



City of Sachse, Texas

Meeting Agenda

Economic Development Corporation

Thursday, March 16, 2017

6:30 PM

Council Chambers

The Board of Directors of the Economic Development Corporation of the City of Sachse will hold a Regular Meeting on Thursday, March 16, 2017, at 6:30 p.m. in the Council Chambers at Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas to consider the following items of business:

1. Invocation and Pledge of Allegiance to the U.S. and Texas Flags.
2. Consent Agenda Items.

ALL ITEMS LISTED ON THE CONSENT AGENDA WILL BE CONSIDERED BY THE BOARD AND WILL BE ENACTED BY ONE MOTION, THERE WILL BE NO SEPARATE DISCUSSION OF THESE ITEMS UNLESS A BOARD MEMBER SO REQUESTS.

[17-3724](#) Approve the minutes of the February 16, 2017 meeting.

Attachments: [2017 Board Meeting Minutes February 16 2017](#)

[17-3733](#) Accept the Monthly Revenue and Expenditure Report for the period ending January 31, 2017, preliminary Summary Budget Report for February 2017, and a Comparative Balance Sheet for September 30, 2016 and February 28, 2016.

Attachments: [EDC 01-31-17](#)

[Summary Budget EDC Feb 2017](#)

[Comparative Balance Sheet-EDC Feb 28](#)

3. Regular Agenda Items.

[17-3725](#) Discuss and consider action on a funding request for a project for the purchase of fireworks for the City of Sachse for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$12,600.00

Attachments: [RWBB Grant App](#)

[17-3730](#) Receive social media audit presentation from Imaginuity and discuss and consider action on agreement for professional services to perform social media services.

[17-3729](#) Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, business retention and marketing projects.

Attachments: [February 2017 Community Development Monthly Report](#)

[Informational Handout](#)

[17-3737](#) Discuss and consider action regarding creation of a formal Business Retention and Expansion Program and Committee.

[17-3728](#) Discuss possible future agenda items.

4. Executive Session.

[17-3727](#) The Economic Development Corporation shall convene into Executive Session pursuant to the Texas Government Code, Section §551.072: Deliberation of the purchase, sale and license of real property generally located in mid-west part of the City of Sachse.

Consider any action as a result of Executive Session.

[17-3726](#) The Economic Development Corporation shall convenen into Executive Session pursuant to Texas Government Code Section §551.087: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.

Consider any action as a result of Executive Session.

5. Adjournment.

The SEDC Board reserves the right to convene into Executive Session pursuant to the Texas Government Code, Chapter 551.071(2) for the purpose of seeking confidential legal advice from SEDC's general counsel regarding posted items on the meeting agenda.

Posted: March 13, 2017; 5:00 p.m.

Michelle Lewis Sirianni, City Secretary

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Michelle Lewis Sirianni, City Secretary, at (972) 495-1212, 48 business hours prior to the scheduled meeting date.



City of Sachse, Texas

Legislation Details (With Text)

File #: 17-3724 **Version:** 1 **Name:** SEDC meeting minutes of February 16, 2017
Type: Agenda Item **Status:** Agenda Ready
File created: 3/8/2017 **In control:** Economic Development Corporation
On agenda: 3/16/2017 **Final action:**
Title: Approve the minutes of the February 16, 2017 meeting.
Sponsors:
Indexes:
Code sections:
Attachments: [2017 Board Meeting Minutes February 16 2017](#)

Date	Ver.	Action By	Action	Result
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Title
February 16, 2017 meeting minutes

Background
Minutes of meetings are prepared in writing and distributed for approval.

Policy Considerations
Robert's Rules of Order.

Budgetary Considerations
None.

Staff Recommendations
Approve the meeting minutes for February 16, 2017 as a consent item.



MINUTES OF THE REGULAR SCHEDULED MEETING OF THE BOARD OF DIRECTORS
OF THE SACHSE ECONOMIC DEVELOPMENT CORPORATION

Thursday, February 16, 2017

STATE OF TEXAS

COUNTIES OF DALLAS AND COLLIN

The Board of Directors of the Sachse Economic Development Corporation convened in a public meeting at 6:30 p.m. on Thursday, February 16, 2017, notice of the meeting having been posted as prescribed at the Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas as required by Chapter 551, Local Texas Government Code. The role of duly constituted members of the Board of Directors was called, which members are as followed, to-wit:

Spencer Hauenstein, Mike VanBuskirk, Jeff Bickerstaff, Marcia Harris-Daniel, Karlos McGhee, Lyndsey Rhode, Niloufer Watkins, Leslyn Blake-ex-officio, Gina Nash-ex-officio

Absent: Lyndsey Rhode

1. Meeting called to order at 6:34 PM by Mr. VanBuskirk. Invocation offered by Mr. Bickerstaff and he also led in the Pledges to United States and Texas flags.

2. Consent Agenda

17-3689 Approve the January 19, 2017 regular meeting minutes.

17-3674 Accept the Monthly Revenue and Expenditure Report for the period ending December 31, 2016 and the preliminary Summary Budget Report for January 2017.

Mr. Bickerstaff made motion to accept the Consent Agenda as presented and motion seconded by Ms. Harris-Daniel. Motion was passed unanimously.

