

Pilot Point Economic Development Corporation
102 E. Main Street, Pilot Point, Texas
Regular Meeting

Meeting to be held on:
September 4, 2018
5:30 P.M.

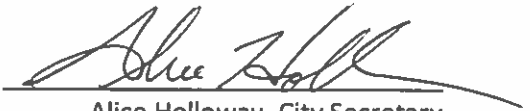
AGENDA

- A. Call to Order
- B. Pledge of Allegiance & Texas Pledge
*Honor the Texas Flag, I pledge allegiance to thee,
Texas, one state under God, One and indivisible*
- C. **Public Forum, Presentations and Recognition:**
Citizens are allowed 3 minutes to speak. If the issue is on the agenda, the Economic Development Corporation (EDC) may choose to discuss and consider the item. If the issue is not on the agenda, the EDC is not permitted by state law to respond to or discuss the item other than to make statements of specific factual information in response to a citizen's inquiry or to recite existing policy in response to the inquiry. The EDC may request the issue to be placed on a future agenda for action in accordance with state law. This forum is not the appropriate place to address complaints against Public Officials and/or Staff. Complaints of this nature should be made in writing and filed with the executive director.
- D. Discuss, consider, and possible action on approval of the Economic Development Corporation Minutes: August 7, 2018.
- E. Discuss, consider, and possible action on EDC pursuing Entrepreneurial Kickstart Program. Greg Strange, Chief Consultant AverQuen Consulting – presenting.
- F. Discuss, consider, and possible action on amending Purchasing Policy & Procedure Manual.
- G. Discuss, consider, and possible action on ED Best Practices Board Training.
- H. Discuss, consider, and possible action on 2017/2018 ED Plan Final Review.
- I. Administrative Reports
 - i. Certificates of Occupancy
 - ii. Sales Tax Report
 - iii. Finance Report
- J. Adjourn

Pursuant to Section 551.127, Texas Government Code, one or more Economic Development Corporation Directors may attend this meeting remotely using videoconferencing technology.

In compliance with the Americans with Disabilities Act, the City of Pilot Point will provide reasonable accommodations for disabled persons attending this meeting. Requests should be received at least 24 hours prior to the scheduled meeting by contacting the City Secretary's office at 940-686-2165.

I, the undersigned authority, do hereby certify this notice was posted on the official bulletin board for the City of Pilot Point, Texas on August 31, 2018 by 5:00 p.m. and shall remain posted for at least 72 hours preceding the scheduled time of said meeting.



Alice Holloway, City Secretary

City of Pilot Point, Texas
Minutes of the August 7, 2018
Economic Development Corporation Meeting

The Pilot Point Economic Development Corporation met on August 7, 2018 at 5:30 p.m. for a regular meeting held at Pilot Point City Hall, 102 East Main Street, Pilot Point, Texas.

Members present were Glen Ray, Sandra Lapsley, Stephanie Sanchez, and Jim Porter. Others present included EDC Executive Director Denise Morris and City Secretary Alice Holloway.

A. Call to Order

Director Ray called the meeting to order at 5:30 pm.

B. Pledge to Allegiance & Texas Pledge

Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.

Director Ray led the pledge to flags

C. Public Forum, Presentations and Recognition:

Citizens are allowed 3 minutes to speak. If the issue is on the agenda, the Economic Development Corporation (EDC) may choose to discuss and consider the item. If the issue is not on the agenda, the EDC is not permitted by state law to respond to or discuss the item other than to make statements of specific factual information in response to a citizen's inquiry or to recite existing policy in response to the inquiry. The EDC may request the issue to be placed on a future agenda for action in accordance with state law. This forum is not the appropriate place to address complaints against Public Officials and/or Staff. Complaints of this nature should be made in writing and filed with the executive director.

NA

D. Discuss, consider, and possible action on approval of the EDC Minutes for July 10, 2018.

Director Lapsley moved to approve the EDC Minutes of July 10, 2018. Director Porter seconded the motion. The motion passed unanimously.

E. Discuss, consider, and possible action on extending terms of matching fund grant for Gretchen Pelzel project.

Mr. Brian Heitzman stated that his firm is the general contractor of the project. One of the reasons that caused the delay of the project is that they had to file an application for appropriateness with the Historic Review Board. In addition, he stated that they should only be a few weeks behind schedule.

Director Porter moved to extend the terms of the matching fund grant to October 13, 2018 and Director Sanchez seconded the motion. The motion passed unanimously.

