



Thursday, April 18, 2024
Economic Development Corporation Board Meeting

Council Chambers
3815 Sachse Road, Building B
6:00 PM

Economic Development Corporation Board Meetings are streamed live online
(<https://sachsetx.swagit.com/live>) and available on-demand (<https://sachsetx.swagit.com/city-council>).

The City of Sachse reserves the right to reconvene, recess, or realign the meeting, called Executive Session, or order of business at any time prior to adjournment.

As authorized by Section 551.071(2) of the Texas Government Code, these meetings may be convened into closed Executive Session at any time during the meeting for the purpose of seeking confidential legal advice from the City Attorney on any agenda item listed herein.

A. Meeting Opening

1. Call to Order: The Economic Development Corporation Board of the City of Sachse will hold a regular meeting on Thursday, April 18, at 6 p.m. to consider the following items of business:
2. Invocation and Pledges of Allegiance.

B. Public Comment

1. The public is invited to address the Board regarding any topic not already on the agenda. The time limit is 3 minutes per speaker. A Public Comment Card should be presented to the acting Secretary prior to the meeting. According to the Texas Open Meetings Act, the Board is prohibited from discussing any item not posted on the agenda but will take comments under advisement.

C. Consent Agenda - All items listed on the consent agenda will be considered by the Board and will be enacted on by one motion. There will be no separate discussion of these items unless a Board member so requests.

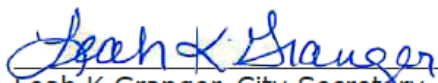
1. Approve the March 21, 2024, meeting minutes.
2. Accept the monthly revenue and expenditure report for the period ending February 29, 2024.

D. Regular Agenda Items

1. Receive any reports and presentations by the Sachse Economic Development Corporation President, Board Members, Executive Director, and staff regarding items of community interest; special events; announcements and activities; office, industrial, commercial, or retail business retention; and marketing projects.
2. Receive an update on a shop local event.

3. Receive a briefing about the upcoming update to the City's Comprehensive Plan.
4. Discuss the goals and objectives of the Type B Corporation.
5. Adjournment.

I, the undersigned authority, do hereby certify that this notice of a public meeting was posted in accordance with the regulations of the Texas Open Meetings Act and was posted on the bulletin board, an accessible location at Sachse City Hall.


Leah K Granger, City Secretary

Posted: 04/15/2024 by 5 p.m. Removed: _____

Accommodation requests for persons with disabilities should be made at least 48 hours prior to the meeting by contacting Logan Thatcher, ADA Coordinator, via phone at 972-495-1212, via email at lthatcher@cityofsachse.com, or by appointment at 3815 Sachse Road, Building B, Sachse, Texas 75048.

C. Consent Agenda - All items listed on the consent agenda will be considered by the Board and will be enacted on by one motion. There will be no separate discussion of these items unless a Board member so requests.

Subject: 1. Approve the March 21, 2024, meeting minutes.

Meeting April 18, 2024 - Economic Development Corporation Board Meeting

Access Public

Type Action (Consent), Minutes

Fiscal Impact None

Recommended Action Approve the March 21, 2024, meeting minutes.

Goals

BACKGROUND

Minutes from the March 21, 2024, Economic Development Corporation Board meeting.

POLICY CONSIDERATIONS

There are no policy considerations affiliated with this item.

RECOMMENDATION

Approve the March 21, 2024, meeting minutes.

File Attachments

1. EconomicDevelopmentCorporationBoard_Regular_Minutes_03.21.2024

ECONOMIC DEVELOPMENT CORPORATION BOARD OF THE CITY OF SACHSE MARCH 21, 2024 MEETING MINUTES

The Economic Development Corporation Board of the City of Sachse held a regular meeting on Thursday, March 21, 2024, at 6:00 PM at Sachse City Hall, 3815-B Sachse Road. Those present were: Alan Bell, Christopher Decker, Joshua Frick, Richard Chandler, Scott McMurdie, Jim Mason, Chinelo Nwanze.

A. Meeting Opening

1. Call to Order: The Economic Development Corporation Board of the City of Sachse will hold a regular meeting on Thursday, March 21, 2024, at 6:00 PM to consider the following items of business:

President McMurdie called the meeting to order at 6:03 p.m.

2. Invocation and Pledges of Allegiance.

Mr. McMurdie gave the invocation and led the Board in the pledges.

B. Public Comment

1. The public is invited to address the Board regarding any topic not already on the agenda. The time limit is 3 minutes per speaker. A Public Comment Card should be presented to the acting Secretary prior to the meeting. According to the Texas Open Meetings Act, the Board is prohibited from discussing any item not posted on the agenda but will take comments under advisement.

No public comments were offered.

C. Consent Agenda - All items listed on the consent agenda will be considered by the Board and will be enacted on by one motion. There will be no separate discussion of these items unless a Board member so requests.

1. Approve the February 22, 2024, meeting minutes.
2. Accept the monthly revenue and expenditure report for the period ending January 31, 2024.
3. Accept the Quarterly Investment Report for the quarter ending December 31, 2023.

Ms. Nwanze made a motion to Approve the Consent Agenda. Mr. Chandler seconded the motion, and it carried 7 - 0.

None voted against

D. Regular Agenda Items

1. Receive any reports and presentations by the Sachse Economic Development Corporation

President, Board Members, Executive Director, and staff regarding items of community interest; special events; announcements and activities; office, industrial, commercial, or retail business retention; and marketing projects.

Mr. Potts mentioned the City Council's April 1 meeting agenda will include an item requesting approval of the comprehensive plan update contract.