3. Regular Agenda Items.

17-3684 Conduct Public Hearing regarding a funding request for a project for Sachse Rod Shop for infrastructure improvements for a development to be located at 3904 Miles Road for an amount not to exceed \$50,000.00.

Attendees were invited to file a written request to be heard in regards to the funding request for Sachse Rod Shop. Sachse resident Ted Kinzer stated he was in favor of granting \$50,000.00 to Sachse Rod Shop for infrastructure improvements based upon Sachse Rod Shop's long history and reputation with the City of Sachse as well as the fact that Sachse Rod Shop serves high paying clientele from Texas and many other states. Mr. Kinzer asked the Board to consider funding the Sachse Rod Shop grant request. No other attendees requested to speak.

Mr. Bickerstaff made a motion to close the public hearing. Motion was seconded by Ms. Harris-Daniel and passed unanimously.

17-3683 Conduct Public Hearing regarding a funding request for a promotional project for the Sachse Historical Society for an amount up to and not to exceed \$10,000.00.

Attendees were invited to file a written request to be heard in regards to the funding request for The Sachse Historical Society; however, no one responded.

Ms. Harris-Daniel made motion to close public hearing. Mr. McGhee second motion and it was passed unanimously.

Mr. Bickerstaff asked Jim Mathis to speak in order to clarify the actual cost of the Vietnam Veterans Moving Wall display. Mr. Mathis stated that \$3,300 had been raised to date with \$500 pledged by Farmers Electric. There are also possible donations to come from military grant requests that have been made and he hopes that Home Depot and Lowes will donate some of the materials needed.

Ms. Watkins asked if Sachse EDC funds would be returned if fundraising efforts are successful in raising total cost of project. Mr. Mathis stated that should the total cost be funded by outside donations, the \$10,000 grant request would be returned to the Sachse EDC. They are estimating total costs will be approximately \$14,845.00 according to the grant request.

17-3685 Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and Staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, and business retention and marketing projects.

Report by Ms. Blake:

- Attended 33rd Annual Sachse Chamber Awards Banquet on February 1st and congratulated Gina Nash, City Manager, for her award as Public Servant of the Year
- Working with Imaginuity Agency conducting audit for marketing Sachse through social media. Ms. Blake should have a contract ready for presentation to the EDC Board next month

- Continuing to work with Sachse High School social media team to promote Sachse through Twitter using #WeAreSachse. Also trying to help Sachse recruit some restaurants through social media contacts
- Will be working with Jason Claunch and Catalyst Commercial to update Sachse Marketing Brochure once March 2017 data is released
- Met with Kelsie Benjamin, outreach coordinator for Congressman Pete Sessions, to explore grant money available to cities
- Continuing to work on Comprehensive Plan review of draft which should be presented to City Council Monday night, February 20th and to P & Z on February 27th.
- Will be attending Legislative Days in Austin on Tuesday, February 21st and Wednesday, February 22nd
- Planning with Sachse Chamber to host Business Retention & Expansion Breakfast on Thursday, March 2nd with Jason Claunch presenting “Placemaking”

17-3686 Discuss possible future agenda items.

At 7:00 p.m. Mr. Hauenstein made motion to convene to Executive Session.

4. Executive Session:

17-3687 The Economic Development Corporation Board shall convene into Executive Session pursuant to the Texas Government Code, Section 551.072: Deliberation of the purchase, sale, and license of real property generally located in mid-west part of the City of Sachse.

17-3688 The Economic Development Corporation Board shall convene into Executive Session pursuant to the Texas Government Code, Section 551.087: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.

Open Meeting reconvened at 8:32 p.m.

No Action Necessary as a result of Executive Session.

Adjournment

- At 8:32 p.m. Mr. Hauenstein adjourned meeting.

Spencer Hauenstein, President

Leslyn Blake, CEO



City of Sachse, Texas

Legislation Details (With Text)

File #: 17-3733 **Version:** 1 **Name:** EDC Budget Reports March 2017
Type: Agenda Item **Status:** Agenda Ready
File created: 3/10/2017 **In control:** Economic Development Corporation
On agenda: 3/16/2017 **Final action:**
Title: Accept the Monthly Revenue and Expenditure Report for the period ending January 31, 2017, preliminary Summary Budget Report for February 2017, and a Comparative Balance Sheet for September 30, 2016 and February 28, 2016.

Sponsors:

Indexes:

Code sections:

Attachments: [EDC 01-31-17](#)
[Summary Budget EDC Feb 2017](#)
[Comparative Balance Sheet-EDC Feb 28](#)

Date	Ver.	Action By	Action	Result
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Title

Monthly Revenue and Expenditure Report for the period ending January 31, 2017, preliminary Summary Budget Report for February 2017, and a Comparative Balance Sheet for September 30, 2016 and February 28, 2016.

Background

The Sachse Economic Development Corporation Treasurer will prepare and present financial reports each month updating the Board regarding revenues and expenditures and budgetary progress for the current year. The monthly report includes the revenue and expenditure report presented at the most recent City Council meeting, as well as a preliminary line item report for the most recent month. The latter report is labeled as preliminary because the financial period has not been closed. This month's report also includes a comparative balance sheet, comparing asset, liability, and equity positions as of the end of the previous fiscal year and the most recently completed month in the current fiscal year.