- F. Discuss, consider, and possible action to add Matching Fund Grant deadline extension requirements to the current Matching Fund Grant application.**

Director Porter moved to add deadline extension requirements to the current Matching Funds Grant application and Director Lapsley seconded the motion. The motion passed unanimously.

- G. Discuss, consider, and possible action on the 2018-2019 Economic Development Plan.**
Goals:

- 1. Marketing and Digital Content**
- 2. Business Growth and Development**
- 3. Artistic and Cultural Development**
- 4. Technology Infrastructure**
- 5. Awareness Campaign**
- 6. Community Beautification and Revitalization**
- 7. Park and Trail Dev**
- 8. Development**
- 9. Staff Development**

Director Porter moved to approve the 2018-2019 Economic Development Plan with amendments. Director Lapsley seconded the motion. The motion passed unanimously.

- H. Discuss, consider, and possible action on allowing Aubrey EDC to attend the ED Best Practices, LLC for EDC Board Member Training related to Incentive Policies -Analysis-Agreements.**

EDC Executive Director Morris recommended that each board pay their own expenses. No Action taken on this item.

- I. Discuss, consider, and possible action on annual Purchasing Policy & Procedure Manual.**

Director Porter asked EDC Executive Director Morris to meet with other directors and review and tweak areas as needed. This item will be placed back on future agenda when changes are made.

- J. Discuss, consider and possible action on monument sign project direction for ED Director**

Director Lapsley moved to place a monument sign at the SW Corner of Washington Street and HWY 377. Director Sanchez seconded the motion. The motion passed unanimously.

- K. Administrative Reports**

- **Certificate of Occupancy**
EDC Executive Director Morris stated that two were issued. They were issued to Medical Associates of Pilot Point and Cory's Collision Repair
- **Sales Tax Report**
EDC Executive Director Morris stated that July was a good month for sales tax.
- **Finance Report**
No comments made.

- L. Adjourn**

Director Porter moved to adjourn the meeting. Director Lapsley seconded the motion. The motion passed unanimously. The meeting was adjourned at 6:24pm.

President
Economic Development Corporation

ATTEST:

Secretary
Approved: September 4, 2018



EDC Agenda
September 4, 2018

Agenda Item: E

Agenda Description:

Discuss, consider, and possible action on EDC pursuing Entrepreneurial Kickstart Program. Greg Strange, Chief Consultant AverQuen Consulting – presenting.

Background Information:

One of the EDC target industries is Professional, Scientific & High Technology and Technical Services including Research Clusters, Entrepreneurism and Consulting. In an order to further the EDC commitment to this area, I would like to research building a Kickstart Program/Competition/Incubator etc. Greg Strange lives in Pilot Point and has Startup Consulting firm. I want him to share his perspective and interest in assisting us with researching our options for developing this type of program.

Financial Information:

No cost at this time



**EDC Agenda
September 4, 2018**

Agenda Item: F

Agenda Description:

Discuss, consider, and possible action on annual Purchasing Policy & Procedure Manual.

Background Information:

The EDC Guide to Purchasing Rules & Regulations was last update 2.18.2018
Newly elected board and officers should review and approve policy annually.
Clarifications were made on page 5 letter A and page 7 item V

Financial Information:

N/A

Attachments:

Pilot Point Economic Development Corporation Guide to Purchasing Rules & Regulations

Purchasing Policy & Procedure Manual



Pilot Point Economic Development Corporation Guide to Purchasing Rules & Regulations

Adopted _____

Pilot Point Economic Development Corporation
102 East Main Street
Pilot Point, TX 76258

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I. Introduction

This manual contains the policies and procedures for the purchasing related activities of the Pilot Point Economic Development Corporation. Its purpose is to provide guidance and instructions for all employees new to the purchasing process as well as a reference for existing staff and management.

The primary function of accounting is to provide cooperative assistance that is efficient and effective in obtaining the supplies and services needed. It is our intention to purchase these items at the lowest economical cost consistent with quality and time.

From time to time, legal and organizational changes, as well as data processing improvements, will bring about purchasing policy and procedural changes. Revisions will be issued that reflect these changes to keep this manual current.

If there are any questions concerning this purchasing manual, please feel free to contact the Economic Development Director. Any comments or suggestions for improving this manual are also welcome.

II. Policy Statement

This document is to establish policy and guidelines for the Pilot Point Economic Development Corporation for purchasing and disbursement of funds in conjunction with the annually approved budget of the Corporation. If any purchasing decisions arise and not covered in this document, the purchasing policy of the City of Pilot Point will be used as a guide at the discretion of the corporation.