Staff received the first application utilizing the recently approved Economic Development sponsorship policy. Sachse Economic Development will be sponsoring the upcoming Sachse High School Cornhole tournament. Mrs. Lewis provided an update on ongoing business visits and efforts to promote the local business grant program. Mr. Potts updated the Board on upcoming City events such as the Easter Egg Hunts, Arbor Day Jubilee, and the Summer Nights Concert Series.

2. Recognize the Sachse Economic Development team for receiving the 2023 Economic Excellence Achievement Recognition from the Texas Economic Development Council.

Mr. Potts noted Sachse Economic Development received Economic Excellence recognition from the Texas Economic Development Council. Sachse was one of 72 cities that received the recognition. Staff was recognized at last week's City Council meeting.

3. Discuss the goals and objectives of the Type B Corporation.

Mr. McMurdie gave an overview of the previous efforts to identify goals and objectives and emphasized the need for further focus and prioritization.

The Board provided feedback on the existing list of goals. The Board discussed eliminating the ongoing operational items from the document. They suggested condensing the list and focusing on key areas such as Highway 78, the 5th Street District, and the PGBT Corridor.

The Board talked through utilizing a consultant for the update to the economic development strategic plan.

Mr. Potts outlined next steps and proposed defining the scope at the next meeting.

4. Discuss, provide feedback, and take necessary action regarding the operation of a farmers market within the 5th Street District.

Mr. Potts mentioned the City's interest in activating the 5th Street District site while planning for future development. He noted the EDC budget included specific funding for activation events. Mr. Potts discussed the farmers market being proposed in the District, vendor requirements, the City's role in the market, and next steps.

The Board asked a few questions about inclement weather and potential traffic from the market. Mr. Potts noted the market would likely be cancelled in the case of inclement weather, and that the average dwell time was 10 - 15 minutes. It was noted that the Backyard on 5th event operated successfully without parking spaces.

After some discussion, Board Member Chandler made a motion authorize the City Manager as Executive Director of the Sachse Economic Development Corporation to negotiate and execute a parking license agreement with Four Seasons Markets, Inc. or its related entities, for the

parking of motor vehicles and incidental use of the property on Block 34 and Block 40 in the Original Town of Sachse Subdivision, generally located between Sachse Road, 5th Street, Billingsley Street, and Boone Street, in connection with the operation of a farmers market, subject to City approval of and the terms specified in an approved agreement between the City and Four Seasons Markets, Inc. to allow the Farmers Market Event. Board Member Nwanze seconded the motion, and it carried 7 - 0.

5. Adjournment.

President McMurdie adjourned the meeting at 7:13 pm.

Scott McMurdie, President

ATTEST:

Jerod Potts, Economic Development
Manager

C. Consent Agenda - All items listed on the consent agenda will be considered by the Board and will be enacted on by one motion. There will be no separate discussion of these items unless a Board member so requests.

Subject:	2. Accept the monthly revenue and expenditure report for the period ending February 29, 2024.
Meeting	April 18, 2024 - Economic Development Corporation Board Meeting
Access	Public
Type	Action (Consent)
Fiscal Impact	None
Recommended Action	Accept the monthly revenue and expenditure report for the period ending February 29, 2024.
Goals	Be a model of financial stewardship through growth management; responsible investment; and financial transparency.

BACKGROUND

The Sachse Economic Development Corporation's (EDC) Treasurer prepares a report each month to update the Board concerning the current year's budget monitoring. This month's report consists of the summary EDC report presented to the City Council covering February 2024. Also included is a preliminary line-item report and balance sheet for March 2024.

POLICY CONSIDERATIONS

There are no policy considerations affiliated with this item.

RECOMMENDATION

Accept the monthly revenue and expenditure report for the period ending February 29, 2024.

File Attachments

1. 1 EDC February 2024
2. 2 EDC Budget Report March 2024 Preliminary
3. 3 EDC Balance Sheet March 2024

City of Sachse

Monthly Revenue and Expenditure Report

February 29, 2024 (Unaudited)

SACHSE ECONOMIC DEVELOPMENT CORPORATION

	Annual Budget	Current Month		42% of Year Completed		Note
		Actual	YTD Actuals	YTD Actuals	% of Budget	
Revenue Summary						
Sales Tax	\$ 1,430,000	\$ 159,640	\$ 638,420	45%		
Other Income	10,000	-	-	0%		A
Interest Income	100,000	22,642	107,917	108%		B
Total Revenue	\$ 1,540,000	\$ 182,282	\$ 746,337	48%		
Expenditure Summary						
Expenditures	\$ 909,632	\$ 112,074	\$ 359,561	40%		
Total Expenditures	\$ 909,632	\$ 112,074	\$ 359,561	40%		
Revenue Over/(Under) Expenses	\$ 630,368	\$ 70,208	\$ 386,776			
Beginning Fund Balance October 1, 2023			\$ 5,604,432			

Explanation of Major Variances:

- A** Garland ISD grant for Fiscal Year 2022-2023 received in November and applied to prior fiscal year
- B** Interest revenue trending strong due to favorable interest rates