Budgetary Considerations

Sales tax receipts for the first five months of the current fiscal year are at 48% of budget, slightly ahead of the anticipated 43% benchmark. Expenditures are below the expected levels for this point in the fiscal year.

Staff Recommendations

Accept the Monthly Revenue and Expenditure Report for the period ending January 31, 2017, preliminary Summary Budget Report for February 2017, and a Comparative Balance Sheet for September 30, 2016 and February 28, 2016.

City of Sachse
Monthly Revenue and Expenditure Report
January 31, 2017
(Unaudited)

SACHSE ECONOMIC DEVELOPMENT CORPORATION

33% of Year Completed

	Annual Budget	Current Month Actual	Actual YTD	YTD Actual as a Percent of Budget	Note Reference 33%
Revenue Summary					
Sales Tax	\$ 691,944	\$ 56,767	\$ 247,861	35.82%	
Other Income	\$ -	\$ -	\$ 502,845		A
Interest Income	3,000	252	1,420	47.34%	
Total Revenue	\$ 694,944	\$ 57,019	\$ 752,126	108.23%	
Expenditure Summary					
Expenditures	688,809	19,952	93,472	13.57%	
Total Expenditures	\$ 688,809	\$ 19,952	\$ 93,472	13.57%	
Total Revenue Over/Under Expenses	\$ 6,135	\$ 37,068	\$ 658,654		

Explanation of Major Variances:

A Proceeds from sale of land



City of Sachse

Budget to Actual Account Summary

For Fiscal: 2016-2017 Period Ending: 02/28/2017

		Prior Year Budget	Prior Year YTD	2016-2017 Budget	MTD Activity	YTD Activity	Encumbrances	Percentage	Remaining Balance
Fund: 06 - ECONOMIC DEVELOPMENT FUND									
Revenue									
000 - Non-Departmental									
06-000-40060	Sales Tax	609,759.00	291,384.85	691,944.00	84,551.14	332,412.37	0.00	48.04 %	359,531.63
06-000-45000	Interest Income	8,000.00	1,783.16	3,000.00	-764.19	655.89	0.00	21.86 %	2,344.11
06-000-49031	Other Financing Sources-Gains/Losses	0.00	0.00	0.00	0.00	502,844.54	0.00	0.00 %	-502,844.54
000 - Non-Departmental Total:		617,759.00	293,168.01	694,944.00	83,786.95	835,912.80	0.00	120.28 %	-140,968.80
Revenue Total:		617,759.00	293,168.01	694,944.00	83,786.95	835,912.80	0.00	120.28 %	-140,968.80

Budget to Actual

For Fiscal: 2016-2017 Period Ending: 02/28/2017

Expense	Prior Year Budget	Prior Year YTD	2016-2017 Budget	MTD Activity	YTD Activity	Encumbrances	Percentage	Remaining Balance
019 - Economic Development Services								
06-019-50000 Wages and Salaries	109,304.00	46,403.51	107,807.00	7,741.23	43,475.43	0.00	40.33 %	64,331.57
06-019-50030 Longevity Pay	122.00	80.00	194.00	0.00	128.00	0.00	65.98 %	66.00
06-019-50050 Social Security and Med Fica Contribut	8,371.00	3,339.28	8,455.00	547.92	3,114.72	0.00	36.84 %	5,340.28
06-019-50060 TMRS Contributions	11,844.00	5,180.46	12,577.00	989.42	5,310.22	0.00	42.22 %	7,266.78
06-019-50070 Health Insurance	5,592.00	2,231.00	6,411.00	534.26	2,671.30	0.00	41.67 %	3,739.70
06-019-50080 Dental Insurance	268.00	109.50	127.00	10.60	53.00	0.00	41.73 %	74.00
06-019-50090 Life and LTD Insurance	246.00	0.00	248.00	0.00	0.00	0.00	0.00 %	248.00
06-019-50100 Workers Compensation	370.00	256.30	370.00	0.00	347.00	0.00	93.78 %	23.00
06-019-50110 Unemployment Tax	414.00	14.64	342.00	52.94	194.09	0.00	56.75 %	147.91
06-019-51030 Utilities - Communications	1,560.00	644.15	1,560.00	0.00	172.97	0.00	11.09 %	1,387.03
06-019-51050 Office Supplies	2,000.00	1,104.55	2,400.00	0.00	499.24	0.00	20.80 %	1,900.76
06-019-51070 Postage	1,000.00	186.93	500.00	0.00	82.05	0.00	16.41 %	417.95
06-019-51230 Business Retention Efforts	7,000.00	444.88	7,000.00	1,000.00	2,414.92	0.00	34.50 %	4,585.08
06-019-51400 Special Programming Supplies	3,500.00	4,190.82	3,500.00	0.00	1,599.62	0.00	45.70 %	1,900.38
06-019-51510 Small Tools and Equipment	700.00	0.00	700.00	0.00	0.00	0.00	0.00 %	700.00
06-019-51550 Fuel and Lubricants	0.00	29.77	0.00	0.00	65.77	0.00	0.00 %	-65.77
06-019-51800 Dues and Subscriptions	3,580.00	1,920.00	6,000.00	0.00	1,940.00	0.00	32.33 %	4,060.00
06-019-51810 Employee Training	9,000.00	447.59	9,000.00	0.00	71.92	0.00	0.80 %	8,928.08
06-019-52000 Vehicle Repairs and Maintenance	300.00	125.71	300.00	0.00	34.66	0.00	11.55 %	265.34
06-019-53002 Professional Fees	190,000.00	4,262.50	90,000.00	2,026.25	12,244.64	0.00	13.61 %	77,755.36
06-019-53060 Printing Services	2,600.00	0.00	2,600.00	0.00	34.00	0.00	1.31 %	2,566.00
06-019-53380 Advertising and Legal Publications	114,500.00	26,886.97	114,500.00	0.00	9,599.86	0.00	8.38 %	104,900.14
06-019-53500 Web Page Services	7,000.00	1,823.76	7,000.00	0.00	1,914.94	0.00	27.36 %	5,085.06
06-019-54500 Local Business Grant Program	164,000.00	6,000.00	246,000.00	0.00	0.00	0.00	0.00 %	246,000.00
06-019-55000 Operating Transfer Out - General Fund	56,540.00	23,558.40	61,218.00	5,101.50	25,507.50	0.00	41.67 %	35,710.50
019 - Economic Development Services Total:	699,811.00	129,240.72	688,809.00	18,004.12	111,475.85	0.00	16.18 %	577,333.15
Expense Total:	699,811.00	129,240.72	688,809.00	18,004.12	111,475.85	0.00	16.18 %	577,333.15
Fund 06 Revenue Over/(Under) Expenses	-82,052.00	163,927.29	6,135.00	65,782.83	724,436.95	0.00	11,808.26 %	-718,301.95
Total Revenue Over/(Under) Expenses:	-82,052.00	163,927.29	6,135.00	65,782.83	724,436.95	0.00	11,808.26 %	-718,301.95