Purchasing is a role of the administrative function of the corporation. Purchasing procedures are guided by these policies:

- To promote an understanding and appreciation of sound purchasing policy and procedures.
- To promote local preferences on purchases.
- To assist in obtaining the lowest price and highest quality for equipment, supplies and services.
- To eliminate high cost, convenience buying.
- To prepare and check purchase orders in a timely manner in response to requisitions.
- To prepare, expedite, and receive bids on a routine basis when it is determined to be in the corporation's best interest.
- To promote to obtain materials and services at the lowest possible cost and best value.
- To provide cooperative purchasing alternatives whenever practical.
- To promote good vendor relations.

II. Purchasing Procedures

Purpose

The following procedures are guidelines to be used when applicable and as specified by the EDC Board of Directors.

A. Request for Qualification (RFQ) Guidelines:

The RFQ is used to allow firms and individuals the opportunity to propose demonstrated competence and qualifications for the type of professional services to be performed at fair and reasonable prices. The RFQ process gives the Corporation the opportunity to select the firm that best meets the needs of the Corporation. Professional Services are services that require specialized skill, training and expertise, use of professional judgment/discretion, and/or a high degree of creativity, and often involve a relationship of personal trust and confidence.

Information to be included with the Procurement Document Submittal Form is:

- Identifying statement of the project.
- Scope of services to be performed.
- Directions on preparation of the response.
- Evaluation criteria that will be used in evaluating the response.

B. Competitive Request for Proposal (RFP) Guidelines:

The written Request for Proposal (RFP) is issued by the Director to an adequate number of qualified firms or individuals that can be reasonably anticipated to submit responses in response to the request. The RFP must contain a formal close date and time.

Evaluation criteria must be developed and listed within the RFP to demonstrate the relative importance of each criterion, individual weights shall be assigned to each criterion. The criteria will be used as standards that measure how well a firm can meet desired performance requirements and evaluate the different firm characteristics and proposals. Information and/or factors gathered during interviews, discussions, and/or negotiations shall also be utilized in the final selection decision.

Examples of evaluation criteria are listed below:

- Scope of work the firm will provide. The respondent must show an understanding of the significance of each individual task.
- Clearly demonstrated understanding of the project and completeness and reasonableness of the respondent's plan to provide the required services.
- General comments concerning the way in which the firm would approach the assignment.
- Provide recommended hours for each item in Scope of Services, and total hours recommended for the entire project.
- Resumes of principals and key personnel who would be assigned to the project.
- A review of the depth and variety of staff disciplines available within the company or corporate structure.
- References from former clients, along with names, addresses, and a listing or review of similar projects or cases undertaken.
- Provide present known workload in relation to available man-hours.
- Alternate concepts and approaches suggested by the firm.
- Substantial successful experience in performing similar projects.
- Price shall be one of the evaluation criteria and shall be requested in the RFP.

The RFP is used to allow firms and individuals the opportunity to propose demonstrated competence and qualifications for the type of professional services to be performed at fair and reasonable prices. The RFP process gives the Corporation the opportunity to select the proposal, which best meets Corporation's needs.

C. Competitive IFB Procedure

Invitation for Bids (IFB) is a method of soliciting sealed bids and is a practice that can be used when applicable to the EDC. A written Invitation for Bid (IFB) is issued by the EDC Director and issued in response to the request by the Corporation. The IFB should contain a formal pre-proposal meeting date and time as well as a formal close date and time.

Acceptance of Bids/Proposals:

After the formal bid opening, the Director will prepare the bid tabulation and present a recommendation to the Board of Directors. The Board of Directors will make the final award of the contract. The Director will be responsible to see that purchase orders are created promptly. Formal bids/proposals normally take from six to eight weeks from start to finish.

Specifications:

The Director has the responsibility to ensure that specifications are not written in such a manner that will be restrictive and interfere in the competitive bidding process.

III. Procurement Methods

A. Purchase Authorization Form

Purpose

The Executive Director is authorized to expedite payment of budgeted items up to \$1000. A Purchase Authorization Forms is used to authorize budgeted expenditures over \$1,000. The President or Treasurer if the President is not available, must approve budgeted expenditures over \$1,000.

B. Purchase Order

Purpose

The purchase order (PO) form is used to place the actual order with the vendor. The purchase order is a legal contract and gives the vendor authorization to ship materials as specified. It is designed to expedite and control buying for the Corporation.

Procedure

A copy of the PO will either be scanned or sent by interoffice mail to the Director.