Budget to Actual
Account Summary

For Fiscal: 2023-2024 Period Ending: 03/31/2024

		Prior Year Budget	Prior Year Actual	2023-2024 Budget	MTD Activity	YTD Activity	Encumbrances	Percentage	Remaining Balance
Fund: 06 - ECONOMIC DEVELOPMENT FUND									
Revenue									
000 - Non-Departmental									
06-000-40060	Sales Tax	1,300,000.00	1,462,119.80	1,430,000.00	102,260.57	740,680.25	0.00	51.80%	689,319.75
06-000-45000	Interest Income	7,000.00	185,330.22	100,000.00	-489.63	107,427.27	0.00	107.43%	-7,427.27
06-000-46120	Misc Grants and Donations	10,000.00	20,000.00	10,000.00	0.00	0.00	0.00	0.00%	10,000.00
000 - Non-Departmental Total:		1,317,000.00	1,667,450.02	1,540,000.00	101,770.94	848,107.52	0.00	55.07%	691,892.48
Revenue Total:		1,317,000.00	1,667,450.02	1,540,000.00	101,770.94	848,107.52	0.00	55.07%	691,892.48

Budget to Actual

For Fiscal: 2023-2024 Period Ending: 03/31/2024

		Prior Year Budget	Prior Year Actual	2023-2024 Budget	MTD Activity	YTD Activity	Encumbrances	Percentage	Remaining Balance
Expense									
019 - Economic Development									
06-019-50000	Wages and Salaries	156,152.00	118,321.20	151,415.00	17,470.89	75,622.47	0.00	49.94%	75,792.53
06-019-50030	Longevity Pay	68.00	76.00	120.00	0.00	120.00	0.00	100.00%	0.00
06-019-50050	Social Security and Medicare (FICA)	12,027.00	8,780.59	11,752.00	1,310.32	5,805.50	0.00	49.40%	5,946.50
06-019-50060	TMRS Contributions	22,906.00	17,179.39	22,755.00	2,587.44	11,410.62	0.00	50.15%	11,344.38
06-019-50070	Vacation/Sick Leave Buy Back	991.00	0.00	2,077.00	0.00	2,139.34	0.00	103.00%	-62.34
06-019-50072	Health Insurance	0.00	0.00	21,552.00	1,797.24	10,293.96	0.00	47.76%	11,258.04
06-019-50080	Dental Insurance	0.00	0.00	723.00	60.28	361.68	0.00	50.02%	361.32
06-019-50090	Life and LTD Insurance	0.00	0.00	877.00	59.24	239.44	0.00	27.30%	637.56
06-019-50100	Workers Compensation	211.00	127.56	329.00	58.24	391.20	0.00	118.91%	-62.20
06-019-50110	Unemployment Tax	504.00	12.24	18.00	0.00	18.02	0.00	100.11%	-0.02
06-019-51030	Utilities - Communications	1,008.00	819.63	972.00	0.00	402.14	0.00	41.37%	569.86
06-019-51050	Office Supplies	5,750.00	221.70	3,000.00	0.00	72.08	0.00	2.40%	2,927.92
06-019-51070	Postage	400.00	833.61	1,000.00	0.00	339.17	0.00	33.92%	660.83
06-019-51230	Business Retention Efforts	10,000.00	5,846.35	10,000.00	0.00	952.25	0.00	9.52%	9,047.75
06-019-51500	Uniforms and Accessories	880.00	966.24	880.00	0.00	703.77	0.00	79.97%	176.23
06-019-51510	Small Tools and Equipment (under \$10...	1,000.00	3,232.52	1,000.00	0.00	0.00	0.00	0.00%	1,000.00
06-019-51550	Fuel and Lubricants	574.00	167.02	473.00	0.00	101.21	0.00	21.40%	371.79
06-019-51700	Community Relations & Special Progra...	44,750.00	30,719.00	42,750.00	1,500.00	12,207.59	0.00	28.56%	30,542.41
06-019-51800	Dues and Subscriptions	51,692.00	42,692.33	7,829.00	0.00	1,719.43	0.00	21.96%	6,109.57
06-019-51810	Employee Training and Travel	7,900.00	13,948.43	17,430.00	0.00	5,075.05	0.00	29.12%	12,354.95
06-019-52000	Vehicle Repairs and Maintenance	1,000.00	523.87	1,000.00	0.00	143.66	0.00	14.37%	856.34
06-019-52040	Software Licensing, Support and Maint...	0.00	0.00	52,020.00	0.00	35,250.78	0.00	67.76%	16,769.22
06-019-53000	Legal/Consulting Fees	10,000.00	25,850.00	20,000.00	0.00	3,968.77	0.00	19.84%	16,031.23
06-019-53002	Professional Services (53003)	73,000.00	10,291.67	70,000.00	2,891.68	8,818.51	0.00	12.60%	61,181.49
06-019-53060	Printing Services	3,100.00	1,972.25	2,000.00	586.25	2,537.20	0.00	126.86%	-537.20
06-019-53220	5th Street District	30,600.00	14,569.21	30,600.00	524.60	3,147.60	0.00	10.29%	27,452.40
06-019-53241	Local Business Grant Program	0.00	0.00	100,000.00	0.00	0.00	0.00	0.00%	100,000.00
06-019-53380	Advertising and Legal Publications	46,500.00	47,914.00	60,800.00	0.00	35,470.63	4,443.70	58.34%	25,329.37
06-019-53500	Web Page Services	9,225.00	0.00	2,520.00	0.00	7,070.00	0.00	280.56%	-4,550.00
06-019-53600	Copier Rental & Maintenance	0.00	0.00	945.00	72.00	432.00	432.00	45.71%	513.00
06-019-55000	Operating Transfer Out - General Fund	118,803.00	118,803.00	122,795.00	0.00	51,165.00	0.00	41.67%	71,630.00
06-019-55050	Transfer Out - Capital Projects	0.00	0.00	150,000.00	0.00	62,500.00	0.00	41.67%	87,500.00
06-019-57002	Infrastructure Grants / Sales Tax Reim...	0.00	0.00	0.00	0.00	50,000.00	0.00	0.00%	-50,000.00
019 - Economic Development Total:		609,041.00	463,867.81	909,632.00	28,918.18	388,479.07	4,875.70	42.71%	521,152.93
Expense Total:		609,041.00	463,867.81	909,632.00	28,918.18	388,479.07	4,875.70	42.71%	521,152.93
Fund 06 Revenue Over/(Under) Expenses		707,959.00	1,203,582.21	630,368.00	72,852.76	459,628.45	-4,875.70	72.91%	170,739.55
Total Revenue Over/(Under) Expenses:		707,959.00	1,203,582.21	630,368.00	72,852.76	459,628.45	-4,875.70	72.91%	170,739.55