SACHSE ECONOMIC DEVELOPMENT CORPORATION
COMPARATIVE BALANCE SHEET

ASSETS:	<u>As of September 30, 2016</u>		<u>As of February 28, 2016</u>	
Cash and cash equivalents	\$603,450		\$2,558,190	
Investments-CD	\$1,122,149		\$115,375	
Receivables	\$135,160		\$135,160	
Other Receivables	\$1,045,201		\$1,045,201	
Prepaid Expenses	\$5,640		\$640	
Assets held for sale	\$225,999		\$10,000	
TOTAL ASSETS	<u>\$3,137,599</u>	<u>\$3,137,599</u>	<u>\$3,864,567</u>	<u>\$3,864,567</u>
LIABILITIES:				
Accounts payable and accrued expenses	\$10,011		\$12,541	
Economic development grant payable	\$0		\$0	
TOTAL LIABILITIES	<u>\$10,011</u>	<u>\$10,011</u>	<u>\$12,541</u>	<u>\$12,541</u>
EQUITY:				
Fund balance-unrestricted	\$3,127,589		\$3,127,589	
Current surplus(deficit)	\$0		\$724,437	
TOTAL EQUITY	<u>\$3,127,589</u>	<u>\$3,127,588</u>	<u>\$3,852,026</u>	<u>\$3,852,026</u>
TOTAL LIABILITIES AND EQUITY		<u>\$3,137,599</u>		<u>\$3,864,567</u>



City of Sachse, Texas

Legislation Details (With Text)

File #: 17-3725 **Version:** 1 **Name:** Red, White and Blue Blast Funding Request
Type: Agenda Item **Status:** Agenda Ready
File created: 3/8/2017 **In control:** Economic Development Corporation
On agenda: 3/16/2017 **Final action:**
Title: Discuss and consider action on a funding request for a project for the purchase of fireworks for the City of Sachse for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$12,600.00

Sponsors:

Indexes:

Code sections:

Attachments: [RWBB Grant App](#)

Date	Ver.	Action By	Action	Result
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Title

Discuss and consider action on a funding request for a project for the purchase of fireworks for the City of Sachse for Red, White and Blue Blast festivities at Heritage Park, in an amount not to exceed \$12,600.00

Background

The SEDC has been a proud sponsor of the event for several years. The SEDC grant assists in purchasing the fireworks.

Policy Considerations

Sachse EDC to discuss and consider action

Budgetary Considerations

An amount not to exceed \$12,600.00.

Staff Recommendations

Staff recommends approval



Grant Application

(Please type or print clearly)

Date of application: 3/8/2017

Contact Information:

Company Name: City of Sachse
Applicant Name: W. Lance Whitworth
Contact Person: W. Lance Whitworth
Position: Parks & Recreation Director

Phone: 469.429.0276 Fax: 469.429.0274
E-mail: lwhitworth@cityofsachse.com Web site address: www.cityofsachse.com

Mailing Address: 3815 Sachse Road, Building B
Sachse, TX 75048

Physical Address: Same as above

Business Information:

Legal entity name (DBA) City of Sachse
State ID Number: 1-75-1330279
Date Business was started _____

Location of project: Heritage Park, 4408 Hudson Drive, Sachse, TX 75048

Do you own or lease building, land or site for which the grant is being requested?
_____ Own _____ Lease _____ Property Owner _____

Project Contractor Name : _____
Address: _____
Phone No. _____ e-mail: _____
Project Engineer Name: _____
Address: _____
Phone No. _____ e-mail: _____

Business Activities:

NAICS Code _____
Company's principal business _____
Description of proposed project : _____

Provide copy of business plan _____

For consideration are you willing to provide financial information on the company?