Blanket Purchase Order:

A blanket purchase order is a purchase order issued to a vendor for routine goods or services when it is anticipated that multiple purchases will be made with that vendor over a specified period of time; however, the blanket purchase order cannot extend beyond the end of the current fiscal year. After its acceptance by the vendor, purchases may be made against it periodically as required without calling for new purchase orders.

C. Emergency Purchases, Over budget Items and Unplanned Projects

Purpose

The EDC Board plans and budgets money for projects annually with the recommendations of the EDC Director. Occasionally, unexpected expenditures arise and this policy is in place to regulate these situations. Emergency purchases are needed to avoid interruptions in EDC services or to protect public health and safety. Situations that occur due to an unexpected project, lack of planning or budgeting, and/or overlooked financial requirements may cause the need for expedited purchases, but are not true emergencies.

Procedure

In emergency situations some purchases may require an expenditure of up to \$1,000, the EDC Director must notify the Board President of the situation but the EDC Director is authorized to approve the purchase. Confirming requisition must be signed and approved by the EDC Director and be submitted to Accounting by the next working day. Emergency purchases over \$1,000 require approval of the EDC President or their designee when they cannot be reached. Confirming requisition must be signed and approved by the EDC President or their designee and be submitted to Accounting by the next working day.

Projects that exceed the budgeted amount follow a similar procedure. The EDC Director can approve the amount up to \$1,000 but must notify the EDC President. The EDC President can approve up to \$2,000 after receiving notification of the over budget item. The board must approve all project expenditures that exceed the budget by \$2,000 or more before funds can be spent.

Unplanned projects that are not budgeted require board approval.

IV. Corporation Accounting Policy

A. Purpose

The purpose of the accounting department and staff is to review documents and disburse funds that generate payments to Corporation vendors. The EDC continually strives to perform these functions with the highest degree of courtesy and efficiency possible. The accounting policy has been created to provide guidelines for the appropriate handling and accountability of Corporation funds.

B. Procedures

Procedures have been established to encourage effective administration and internal control of disbursing funds. Procedures are structured so that no individual has the ability to control the entire sequence of a transaction without detection (i.e. create fictitious vendors and make unauthorized payments without detection by established monitoring procedures). It is the responsibility of accounting to make payments to the Corporation's vendors in a timely manner.

C. Accounting Responsibilities

- Accounting is made up of the individuals or department responsible for payroll, taxes, and disbursing funds of the corporation.
- Assess the validity of the invoice received. This includes the vendor name and payment address, actual product or service description, delivery dates, terms, cost and mathematical accuracy. Any errors on the invoice must be corrected.
- Date and code the invoice with the appropriate general ledger account number(s).
- All Corporation disbursements must include a descriptive business purpose for the expenditure being made. An invoice number alone does not meet this requirement.
- It is the duty of the Director to ensure that all steps in the "purchasing through payment process" are followed in a prompt manner with proper authorization for transactions and all supporting documentation for payment prior to any submission to accounting. If proper documentation is not included with the request for payment, accounting will not process the payment until all documentation is received.
- Pursuant to Local Government Code and IRS regulations, a person or business and their agents doing business with the Corporation are required to complete a W-9 form Accounting cannot process payments without these signed documents.
- In the event a check needs to be reissued, accounting is responsible for voiding and re-issuing a replacement check. Approved personnel will verify that the check has not cleared and issue a stop payment.
- Accounting is responsible for ensuring that all disbursements are made in accordance with Corporation policies.

D. Disbursement Controls

Along with payroll, accounting represents the largest percentage of disbursements within the Corporation. Control processes have been established to help detect and prevent errors and fraudulent activities.

- Disbursement requests and all supporting documentation should be routed to appropriate personnel for review and approval prior to payment release.
- A person should never approve a transaction for which they are the payee. The President or designee can approve transactions for which the Executive Director is the payee.
- For audit purposes, disbursement activities should be traceable to the general ledger and bank statement.
- Approved purchase orders, receiving transactions, and invoices must support requests for payment.
- Expenses must be properly and accurately recorded in the accounting records during the period in which the liability was incurred.
- Blank checks should be properly stored and safeguarded in a secure area.
- Ensure proper accounting for void or canceled checks.
- Specific limits of signed authority must be established for bank accounts.
- Banking and disbursement information must be safeguarded from loss or destruction.
- Checking accounts must be provided with a "match pay", "positive pay", or "positive payee" control that permit a preview of checks presented to the bank for payment.
- Ensure that the Automated Clearing House (ACH) network accounts have debit blocking capabilities to ensure that no unauthorized debits can be placed.
- Bank security shall be configured so that an individual cannot setup and release a disbursement being paid by wire.