Sachse Economic Development Corporation

Balance Sheet

3/31/2024

Assets:

Cash	\$89,842.55
Investments	5,314,632.12
Accts Receivable-Sales Tax	248,412.34
Travel Advances	0.00
Other Receivable-TIF	424,000.00
Assets Held-Land	1,649,892.68
Intangible Assets	<u>2,681.84</u>

Total Assets	<u>\$7,729,461.53</u>
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Liabilities:

Payables	<u>\$24,702.51</u>
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Total Liabilities	\$24,702.51
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Equity:

Fund Balance 9/30/2023	\$5,604,431.97
Net Position (full accrual)	\$1,640,698.60
FY 2024 YTD Surplus	<u>459,628.45</u>

Total Equity	<u>\$7,704,759.02</u>
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Total Liabilities and Equity	<u>\$7,729,461.53</u>
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D. Regular Agenda Items

Subject:	2. Receive an update on a shop local event.
Meeting	April 18, 2024 - Economic Development Corporation Board Meeting
Access	Public
Type	Information
Fiscal Impact	None
Recommended Action	Receive an update on a shop local event.
Goals	Provide a high quality of life environment for families; individuals; businesses; and other organizations in Sachse.

BACKGROUND

In conjunction with National Small Business Week, Sachse Economic Development will host a program to encourage residents to shop locally.

POLICY CONSIDERATIONS

There are no policy considerations affiliated with this item.

RECOMMENDATION

Receive an update on a shop local event.

File Attachments

1. D.2 - Shop Local Event

Shop Local Event

D.2 - Receive an update on a shop local event

Overview

- Background
- Program Rules
- Next Steps

Background and Program Rules

- Put together program for National Small Business Week
- Residents will shop locally, collect stickers, and be entered into a raffle to win a prize.

Participating Businesses:

Jakes Burgers	Tropical Smoothie Cafe
PetBar Boutique	Sachse Discount Pharmacy
Bliss Nail Lounge	Ted's Floor & Decor
Woodbridge Cafe	Beyond Braces
Primo Brother's Pizza	Advantage Storage
Massage Bliss & Cryo	Woodbridge Cafe
Haus of Boba	Primo Brother's Pizza
Sachse Nutrition	Naturelogica Day Spa
Pho Station	Manny's


SACHSE
ECONOMIC DEVELOPMENT


Local Passport Program

Name: _____

Email: _____

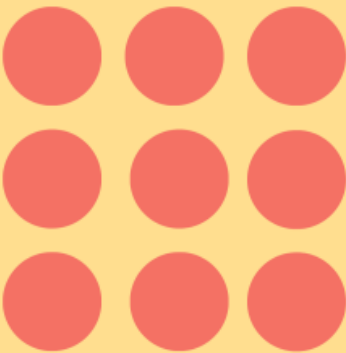
April 28 - May 17

Program Rules:

1. Make a purchase of \$10 or more at any of the participating Sachse businesses between April 28-May 17 and present your Shop Local Passport to receive a sticker.
2. After you have a total of 9 stamps in your passport drop it off at City Hall or send a picture to SachseEconomicDevelopment@CityofSachse.com
3. You will enter to win one of 2 prizes.
Passports are due by May 20th. Winners will be notified on May 24th.
4. Good luck!

***NO ONLINE ORDERS**

Stickers





Next Steps

- Business outreach
- Promoting the program on social media
- Feedback from businesses

D. Regular Agenda Items

Subject:	3. Receive a briefing about the upcoming update to the City's Comprehensive Plan.
Meeting	April 18, 2024 - Economic Development Corporation Board Meeting
Access	Public
Type	Information
Fiscal Impact	None
Recommended Action	Receive a briefing about the upcoming update to the City's Comprehensive Plan.
Goals	Strategically invest in the City's existing and future infrastructure. Be a model of financial stewardship through growth management; responsible investment; and financial transparency. Provide a high quality of life environment for families; individuals; businesses; and other organizations in Sachse. Make Sachse more prosperous through job creation and quality development that adds community value.

BACKGROUND

The Comprehensive Plan is the City's guiding policy document that sets forth the vision for how the community develops and grows. This document helps to guide long-range decisions for the community as it relates to land use, transportation, infrastructure, and public services, among others.

The existing Comprehensive Plan was adopted in 2017 and has been vital in steering the growth and development of Sachse over the last several years. Typically, comprehensive plans are reviewed and updated every five to seven years in order to remain relevant and reflect current conditions and market trends.

On November 6, 2023, staff received direction from City Council to pursue an update to the existing adopted Comprehensive Plan. On January 12, 2024, the City of Sachse issued a Request for Qualifications (RFQ) seeking a professional planning consultant to provide an update to the existing Comprehensive Plan. The submittal due date for this RFQ was January 31, 2024. A total of four firms responded with their qualifications. Each of the firms were invited for an in-person interview based on the submitted qualifications. After consideration, the staff review committee recommended awarding a professional services contract to Kimley-Horn and Associates, Inc. for this project.