Proposed Project/Development:

Amount of Grant Request \$ 12,600

Is the Company expanding its existing local operations or relocating its operations from somewhere else to Sachse? _____ Expansion _____ Relocation

Does the Company plan to lease or own the facility? _____ Lease _____ Own

Will the facility be new or existing? _____ New _____ Existing

What is the address of the existing facility or main office? _____

What is the estimated total cost of the project? (include supporting information such as estimates or written bids) \$ 38,400

Project completion date: July 3, 2017

Description of benefits from project, intended uses and users, and other information (with documentation) that demonstrates the need for this project.

Capital/Financial

Number of jobs to be created: _____ Average salary: _____

Increased value to City, site or surrounding parcels: _____

Provide a cost benefit analysis of project with requested funding: _____

Project Cost

1. Land Acquisition	\$ _____
2. Site Preparation	\$ _____
3. Professional Services	\$ 20,000 (fireworks)
4. Personnel/Labor/Admin	\$ _____
5. Contracting Services	\$ 7,000.00 (band, stage, radio station)
6. Materials/Supplies	\$ 3,500.00 (printing of flyers, signage, advertisement)
7. Equipment/Furnishings	\$ 7,900.00 (rental of games, golf carts, lighting, and other materials)
8. Other (describe)	\$ _____
TOTAL PROJECT COST	\$ 38,400.00
Other funds to be used	\$ City budgeted funds and sponsorships will be used to pay for project costs.

Return on Investment (maximum 3 years) _____

Has the company filed any bankruptcies in the past? _____ Yes _____ No

Which type _____ Has anyone every initiated bankruptcy on the company, business or individual owner?

_____ Yes _____ No Why? _____

Has the business status with the State Comptroller changed in any manner?

_____ Yes _____ No How? _____

_____ When _____

Attach business plan for confidential review. _____

Sales

Will there be taxable sales for the City of Sachse? ____ Yes ____ No

Amount _____ Type _____

Will the company make taxable purchases in the City of Sachse? ____ Yes ____ No

What percentage of purchases will be executed with suppliers outside of Sachse? _____

Will Sachse be designated as the "point of deliver" of the "point of first use" for the purpose of collecting sales/use taxes of purchases? ____ Yes ____ No

Employment

How many individuals will the company employ in Sachse? _____

_____ Full Time _____ Part Time _____ Temporary

Average wage of new employees in Sachse: _____

What percentage of the employees will receive employment benefits? _____

Provide information on additional employee benefits: _____

Utilities

Monthly electric utility consumption \$ _____

Monthly water use \$ _____

Monthly waste water \$ _____

Monthly telephone service \$ _____

Monthly gas service \$ _____

Is the facility of the business LEED Certified? ____ Yes ____ No

Are there plans to obtain any LEED Certifications ____ Yes ____ No

Will there be any energy reduction features, operations or programs at the place of business? ____ Yes ____ No What are they? _____

Other Economic Impact Considerations

Member of the Sachse Chamber of Commerce? ____ X ____ Yes ____ No

Past involvement in local community: _____

Company sponsorships _____

Future Community Involvement _____

Attach photos of designated improvement area.

Attach drawing of planned improvements.

A *Letter of Acceptance* of the project completion from the City of Sachse will be required upon completion of the project along with invoices for all costs of the completed project before disbursement of funds by the SEDC for any approved funding.

The Sachse Economic Development Corporation reserves the right to request, receive and evaluate additional information from the applicant before a decision is made on this request.

I DECLARE THAT THE INFORMATION IN THIS DOCUMENT AND ANY ATTACHMENTS IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

APPLICANT: *Lance Whitworth* DATE: 3/8/2017

Title: Director, Parks & Recreation Department

This application received by: _____

On _____

A complete application may be delivered or mailed to:

Leslyn Blake, Executive Director
Sachse Economic Development Corporation
3815 Sachse Road, Building B
Sachse, Texas 75048
lblake@cityofsachse.com
469-429-4764

VERIFICATION

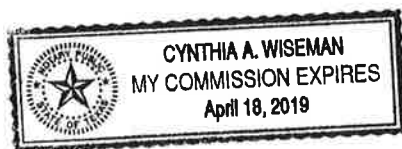
State of Texas
County of Dallas

Before me, a notary public, on this day personally appeared
Lance Whitworth, known to me to be the person whose name is subscribed to the
foregoing document and, being by me first duly sworn, declared that the statements
therein contained are true and correct.

Today, the 13th day of March 2017.

(Personalized Seal)

Cynthia A. Wiseman
Notary Public's Signature



(SEDC Grant Application revised February, 2011)



City of Sachse, Texas

Legislation Details (With Text)

File #:	17-3730	Version:	1	Name:	Social Media Audit Presentation
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	3/8/2017	In control:		In control:	Economic Development Corporation
On agenda:	3/16/2017	Final action:		Final action:	
Title:	Receive social media audit presentation from Imaginuity and discuss and consider action on agreement for professional services to perform social media services.				