V. Grant Disbursement

Purpose

The grant disbursement procedure is to be used when disbursing grants approved by the EDC Board of Directors. All grant disbursements must be an authorized project as defined under Subchapter D. Authorized Projects as defined in Chapter 505 of the Local Government Code.

Policy

The Executive Director is authorized to disburse grant funds up to \$5,000 at the completion of the project requirements. Grants are approved by the Board of Directors. A letter of agreement must be included with the grant disbursement that includes the amount of the grant, description of the authorized project, use of grant funds, a funds recapture statement, and allowed timeframe of the project.



**EDC Agenda
September 4, 2018**

Agenda Item: G

Agenda Description:

Discuss, consider, and possible action on ED Best Practices Board Training.

Background Information:

At the August 2018 EDC Board meeting you approved Board training with ED Best Practices, LLC. and doing reciprocal training with Aubrey. This simply serves as a final detail of the both training events.

Financial Information:

Training Cost: \$700

Budget Category: Operations Cost/Board Training. The accounting code is 66695. Funds are available to pay for the training.

Attachments:

Summary of training and meeting location and times

Date: August 21, 2018

To: **Aubrey Municipal Development District Board**
c/o: Jenny Huckabee, City Secretary

Pilot Point Economic Development Corporation Board
c/o: Denise Morris, Director of Economic Development



Re: **Training Module: *Local Incentives Overview***
Training Module: *Business Retention & Expansion Programs Overview*

I appreciate the opportunity to continue providing services for the Aubrey MDD and the Pilot Point EDC. I am also looking forward to our joint training program approach and the benefits gained by cooperating with other economic development representatives.

Following are the planned times and locations for both trainings.

Business Retention & Expansion Programs Overview

- Tuesday, September 11, 2018
- 6:30-8:00 p.m.
- Aubrey City Hall
- 107 S. Main Street, Aubrey 76227
- Contact: Jenny Huckabee, City Secretary, (940) 440-9343

Local Incentives Overview

- Wednesday, September 12, 2018
- 6:00-7:30 p.m.
- Pilot Point City Hall
- 102 E. Main Street, Pilot Point 76258
- Contact: Denise Morris, Director of Economic Development, (940) 324-5023, ext. 15

Attached you will find one-page Service Profiles that briefly describe the topics to be covered in both training modules.

I look forward to an engaging discussion on these two important topics.

Respectfully,

A handwritten signature in black ink that reads 'Greg Last'.

Greg Last, CED, AICP, RLA
EDP Best Practices, LLC

Enc: One-page Service Profile: Training - *Local Incentives Overview*
One-page Service Profile: Training - *Business Retention & Expansion Programs Overview*

Training - BRE Programs Overview

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

Problem Identification

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

Service Goals

- Provide a comprehensive PPT presentation and lead a discussion on the many ways to support existing businesses

Presentation Content Examples

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



Business Opening

Resources such as a New Business Guide and efforts such as news release and hiring assistance help get them started.



Marketing & Promotion

Helping businesses market themselves in their early stages is critical to their long-term success.



Engaging Businesses

Surveys and visitation programs can help identify issues and challenges businesses are facing.



Property Enhancement Matching Grants

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



Training - Local Incentives Overview

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

Problem Identification

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

Goal is to Understand the Following

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

Typical Presentation Setting / Format

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



Employment Related Incentives

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



Employment Incentives

Typical Topics Covered

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

Typical Local Incentives

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

Other Training Available

- **Incentive Policies-Analysis-Agreements:** An informal overview of incentive policies, analysis of incentive proposals, and writing comprehensive incentive agreements
- **Business Retention & Expansion (BRE) Programs Overview:** An overview of a wide variety of programs that can be implemented to support existing businesses

Types of Local Incentives

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



Local Incentives



**EDC Agenda
September 4, 2018**

Agenda Item: H

Agenda Description:

Discuss, consider, and possible action on 2017/2018 ED Plan Final Review

Background Information:

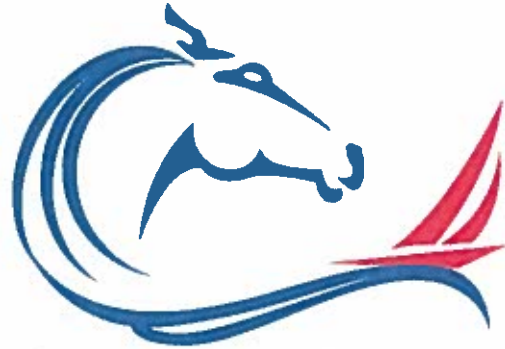
This is the final meeting of the 2017/18 EDC year. The following is the final recap of the ED Plan.