On April 1, 2024, City Council authorized the City Manager to negotiate and enter into a contract with Kimley-Horn and Associates, Inc. for this project.

POLICY CONSIDERATIONS

There are no policy considerations affiliated with this item.

RECOMMENDATION

Receive a briefing about the upcoming update to the City's Comprehensive Plan.

File Attachments

1. D.3 - Comprehensive Plan Briefing

Comprehensive Plan

D.3 – Receive a briefing about the upcoming update to the City's Comprehensive Plan

Overview

- 2024 Comprehensive Plan Process
- 2024 Request for Qualifications (RFQ) Process
- Project Tasks and Deliverables
- Project Funding



2024 Comprehensive Plan Process

- Initial Council direction ✓
- RFQ process ✓
- Consultant selection ✓
- Contract negotiation and execution
- Plan kickoff, engagement, development
- P&Z to make recommendation on comprehensive plan approval (Charter requirement)
- Final comprehensive plan approval/adoption by City Council

2024 Request for Qualifications (RFQ) Process

- **January 12, 2024:** RFQ issued seeking professional planning consultant to provide an update to the existing Comprehensive Plan
 - Advertised on CivCast and in Sachse News, posted to Texas Economic Development Council RFP webpage, City Bid Postings page, and social media
- **January 31, 2024:** Submittal due date for RFQ
 - Four firms responded with qualifications
- Staff review committee reviewed each submitted Statement of Qualifications and held in-person interviews with all four firms
- Staff recommended Kimley-Horn
- **April 1, 2024:** City Council authorization to negotiate and enter into contract

Project Tasks and Deliverables

■ Community-wide Input

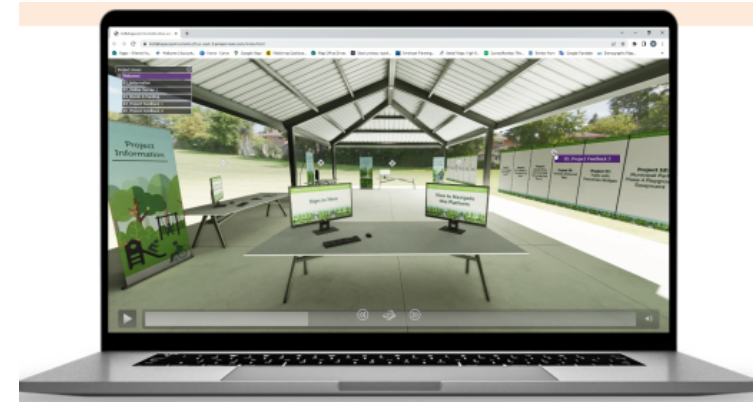
- Comprehensive plan webpage
- Advertisements
- Community engagement
 - Web based engagement/surveys
 - Neighborhood workshops
 - Community open house
 - Stakeholder interviews
 - Presentations to City Boards

■ Strategic Direction

- Vision
- Guiding principles

■ Data Collection and Analysis

- Base mapping
- Staff workshops
- Market Analysis
 - Socioeconomic Analysis
 - Market Profile
 - Supply and Demand Analysis



Princeton Virtual Open House

Project Tasks and Deliverables

■ Plan Elements and Studies

- Future Land Use Strategy and Plan
- Mobility Strategy
 - Master Thoroughfare Plan
- Parks, Trails, and Open Space Strategy
 - Master Trails, Sidewalks, Pathways Plan
- Housing and Neighborhoods Strategy
- Economic Development Strategy
- Infrastructure and Public Services Strategy
 - Critical Infrastructure Plan
- Placemaking and Sustainability
 - Urban Design, Corridor, Gateway, Wayfinding Plan

- Catalyst Area Studies
- Hwy 78 Corridor Study
- Implementation Matrix

Project Funding

- Jointly funded by the General Fund and Economic Development Corporation Fund in the adopted FY24 budget

CAPITAL IMPROVEMENT PLAN

Project Name:**Comprehensive Plan Update**

Project Number: F-24-13

Category: Facilities/Other

Description:

Develop a policy and strategy to ensure funding is available for all current and future needs.

Justification:

The last Comprehensive Plan was formulated in 2017.



Financial Information:

Project Type	Source	Estimated Cost	Budget Thru FY 22-23	23-24 Budget	Budget to Date	Future Estimate	Total Project Cost
Facilities/ Other	General Capital Projects Funds	\$150,000		\$150,000	\$150,000	\$-	\$150,000
Facilities/ Other	Economic Development Corporation Funds	\$150,000		\$150,000	\$150,000	\$-	\$150,000
					\$-	\$-	\$-
	Project Total	\$300,000	\$-	\$300,000	\$300,000	\$-	\$300,000

D. Regular Agenda Items

Subject:	4. Discuss the goals and objectives of the Type B Corporation.
Meeting	April 18, 2024 - Economic Development Corporation Board Meeting
Access	Public
Type	Discussion, Information
Fiscal Impact	None
Recommended Action	Discuss the goals and objectives of the Type B Corporation.
Goals	Make Sachse more prosperous through job creation and quality development that adds community value.

BACKGROUND

At the February 22, 2023, EDC Board meeting, staff brought forward a discussion item about pursuing an economic development strategic plan. The Board directed staff to begin exploring this option in the current fiscal year. As part of the conversation, the Board requested to walk through the existing goals and objectives as there are newer members on the EDC Board.

