____ ☐ Approve ☐ Disapprove • Move item to another agenda. _____ • No motion, no action

Farmersville Economic Development Corp 4A
September 2021
Financial Budget Report

Daphne Hamlin
d.hamlin@farmersvilletx.com

Farmersville Economic Development Corp 4A

September 2021

Statement Balance 09-01-2021	\$229,309.77
Deposits:	
Sales Tax:	\$28,785.59
Cking Int .30%	\$46.54
Loan repayment	\$2,622.04
Cleared Check 1335	\$(1,120.00)
Transfer to now account	\$(100,000.00)
Statement balance 09-30-2021	\$159,643.94

Outstanding Transactions

Sales Tax
Transfer to Texpool
CD Interest
Oustanding checks

Balance 10-6-2021	\$159,643.94
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Agenda Section	Regular Agenda
Section Number	A.
Subject	<u>Consider, discuss and act upon items for payment</u>
To	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	October 28th, 2021
Attachment(s)	City of Farmersville: Staff Support: \$1,000.00 City of Farmersville: Reimburse meeting expenses: \$114.56 City of Farmersville: Reimburse attorney expenses: \$1,242.50 C&S Media: Ad: \$201.25 Greg Last: Training: \$760.00
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	• Motion/second/vote ☐ Approve ☐ Approve with Updates ☐ Disapprove • Motion/second/vote to continue to a later date. _____ ☐ Approve ☐ Disapprove • Move item to another agenda. _____ • No motion, no action

Invoice

City of Farmersville
205 S. Main
Farmersville, Texas 75442
972-782-6151
d.hamlin@farmersvilletx.com

Date 09-30-2021

Bill To:
Farmersville EDC 4a

DESCRIPTION	AMOUNT
Budget Year 2021-2021	
City of Farmersville Staff Support	\$ 1,000.00
Total	\$ 1,000.00

Account Management - (View)

File Edit Options Functions Help

Account

100

.12.6494.000

Fiscal Year

2020-2021 Current

Account Name

4A EXPENSES

General

Balance

Budget

Budget Adjustments

History

Detail

No Filter Selections Made

Filter

Drag a column header here to group by that column

Date	Tran	Reference	Description	Amount	Vendor	Invoice
01/30/2021	B26776	Bnk Dft 012021	BROOKSHIRES	14.39		
01/30/2021	B26776	Bnk Dft 012021	MR JIMS	25.72		
02/28/2021	B26998	Bnk Dft 022021	BROOKSHIRES	24.96		
03/31/2021	B27333	Bnk Dft 032021	BROOKSHIRES	15.12		
03/31/2021	B27333	Bnk Dft 032021	MRJIMS	34.37		
07/27/2021	A22059	CHK: 033972	BROWN & HOFMEISTER, L.L.P.	1,242.50	2419	0143-002-42597

6 records

1,357.06

☐ Edit This Record

Filter: Off

View

daphne.ham

C&S Media, Inc.
P.O. Box 369
Wylie, TX 75098
972.442.5515
billing@csmediatexas.com



INVOICE

INVOICE # 24313
DATE 08/12/2021
DUE DATE 09/12/2021
TERMS Due on receipt

BILL TO

Daphne Hamlin
City of Farmersville
205 S. Main St.
Farmersville, TX 75442

PLEASE DETACH TOP PORTION AND RETURN WITH YOUR PAYMENT.

DATE	ACTIVITY	AMOUNT
08/12/2021	Classified Legal Notice 2 55 Lines-Classified Legal Notice in Farmersville Times-FED-NOTICE OF PUBLIC HEARING TO CONSIDER PROPOSED PROJECTS FOR FY 2021-2022 (COLLEGE'S EASTERN COUNTY CAMPUS ROADWAY)	201.25

Thank you for your business. We appreciate the opportunity serve you.
This invoice is for services provided by C&S Media Publications; The
Farmersville Times, the Murphy Monitor, The Princeton Herald, The
Sachse News, The Wylie News and/or In & Around Magazine. If you have
any questions or suggestions, please don't hesitate to call us.

BALANCE DUE

\$201.25

Date: 2021-10-25		INVOICE # 077-2021-10-25			
		Economic Development and Planning Services			
P.O. #:			Project #:		
To:	Farmersville Economic Development Corp.		Phone:	(214) 801-9349	
Contact:	Matt Crowder		Email:	mattcro@aol.com	
Title:	Chairman		Copy to:	d.hamlin@farmersvilletx.com	
Address:	205 S. Main Farmersville Texas 75442				
From:	EDP Best Practices, LLC		Vendor #:		
Contact:	Greg Last		Agreement:	March 3, 2021 (Standby Agreement)	
Title:	Chief Executive Officer		Description:	Perform professional economic development and planning services as requested by the Director.	
Address:	4609 Shadycreek Lane Colleyville, TX 76034				
Phone:	(817) 992-6156				
Email:	glast@EDPBestPractices.com				
Additional Services					
Month	Comments	Notes	Hours	Rate	Amt Due
Sept 16	Training: Business Retention & Expansion	Module	1.00	\$ 400.00	\$ 400.00
	Presentation time / Setup	1	1.75	\$ 120.00	\$ 210.00
	Drive time	3	2.50	\$ 60.00	\$ 150.00
Notes	Additional Services - Due This Period				\$ 760.00
1	1.5 hour presentation, .25 hrs set up / take down time				
2	<u>Text:</u>				
3	<u>Drive Time:</u> 1.5 hrs there, 1 hr back				
Miscellaneous Services:			Subtotal - Due This Period	\$ -	
Project A:			Subtotal - Due This Period	\$ -	
Project B:			Subtotal - Due This Period	\$ -	
Project C:			Subtotal - Due This Period	\$ -	
Additional Services:			Subtotal - Due This Period	\$ 760.00	
GRAND TOTAL - DUE THIS PERIOD				\$ 760.00	
Thank You!					

Agenda Section	Regular Agenda
Section Number	B.
Subject	<u>Update from Ben White on potential use of water tower property</u>
To	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	October 28th, 2021
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	• Motion/second/vote ☐ Approve ☐ Approve with Updates ☐ Disapprove • Motion/second/vote to continue to a later date. _____ ☐ Approve ☐ Disapprove • Move item to another agenda. _____ • No motion, no action

Agenda Section	Regular Agenda
Section Number	C.
Subject	<u>Discuss previous Business Retention and Expansion training provided by Greg Last and determine what actions we can take to retain current businesses.</u>
To	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	October 28th, 2021
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	• Motion/second/vote ☐ Approve ☐ Approve with Updates ☐ Disapprove • Motion/second/vote to continue to a later date. _____ ☐ Approve ☐ Disapprove • Move item to another agenda. _____ • No motion, no action

Agenda Section	Regular Agenda
Section Number	D.
Subject	<u>Discuss timing for updating our Community Profile on the City of Farmersville website.</u>
To	Farmersville Economic Development Board 4A
From	Daphne Hamlin
Date	October 28th, 2021
Attachment(s)	
Related Link(s)	
Consideration and Discussion	Approve or deny
Action	• Motion/second/vote ☐ Approve ☐ Approve with Updates ☐ Disapprove • Motion/second/vote to continue to a later date. _____ ☐ Approve ☐ Disapprove • Move item to another agenda. _____ • No motion, no action