Financial Information:

N/A

Attachments:

Pilot Point Economic Development 2017/18 Plan. Final status in red



Pilot Point
ECONOMIC DEVELOPMENT
— CORPORATION —

Pilot Point Economic Development Corporation

Economic Development Program

2018

I. Pilot Point EDC Target Industries:

In 2013, the American Institute of Americans through its Regional and Urban Design Assistance Team program recognized two major cluster industries in Pilot Point, Woodwork Construction and Equine Breeding and Training. Additional target industries were identified and agreed upon through the consulting work of the Burns Development Group. The Pilot Point Economic Development Corporation has five target areas of economic development and is focused on planning and development of these industries.

Destination Tourism & Recreation Economic Development

- Hospitality
- Lifestyle Retail
- Pilot Point Historic Downtown Revitalization
- Active Transportation
- Outdoor Recreation

Finish Carpentry, Woodworking and Millwork

- Custom Cabinetry
- Custom Countertops
- Custom Doors
- Custom Architectural Design

Specialized Equine and Agribusiness

- Breeding, Performance and Training
- Healthcare
- Equestrian Business Services and Supplies
- Animal and Plant Biotechnology
- Farm and Ranch Machinery
- Seed and Sod Supply

Senior Lifestyle and Retirement Services

- Senior Retirement Communities
- Assisted Living Facilities
- Healthcare
- Professional Services

Professional, Scientific & High Technology and Technical Services

- University of North Texas' Research Clusters
- Entrepreneurism
- Consulting

High Tech Start-Up/Expansion Incentive

High Tech Start-Up/Expansion Incentive is intended to help facilitate business recruitment, stimulate entrepreneurship, and support expansion of high-tech industries and subsequent job growth in Pilot Point. The Pilot Point Economic Development Corporation EDC offers this incentive to high tech start-up companies that are in the process of growing.

II. Goals of Pilot Point EDC

Economic Development Goals

The unifying theme for the Pilot Point Economic Development Corporation, as reflected in the Economic Development Plan, is to create and sustain a diverse economic base through targeted industries of recreation and tourism, agriculture, manufacturing and construction, senior lifestyle services, and science and technology. The Pilot Point Economic Development Corporation will also include cultural and artistic development, historic preservation, and downtown revitalization to build upon the unique assets of the community. These goals will be achieved through a combination of the following:

- Diversified business attraction
- Business outreach and assistance that supports retention and expansion
- Entrepreneur and small business development
- Sustainable physical and economic infrastructure
- Community development and revitalization

III. Goals and Objectives of Pilot Point EDC

October 2017 - September 2018

1. Marketing and Digital Content

Board Member: Whitney Delcourt and Chance Kirby

Related Goals

- Diversified business attraction
- Entrepreneur and small business development
- Community development and revitalization

Purpose

Objectives

- 1.1. Continue to produce and publish a digital newsletter quarterly. **March completed, September in production**
- 1.2. Develop aerial maps for marketing Pilot Point by June 15, 2018. **Complete**
- 1.3. Revamp website for easier use and update software by February 28, 2018. **Complete**
- 1.4. Develop marketing packet with information specific to retail, residential, and land developers by September 1, 2017. **Complete**
- 1.5. Develop digital advertising campaign to promote Pilot Point events, opportunities, and tourism. **9/30 Deadline**
- 1.6. Develop a Pilot Point application by April 2018. **Complete**
- 1.7. Develop a procedure and contact list for press releases by December 15, 2017. **9/30 Deadline**
- 1.8. Apply for "Film Friendly Certification" through the Texas Film Commission by **9/30 deadline**

Resources Needed

- Funding for maps
- Funding for website
- Funding for application development
- Funding for digital advertising
- Staff time devoted to writing newsletter
- Research for search engine optimization and digital advertising
- Staff time to prepare ordinances and work with property owners to meet the Film Friendly requirements

2. Business Growth and Development

Board Member: Jim Porter

Related Goals

- Diversified business attraction
- Business outreach and assistance that supports retention and expansion
- Entrepreneur and small business development
- Community development and revitalization

Purpose

Continue to build relationships with the business community to address the needs of existing businesses and be seen as a local resource to meet business development, expansion and retention needs. Facilitate a network of support systems for existing businesses in Pilot Point that can provide business assistance services to Pilot Point businesses.