At its May 18, 2023, meeting, the EDC Board approved updated goals and objectives for the Type B Corporation. On August 7, 2023, Sachse City Council approved the goals and objectives for the Type B Corporation.

The goals and objectives adopted by the EDC Board and City Council in 2023 replaced the goals and objectives that were previously adopted in 2021.

During the March 21, 2024, EDC meeting, the Board discussed talking about the potential scope for an economic development strategic plan at its next meeting.

The currently adopted goals and objectives document is included with this packet.

POLICY CONSIDERATIONS

There are no policy considerations affiliated with this item.

RECOMMENDATION

Discuss the goals and objectives of the Type B Corporation.

File Attachments

1. D.4 - Presentation_Goals and Objectives
2. 2023 EDC Goals and Objectives

Goals and Objectives

D.4 - Discuss the goals and objectives of the Type B Corporation

Purpose of Discussion

- No action this evening
- Background / Recap
- Economic Development Strategy Possible Scope
- Discussion / Questions
- Next steps

Background

- Comments from March 21, 2024 EDC Board Meeting:
 - Identify priority items
 - Interest in using consultant for strategic plan
 - Add focus
 - Want measurable results, actionable plan
 - Look at data
 - Remove operational items

- Staff to put together potential scope for meeting in April

Economic Development Strategy

- From currently adopted goals and objectives
- **Guiding principle statements**
 1. Proactively support economic development projects
 2. Grow the economy
 3. Plan for success
 4. Support existing and prospective businesses
 5. Elevate the Sachse brand and value proposition
- **Goal statements**
 - There are six identified goals as opposed to one goal for nearly each implementation strategy
 1. Strengthen Sachse's commercial and employment base
 2. Build the necessary organizational infrastructure to support a successful economic development program
 3. Facilitate strategic investment of public funds to attract and retain high quality businesses
 4. Improve the Hwy 78 Corridor
 5. Enhance the PGBT Corridor
 6. Create a pedestrian oriented, from scratch downtown that is attractive, safe, unique, and welcoming, and functions as a central gathering place for the community

Economic Development Strategy

■ Possible Scope

- Stakeholder engagement
- Sachse SWOT
- Target Industry Analysis / Cluster Analysis
- Labor analysis
- New and emerging trends
- Site readiness analysis
- Prioritization Matrix
- Identification of relevant and applicable metrics
- Use of EDC Fund / other funding mechanisms to accomplish identified goals

- Coordination between economic development strategic plan consultant and Kimley-Horn
- Consultant to review comprehensive plan scope – identify and suggest additional opportunities

■ To do

- Build upon recommendations / strategies identified in the comprehensive plan
- Separate broader goals from operational strategies and best practices
- Determine level of stakeholder engagement following comprehensive plan

Next Steps

- Refine potential scope
- Budgetary considerations
- Consultant selection
 - Process
 - Timeline
- Additional discussion
- Questions?

- Comprehensive Plan process will start in the meantime

DRAFT The Sachse Economic Development Program will:				
ID	Guiding Principle / Vision	Goal Statements	Implementation Strategies	Justification
No.	Broad statements that establish desired outcomes and guide policy, ordinances and activity	More detail for the Principle / Vision states regarding what is to be achieved	Ground level-specific tactics to achieve goals	The reason for the goal
Citywide	C1 sak [see] us... Proactively support economic development projects	Strengthen Sachse's commercial and employment base	C1.1 Develop a strategic list of properties across the City that offer a significant economic development benefit from a development or redevelopment standpoint. While a Citywide initiative, this list should specifically target properties along the key identified catalyst zones (Hwy 78 Corridor, PGBT Corridor, 5th Street District) (Companion recommendation is C1.2 in the ongoing category)	There is limited developable land in Sachse. By strategically investing in property, more opportunities about for influencing the development of those sites, and also gives Sachse an asset that could be used to recruit a potential prospect by having land as an possible incentive
	C2 sak [see] us... Grow the economy	Strengthen Sachse's commercial and employment base	C2.1 Develop target industry / sector materials for the industries presented to City Council and the Economic Development Corporation at the joint meeting held January 12, 2023 Effectively market and promote identified target sectors to position Sachse as a city of choice for these industries	Target sectors were discussed by the EDC and City Council in January of 2023. The next step will be working on producing marketing materials to promote Sachse's desired target industries and sectors.
	C3 sak [see] us... Plan for success	Build the necessary organizational infrastructure to support a successful economic development program	C3.1 Re-evaluate target industries and sectors, contemplating a professional services contract for a target industry analysis / cluster analysis Ensure that identified target industries and sectors remain relevant for Sachse, and that these identified industries and sectors consider market and other changes to the economic landscape in Sachse and the region	Target sectors were discussed by the EDC and City Council in January of 2023. These target sectors were identified internally. By 2025 it will be worth re-visiting to ensure that the items identified in 2023 remain consistent with the vision for Sachse's growth
	C5 sak [see] us... Support existing and prospective businesses	Build the necessary organizational infrastructure to support a successful economic development program	C5.1 Research and consider implementing a digital site selection tool to accompany the EDC website	As technology improves, and the Sachse Economic Development program expands, it will be vital to embrace these existing and emerging tools and applications by contemplating digital and spatial resources available to highlight and promote existing and prospective businesses
			C5.2 Research and consider implementing a customer relationship management (CRM) tool to ensure development and maintenance of relationships with regional developers, brokers, site selectors, prospects, and state and regional organizations	Provide exceptional customer service to site selectors, retailers, developers, and others seeking to do business in Sachse by offering an informational, user-friendly, and modern tools adhering to best practices in economic development
	C7 sak [see] us... Support existing and prospective businesses	Build the necessary organizational infrastructure to support a successful economic development program	C7.1 Implement a local business grant program - include a budget line item in the EDC budget annually to support this incentive program Streamline the local business grant process for applicants by implementing a program authorizing administrative approval of funding based on an applicant meeting established criteria	As it stands, all requests for funding are treated like incentives which requires approval by the EDC and City Council. A grant program approved in the annual budget would give staff administrative flexibility to move quickly on simple requests that adhere to established criteria
	C8 sak [see] us... Plan for success	Facilitate strategic investment of public funds to attract and retain high quality businesses	C8.1 Review existing incentive policy, making recommendations for proposed changes to be considered by City Council	The current adopted incentive policy has not been evaluated in since 2012