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

Receive social media audit presentation from Imaginuity and discuss and consider action on agreement for professional services to perform social media services.

Background

One of the primary tasks of the SEDC is to market and promote the City of Sachse to target audiences from an economic development perspective. The SEDC engages in a variety of marketing and promotional strategies designed to attract restaurants and retail and to brand the City as a desired location to many audiences. Staff has identified the use of social media as an important tool in marketing and promotion. However, creation and management of a robust social media plan can be very time intensive and staff is not equipped to manage such a program with current human resources.

Staff approached the SEDC Board at a previous meeting requesting permission to outsource social media by retaining an agency that offers the service. A few board members mentioned the success the Sachse Chamber was having utilizing Sachse High School marketing students as interns to provide social media services. It was recommended that Staff explore using the same team for SEDC needs. In September 2016 the Sachse High School intern team began working for the SEDC and has created platforms using Facebook and Twitter. Their campaigns have been well done and well received. However, the reach and frequency of the intern program is not able to compete with the resources that a professional marketing agency can offer.

Staff sent an RFP for social media and other marketing services to seven agencies in January 2017 and received three responses. Staff thoroughly vetted all responses and based on their experience in the economic development space and good reference reports, chose Imaginuity to perform a social media audit and to write a plan of action. The agency

will present the audit findings as well as their recommended plan of action to the Board for consideration and approval.

Policy Considerations

The SEDC adheres to the City of Sachse social media policy as found in the Personnel Policies and Procedures Manual.

Budgetary Considerations

Fees for professional services associated with this contract have been budgeted for in the SEDC advertising budget.

Staff Recommendations

Staff recommends approval.



City of Sachse, Texas

Legislation Details (With Text)

File #:	17-3729	Version:	1	Name:	Reports and Presentations.
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	3/8/2017	In control:		In control:	Economic Development Corporation
On agenda:	3/16/2017	Final action:		Final action:	
Title:	Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, business retention and marketing projects.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	February 2017 Community Development Monthly Report Informational Handout				

Date	Ver.	Action By	Action	Result
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Title

Consider and take action on reports and presentations by the Sachse Economic Development Corporation President, Board Members, CEO and staff regarding items of community interest, special events, announcements and activities, office, industrial, commercial, retail, business retention and marketing projects.

Background

Announcements are made at this time only for information purposes.

Policy Considerations

There is no action or discussion of topics presented.

Budgetary Considerations

None.

Staff Recommendations

None.

February 2017

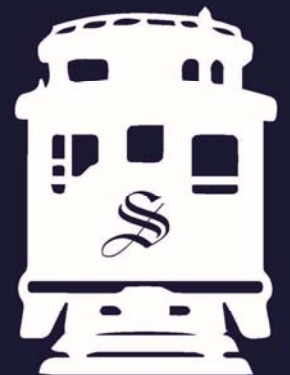


City of Sachse
Community Development Department
3815-B Sachse Road
Sachse, TX 75048
469-429-4781

*Where Great Neighbors
Live*



Monthly Development Report





Community Development Monthly Development Report February 2017

Development Projects

Residential Projects:

Serene Townhomes (122 units) – in plan review
Estates of Pleasant Valley (42 lots) – completing punch list items
Malone Estates (37 lots) – completing punch list items
Woodbridge 20B (10 lots) – completing punch list items
Woodbridge 20A (44 lots) – now open

Commercial Projects:

Trepex Senior Living – in plan review
Grocer (Woodbridge & SH 78) – in plan review
Assured Self Storage (6404 SH 78) – in plan review; grading permit issued
Ramirez Body Shop & Auto Sales (6315 Industrial) – in plan review
Waffle House (5040 SH 78) – pending pre-construction meeting
Wells Fargo (7900 Woodbridge Parkway) – pending pre-construction meeting
Mustang Creek Assisted Living Facility (Ranch Road) – under construction
Woodbridge Retail Shell Building (8040 Woodbridge Parkway) – under construction
God's Servants Baptist Church (6516 Sachse Road) – under construction
North Place church expansion (administrative offices - 2800 Pleasant Valley) – under construction

New Businesses

Great Clips (8040 Woodbridge Pkwy, Suite 200) – in plan review
Osaka Sushi Hibachi – (5120 Hwy 78, Suite 100) – in plan review
Massage Bliss (8040 Woodbridge Parkway, Suite 600) – in plan review
Sachse Family Dentistry (8040 Woodbridge Parkway, Suite 500) – under construction
GNC (8040 Woodbridge Parkway, Suite 300) – under construction

Planning Cases

<u>Case Type</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Plats	26	19	21	15	4
Zoning	7	5	8	6	0
Special Use Permits	8	3	3	2	0
Board of Adjustment Cases	4	8	7	2	0
Ordinances	35	15	8	1	2