Objectives

- 2.1. On a monthly basis, EDC Director Amanda Davenport will conduct four Business Retention visits, inviting board members to join her. **Ongoing**
- 2.2. Continue meetings with the Business Advisory Council quarterly. **Dissolved**
- 2.3. Fund a hotel and retail feasibility study to assess the market climates for hotel attraction. **Complete**
- 2.4. Ongoing, EDC Director Davenport will continue building relationship and collaborating with NCTC, UNT, TWU and Texas Workforce Commission and area business resources to facilitate workforce development. **Ongoing**
- 2.5. The Board should continually utilize information from Business Retention Visits to determine opportunities for further assistance in the community. **Ongoing**
- 2.6. Host a Social Media training for businesses in Pilot Point in May 2017. **9/30 deadline**
- 2.7. Develop a packet that addresses the strengths and opportunities specific to Pilot Point for each target industry with Laura Kayata of Metro Grafix Include information about existing businesses and possible incentives by November 2017. **Ask Laura**

Resources Needed

- Funding for Business Council meetings
- Funding for Hotel and Retail Feasibility Study
- Staff time to facilitate Business Retention Meetings

3. Artistic and Cultural Development

Board Member: Joyce Duesman

Related Goal

- Diversified business attraction
- Entrepreneur and small business development
- Community development and revitalization

Purpose

To develop a cultural and artistic destination in Pilot Point through forging meaningful connections between art, artist and the community served through public outreach and education.

Objective

- 3.1. Outline performance agreement of the project for the bank building and the role and responsibility of the Pilot Point EDC in a letter of agreement by October 15, 2017. **Complete**
- 3.2. Conduct a Historic Structure Report of the Farmer's and Merchant's Bank to identify any necessary renovations needed to host an Artist in Residency program in the building by November 1, 2017. **Complete**
- 3.3. Report on Letter of Agreement/Partnership terms and architect's report. Bring plan back to EDC for approval before November 1, 2017. **Complete**

Resources Needed

- Agreement with building owner before proceeding with Historic Structure Report

- Staff time to work with partners to establish residency program

4. Technology Infrastructure

Board Member: Tracy Hammer

Related Goal

- Diversified business attraction
- Business outreach and assistance that supports retention and expansion
- Entrepreneur and small business development
- Sustainable physical and economic infrastructure
- Community development and revitalization

Purpose

Provide fiber optic internet throughout the City of Pilot Point by leveraging private-public partnerships with existing internet providers and ongoing development in Pilot Point.

Objectives

- 4.1. Continue to meet with internet service providers Nextlink, Suddenlink, Nortex. **Complete**
- 4.2. Work with City to find providers to offer high-speed wireless internet. **Complete**
- 4.3. Establish nonexclusive agreement with providers to locate on existing water towers **Complete**
- 4.4. Locate potential tower sites for wireless internet. **Ongoing**
- 4.5. Research grants and funding opportunities for development of future fiber ring **incomplete**

Resources Needed

- Funding for research and development
- Staff time to research funding opportunities

5. Awareness Campaign

Board Members: Whitney Delcourt and Chance Kirby

Related Goal

- Diversified business attraction
- Business outreach and assistance that supports retention and expansion
- Entrepreneur and small business development

Purpose

Build awareness of Pilot Point as an attractive and supportive environment for both business and residential development.

Objectives

- 5.1. The EDC will exhibit at the NTCAR Expo networking event in Dallas in September. **Complete**
- 5.2. The EDC Director will attend the ICSC Texas Recon Conference in Dallas in November. **Event moved to January will attend at that time.**
- 5.3. The EDC Director will attend networking opportunities through area professional organizations such as TEDC, IEDC and Dallas Regional Chamber. **Ongoing**
- 5.4. The EDC will sponsor the Annual Bonnie & Clyde Days Event in October. **Complete**
- 5.5. The EDC will publish commercial real estate inventory of Pilot Point on EDC website. **Complete**

Resources Needed

- Funding to host real estate showcase

- Funding to exhibit at NTCAR
- Funding to attend ICSC
- Funding for Bonnie & Clyde Sponsorship

6. Community Beautification and Revitalization

Board Member: Saundra Lapsley

Related Goal:

- Community development and revitalization

Purpose

Retain the cultural and historical aesthetics of Pilot Point and support the beautification of Pilot Point in order to attract new businesses and residents. Work with community partners to implement a wayfinding sign program. Build community partnership for monument sign design and construction. Work with the Main Street Director and other City officials for community beautification and revitalization.