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Hwy 78 Corridor	HS1	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS1.1 Identify critical infrastructure needs in the Hwy 78 Corridor that will catalyze development of this area; work with Finance, Development Services, Public Works, and the City Manager's Office to thoughtfully budget for these capital projects. For the most critical projects, consider out-year funding in the City's capital improvement program. Use the TIRZ #3 project and finance plan as a north star for these potential improvements. Contemplate partnership opportunities with property owners to expedite the enhancement of identified infrastructure. Further, for low-hanging fruit, consider mechanisms for EDC funding to be applied in a way that catalyzes these areas, ripening them for further development	The cost of infrastructure can be a barrier in the advancement of certain economic development projects, especially for smaller entities without access to significant capital
				HS1.2 Consult with Public Works to potentially identify areas within the Hwy 78 corridor where a traffic count or signal study may be warranted. Consider supporting this effort with financial or staff time resources. Contemplate Woodbridge/Country Club/Hwy 78 as an area of study, particularly once the Merritt Rd. expansion project is complete. Other areas to consider include Ranch Rd. and Cody Rd. on the west side of Hwy 78.	Sometimes traffic and ADT data lags in certain areas, which can be a critical metric for site selectors
	HS4	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS4.1 If a local business grant program is established and funded through the budget, identify properties that would be good candidates to receive funding per the established parameters of the program, and begin reaching out to educate stakeholders on this funding mechanism (Companion to C7.1) Engage with land owners, business owners, and property managers to improve the aesthetics of the Hwy 78 Corridor	Stakeholders along the Hwy 78 corridor may not be aware of some of the resources available to them the City and EDC
PGBT Corridor	PGBT1	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT1.1 Identify critical infrastructure needs in the PGBT Corridor that will catalyze development of this area; work with Finance, Development Services, Public Works, and the City Manager's Office to thoughtfully budget for these capital projects. For the most critical projects, consider out-year funding in the City's capital improvement program. Contemplate partnership opportunities with property owners to expedite the enhancement of identified infrastructure. Further, for low-hanging fruit, consider mechanisms for EDC funding to be applied in a way that catalyzes these areas, ripening them for further development	The cost of infrastructure can be a barrier in the advancement of certain economic development projects, especially for smaller entities without access to significant capital
	PGBT6	sak [see] us... Plan for success	Enhance the PGBT Corridor	PGBT6.1 Working with other technical staff from key City departments, create and recommend draft hotel guidelines to be reviewed and considered by City Council	There are currently not any hotels in the City, and it is likely that Sachse has limited opportunities to locate a hotel within city limits

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5th Street District	FS1	sak [see] us... Proactively support economic development projects	Create a pedestrian oriented, from scratch downtown that is attractive, safe, unique, and welcoming, and functions as a central gathering place for the community	FS1.2 Execute developers agreements for the first two restaurants to be located in the 5th Street District before the end of FY23	The Sachse 5th Street District represents a major investment by both the City of Sachse and Economic Development Corporation. This development will be "the heart of Sachse" and unlike other areas in suburban communities. Its' success will be largely contingent on the efforts of public entities who are responsible for initiating the project and shepherding it to completion
				FS1.3 Contemplate next phases of the 5th Street District, including consideration of identifying a master developer for the remaining property in City/EDC ownership. As part of this process evaluate the merits of maintaining ownership of buildings, lots, and other assets.	
				FS1.4 Identify critical infrastructure needs in the 5th Street District that will catalyze development of this area; work with Finance, Development Services, Public Works, and the City Manager's Office to thoughtfully budget for these capital projects. For the most critical projects, consider out-year funding in the City's capital improvement program	
				FS1.5 As part of the 5th Street Development, consider unique and creative ways to activate the district such as through incubator and shared work space, ghost and virtual kitchens, aesthetically appealing and programmable public/open space, and retail that is niche, specialty, and supports destination-based trips from people throughout the region	
	FS2	sak [see] us... Elevate the Sachse brand and value proposition		FS1.6 Create and implement a wayfinding and signage plan for the 5th Street District that contemplates entry features and monumentation to differentiate this area from other developments and neighborhoods in the metroplex, creating a unique and identifiable sense of place	
				FS2.1 Commission then implement a plan for how the public/open space in Phase 1 (Alexander St. to roundabout) of the 5th Street District will be programmed.	
	C1	sak [see] us... Proactively support economic development projects	Strengthen Sachse's commercial and employment base	C1.2 Strategically invest in land banking in a manner that meets the City's overall development and redevelopment goals (Companion recommendation to C1.1 in the Citywide category)	There is limited developable land in Sachse. By strategically investing in property, more opportunities about for influencing the development of those sites, and also gives Sachse an asset that could be used to recruit a potential prospect by having land as an possible incentive
	C2	sak [see] us... Grow the economy	Build the necessary organizational infrastructure to support a successful economic development program	C2.2 Participate in local, regional, and national trade shows, conferences, and other relevant events to recruit identified industries to Sachse	Once the materials have been developed the next step is to begin actively promoting identified target sectors in order to position Sachse as a city of choice for these industries
	C4	sak [see] us... Elevate the Sachse brand and value proposition	Build the necessary organizational infrastructure to support a successful economic development program	C4.1 At least once annually, update all print collateral, marketing materials, and information posted to the Sachse Economic Development website are updated and refreshed to reflect the most up to date demographics	Provide the latest and greatest data, analysis, and other pertinent information to prospects, brokers, and others doing business in and with Sachse
				C4.2 Working with Finance, Development Services, and other applicable departments, put together an annual development report highlighting key statistics and trends related to the Sachse economy	Provide the latest and greatest data, analysis, and other pertinent information to prospects, brokers, and others doing business in and with Sachse
	C6	sak [see] us... Support existing and prospective businesses	Build the necessary organizational infrastructure to support a successful economic development program	C6.1 Engage with businesses seeking to locate to or expand in Sachse, explaining the full suite of services available to prospects and leads, such offering as pre-development meetings, a streamlined permitting process, responsive and agile local government, and potential incentives	Provide a memorable and exceptional customer service experience for all who interact with Sachse Economic Development
	C9	sak [see] us... Elevate the Sachse brand and value proposition	Build the necessary organizational infrastructure to support a successful economic development program	C9.1 Develop and implement an annual comprehensive communication and marketing plan that advances and positively promotes and elevates the Sachse brand	Proactively plan communication opportunities well in advance of publication deadlines to ensure strategic marketing and advertising of Sachse