BUILDING PERMITS

Single Family Building Permits

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Jan	5	17	14	8	13	18	14	16	4
Feb	8	10	3	11	8	29	17	31	15
Mar	11	11	9	12	1	13	24	31	
Apr	12	11	8	4	13	17	12	24	
May	6	13	11	17	10	21	6	21	
Jun	17	11	8	17	14	16	38	25	
Jul	11	15	7	14	15	30	12	22	
Aug	12	14	5	19	10	29	41	32	
Sep	13	3	12	12	17	23	27	20	
Oct	15	3	8	15	25	18	31	29	
Nov	14	4	6	9	12	27	26	12	
Dec	12	6	7	10	11	39	12	11	
Total	136	118	98	148	149	280	248	274	19

New Commercial Building Permits

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Jan	2	0	0	0	0	2	0	0	0
Feb	0	0	0	0	0	0	0	0	
Mar	0	0	0	0	0	0	0	0	
Apr	0	0	1	0	3	1	0	2	
May	4	0	1	1	0	0	0	0	
Jun	0	0	0	0	0	1	1	0	
Jul	1	0	0	0	0	1	2	0	
Aug	0	0	0	0	1	1	0	1	
Sep	0	0	0	0	1	0	0	0	
Oct	0	0	0	0	0	2	0	2	
Nov	1	0	0	0	0	0	0	0	
Dec	0	0	0	0	41	1	0	0	
Total	8	0	2	1	45	9	3	5	0

[illegible]

CODE COMPLIANCE

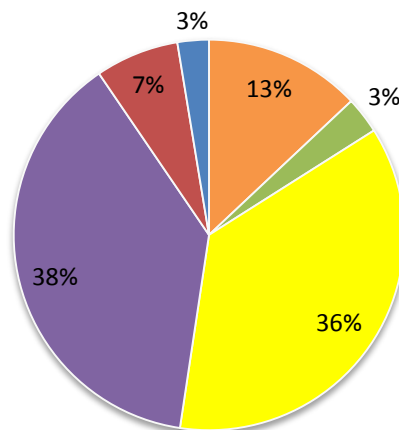
February Activity Report

Category	February	2017 Total
Rental	28	58
Bandit Signs	78	147
Code Enforcement	231	515
Construction Inspections	0	0
Total	337	720

The Code Compliance division enforces development codes, coordinates the rental inspection program, and administers the inspection, improvement, and rehabilitation of environmental hazards on public and private premises. Code Compliance protects property values, ensures neighborhood integrity, and enhances the City of Sachse's image and reputation by abating grime, enforcing property standards, and preventing community decline. Voluntary compliance is achieved through a respectful methodology that focuses on customer service and education.

Code Enforcement Case Types

- Junked Vehicles
- High Grass & Weeds
- Trash & Debris
- Residential Property Maintenance
- Commercial Site Integrity
- Water Violation



RESTAURANT HEALTH SCORES

ESTABLISHMENT NAME	LOCATION	SCORE	LAST INSPECTION DATE
Bahama Bucks	5040 SH 78	96	08/10/2016
Baker's Dozen	6810 Murphy Road, #300	98	06/09/2016
Burger Island	5848 SH 78	94	09/28/2016
Chicken Express	7050 SH 78	94	09/28/2016
Church's Chicken	7360 SH 78, #200	96	08/12/2016
Donut Palace	5634 SH 78, #102	100	08/10/2016
Donut Shop Palace # 2 (Kroger area)	5120 SH 78, #125	100	08/10/2016
Frankie's Mexican Cuisine	7218 SH 78	86	02/23/2016
Fortune House Restaurant	5120 SH 78, #350	72	10/14/2016
Japanese Food Express (In Kroger)	5190 SH 78	100	09/29/2016
McDonalds	5230 SH 78	98	08/10/2016
Mogio's Gourmet Pizza	5250 SH 78, #500	95	10/17/2016
Panda Chef	7340 SH 78, #200	88	09/29/2016
Pizza Hut	6310 SH 78, #160	98	08/12/2016
Ranch House	7610 SH 78	98	09/29/2016
Sachse Donuts	7320 SH 78, #100	91	10/28/2016
Sachse Ice House	6504 SH 78, #160	93	02/05/2016
Skyline Garden Chinese	6310 Hwy 78, # 140	New	11/04/2016
Sonic Drive-In	6040 SH 78	96	09/29/2016
Starbuck's Coffee	5190 SH 78	100	09/29/2016
Subway Sandwiches	5250 SH 78, #780	98	08/10/2016
Taco Bueno	5320 SH 78	98	08/10/2016
The Brick Tavern	7340 SH 78, #1400	93	9/29/2016
The Tipsy Chicken	6310 SH 78, #110	97	09/16/2016
Whataburger	5060 SH 78	97	08/10/2016
Wing Stop	5250 SH 78, #800	95	10/28/2016

ABOUT NATIONAL ECONOMIC DEVELOPMENT WEEK

Created by the International Economic Development Council, the goal of Economic Development Week (EDW) is to increase awareness for local programs that create jobs, advance career development opportunities and increase the quality of life. The 2017 event dates are May 8-13. The following is a guide to help you plan and share information about events your community will host.

RALLY FOR ECONOMIC DEVELOPMENT

Economic Development Week is an ideal time to bring supporters in your community together to learn about programs your EDO offers. It is also a great time to share successes your EDO has seen in the prior year.