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Ongoing Items and Essential Business Activities	ID	Guiding Principle / Vision	Goal Statements	Implementation Strategies	Justification
	HS2	sak [see] us... Plan for success	Improve the Hwy 78 Corridor	HS2.1 Support efforts along the Hwy 78 corridor related to comprehensive planning, small area planning, wayfinding, and/or corridor overlay planning processes providing financial and/or technical assistance to staff, consultants, and City Council as needed	The Hwy 78 corridor has numerous challenges related to site conditions, visual aesthetics, vehicular and pedestrian access, underdeveloped sites, etc.
	HS3	sak [see] us... Plan for success	Improve the Hwy 78 Corridor	HS3.1 Support the implementation of the TIRZ #3 project and finance plan as needed. Utilize the various funding mechanisms at the disposal of the EDC to help defray costs related to making the identified enhancements	The TIRZ #3 project and finance plan identifies a number of projects that over the lifetime of the TIRZ will allow for strategic investment in Sachse's infrastructure that will support current and future economic development efforts
	HS5	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS5.1 Periodically check in with key stakeholders, decisionmakers, brokers, and other real estate personnel with interests along the Hwy 78 corridor	Commercial brokers working on behalf of property owners and landlords play a major role in the success of leasing tenant space
	HS6	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS6.1 For critical undeveloped or underdeveloped properties along the Hwy 78 corridor, consider preemptively developing conceptual plans illustrating city/EDC ideas and/or preferences for those parcels. Consider working with property owners or brokers on this effort . Influence the trajectory of future development moving forward by taking proactive and measured steps to plan for the highest and best use desired by the community	The Hwy 78 corridor has numerous challenges related to site conditions, visual aesthetics, vehicular and pedestrian access, underdeveloped sites, etc.
	PGBT2	sak [see] us... Plan for success	Enhance the PGBT Corridor	PGBT2.1 Support efforts along the PGBT corridor related to the comprehensive planning, small area planning, wayfinding, and/or corridor overlay planning processes providing financial and/or technical assistance to staff, consultants, and City Council as needed	The PGBT Corridor is an incredibly important commercial area for Sachse and also represents a significant capital investment from the City, as well as from private developers
	PGBT3	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT3.1 Work with regional partners, brokers, landowners, and other stakeholders, to recruit a significant employer along the PGBT corridor, ideally representing one of Sachse's target industries / sectors	Sachse currently loses population during the day. In order support the retail/commercial desired by residents, it is necessary to bring people in to the City during the day
	PGBT4	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT4.1 Periodically check in with commercial brokers seeking to fill tenant spaces along the PGBT corridor. Establish, cultivate, and maintain relationships with these stakeholders	Commercial brokers working on behalf of property owners and landlords play a major role in the success of leasing tenant space
	PGBT5	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT5.1 For critical undeveloped or underdeveloped properties along the PGBT corridor, consider preemptively developing conceptual plans illustrating city/EDC ideas and/or preferences for those parcels. Consider working with property owners or brokers on this effort	There is limited undeveloped land in Sachse, and the bulk of the undeveloped commercial property is located along the PGBT corridor. The City and EDC have an opportunity to influence the trajectory of future development moving forward by taking proactive and measured steps to plan for the highest and best use desired by the community.
	FS1	sak [see] us... Proactively support economic development projects	Create a pedestrian oriented, from scratch downtown that is attractive, safe, unique, and welcoming, and functions as a central gathering place for the community	FS1.1 Begin assembling additional land to support and further catalyze the 5th Street development	The Sachse 5th Street District represents a major investment by both the City of Sachse and Economic Development Corporation. This development will be "the heart of Sachse" and unlike other areas in suburban communities. Its' success will be largely contingent on the efforts of public entities who are responsible for initiating the project and shepherding it to completion