- **Organize:** Invite local lawmakers, fellow economic developers and industry supporters, such as your partners and sponsors.
- **Show and Tell:** Heighten awareness and emphasize the importance and impacts of economic development in your community. Be creative. See some ideas your peers included in their activities.
- **Amplify:** Invite local press to attend your gatherings to help increase exposure through stories and interviews of your elected officials and your EDO's CEO.

Here are resources that will help you create visibility for your campaign:

- **Sample Resolution:** A document which can be passed by cities, counties, states and the federal government to help recognize Economic Development Week. Sample resolutions are available [here](#).
- **Sample Press Release:** A document that each business, community, etc. can distribute to local and regional press outlets. You can find this document [here](#) [available February 3]. Here's an example of how the Alaska Department of Commerce Community and Economic Development shared their [Economic Development Week activities](#) with the press.
- **Sample Advertisements:** Official artwork for EDW, offered in several dimensions. Sample art is available [here](#).



City of Sachse, Texas

Legislation Details (With Text)

File #:	17-3737	Version:	1	Name:	Business Retention and Expansion Program
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	3/13/2017	In control:		In control:	Economic Development Corporation
On agenda:	3/16/2017	Final action:		Final action:	

Title: Discuss and consider action regarding creation of a formal Business Retention and Expansion Program and Committee.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

Discuss and consider action regarding creation of a formal Business Retention and Expansion Program and Committee.

Background

With tremendous growth over the past decade and new entries to the market every quarter, the Sachse EDC has engaged in creating a business climate promoting new growth, expansion, and support for existing businesses in the community. It is important to provide service to existing businesses in Sachse in order to help them thrive and grow. Staff has informally engaged in Business Retention and Expansion but has not developed a formal plan that proactively creates programs and offers assistance to this important segment of our community.

Staff recently met with two board members to discuss ways to better utilize existing programs to serve existing businesses, as well as create new programs that can support expanding companies in Sachse in need of space to grow. During this meeting it was identified that the EDC could develop a community-based program used to open lines of communication and build relationships with the local business community. The program would promote job growth by helping our community identify concerns and barriers in the survival and growth of local businesses. It would be designed as a resource for local businesses by offering a point of contact for assistance with workforce training and hiring, permitting for expansions, business issues, and general information about city policies and happenings.

Policy Considerations

None.

Budgetary Considerations

The approved SEDC budget provides a line item for Business Retention and Expansion of \$7,000.00

Staff Recommendations

Staff recommends the Board discuss options.



City of Sachse, Texas

Legislation Details (With Text)

File #: 17-3728 **Version:** 1 **Name:** Future agenda items.
Type: Agenda Item **Status:** Agenda Ready
File created: 3/8/2017 **In control:** Economic Development Corporation
On agenda: 3/16/2017 **Final action:**
Title: Discuss possible future agenda items.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

Discuss possible future agenda items.

Background

The Board makes suggestions on topics to be discussed at future meetings.

Policy Considerations

Only the items on the agenda can be discussed.

Budgetary Considerations

None.

Staff Recommendations

None.



City of Sachse, Texas

Legislation Details (With Text)

File #:	17-3727	Version:	1	Name:	Executive Session for purchase or sale of real Property
Type:	Agenda Item	Status:		Status:	Agenda Ready
File created:	3/8/2017	In control:		In control:	Economic Development Corporation
On agenda:	3/16/2017	Final action:		Final action:	
Title:	The Economic Development Corporation shall convene into Executive Session pursuant to the Texas Government Code, Section §551.072: Deliberation of the purchase, sale and license of real property generally located in mid-west part of the City of Sachse.				
	Consider any action as a result of Executive Session.				

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

The Economic Development Corporation shall convene into Executive Session pursuant to the Texas Government Code, Section §551.072: Deliberation of the purchase, sale and license of real property generally located in mid-west part of the City of Sachse.

Consider any action as a result of executive session.

Background

This agenda item is provided for the Economic Development Corporation Board to meet in executive session to deliberate the purchase, sale, and license of real property generally located in mid-west part of the City, in accordance with Texas Government Code.

Policy Considerations

None.

Budgetary Considerations

None.

Staff Recommendations

Conduct Executive Session and take any action appropriate.



City of Sachse, Texas

Legislation Details (With Text)

File #: 17-3726 **Version:** 1 **Name:** Executive Session pursuant to Texas Gov Code Sectin 551.087
Type: Agenda Item **Status:** Agenda Ready
File created: 3/8/2017 **In control:** Economic Development Corporation
On agenda: 3/16/2017 **Final action:**
Title: The Economic Development Corporation shall convenen into Executive Session pursuant to Texas Government Code Section §551.087: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.

Consider any action as a result of Executive Session.

Sponsors:

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Title

Executive Session pursuant to Texas Government Code Section §551.087 Deliberation of Economic Development Negotiations: Deliberation regarding economic development incentive for retail or commercial business projects seeking to locate or expand within the City of Sachse.

Consider any action as a result of executive session.

Background

Executive Session is for the purpose of discussion.

Policy Considerations

There is no action taken during Executive Session.

Budgetary Considerations

None.

Staff Recommendations

None.