Objectives

- 6.1. EDC Director Davenport will develop materials that the director and board members can use to continue to inform businesses about the Matching Funds Grant program in October and throughout the year. **Complete**
- 6.2. Throughout the year, EDC Director Davenport will assure that Code Compliance informs the EDC of any compliance issues involving businesses or buildings in Pilot Point so that assistance might be provided, if warranted, or solutions reached before any enforcement action is commenced. For any fines or existing enforcement actions involving businesses or buildings in Pilot Point, the EDC Director will work with the City Manager to determine if EDC can provide assistance to correct the problems. **Ongoing**
- 6.3. EDC Director Davenport work with City Staff and EDC Board members to inform businesses about the Corridor Design Standards in November 2017. **Need board feedback**
- 6.4. EDC Director Davenport with EDC Board assistance will obtain access agreements with landowners for wayfaring sign installation and maintenance by December 15, 2017. Installation will be completed no later than January 30, 2018. **Complete final sign install 9/30**
- 6.5. EDC Director Davenport will assure that EDC Board members are aware of and will continue to work within the Scenic City Guidelines. **Need board feedback**
- 6.6. EDC Director Davenport and the EDC Board members will continue working with Monument Sign Committee to finalize design and location of the sign(s) and will secure permission to install the sign(s) with landowners on or before January 30, 2018, with installation to be completed by June 30, 2018. **One location and sign donation secured – currently working on southern location, this will move over to new ED Plan**
- 6.7. EDC Director Davenport and the EDC Board members will begin building a relationship with NTTA for future signs on the toll road as it expands into Denton County by March 31, 2018. **Need board feedback**
- 6.8. EDC Director Davenport and the EDC Board members will begin building a relationship with TXDOT for a landscaped corridor along FM455 east by March 31, 2018. **Ongoing**

Resources Needed

- Funding for the Matching Funds Grant Program.
- Funding for the monument sign construction and installation, and wayfinding sign installation.

- Location options for the monument sign(s).
- Funding for grant to 19th Century Club for Garden Park north of the Opera House.
- Funding for informational print materials on the Matching Grants Program and the Corridor Design Standard.

7. Park and Trail Development

Board Member: Glen Ray

Related Goal

- Community development and revitalization

Purpose

Work with the City of Pilot Point to improve outdoor recreation in the city limits and develop a City trail system that connects with the Ray Roberts State Park trail system.

Objectives

- 7.1. Continue to provide funding to the City for park maintenance. **Complete**
- 7.2. Continue to work with the City to plan for future park and trail development. **Complete**
- 7.3. Work with the Parks Board for a park and trail master plan by July 2018. **Master plan is in design stage, EDC funded the project and President remains on board.**

Resources Needed

- Funding for park maintenance
- Funding for the master plan

8. Staff Development

Board Members: Joyce Duesman and Jim Porter

Purpose

Define performance goals and metric for the Director of Economic Development.

Objectives:

- 8.1. In December or January the Executive Director will send out a midyear review checklist to the Board of directors to monitor progress on performance expectations and goal progress. The Director will put this tool together with the approval of assigned board representatives above. **Complete**
- 8.2. In June the Board of Directors performs Executive Director's annual evaluation. **Complete**
- 8.3. Continuing in FY 2017, EDC Director Davenport will work towards the Certified Economic Developer program. **Ongoing**

Resources Needed

- Funding for Certified Economic Developer program

LONG TERM GOALS

1. Diversified business attraction

- Continue discussions to identify ways to work together on recruitment recommendations, including Pilot Point Awareness Campaign
- Work with housing developers to attract commercial development

- Incorporate trail system where opportunities exist
2. Business outreach and assistance that supports retention and expansion
 - Fiber Ring Implementation
 - Work with City of Pilot Point to develop conduit structure paths
 - Plan for providing a “joint trench” construction that would allow for developers to expand fiber optic connections in the City
 - Plan to mitigate future development costs for fiber optic development
 3. Entrepreneur and small business development
 - Identify ways to attract and retain entrepreneurs
 - Promote the lower cost of living and housing prices
 - Work with Main Street to seek grants for downtown revitalization
 - Plan with city to improve sidewalks and general walkability in the city limits
 - Promote the quality of life and easily available outdoor activities
 - Attract unique restaurants
 4. Sustainable physical and economic infrastructure
 - Trail System
 - Establish a phased trail system plan
 - Propose trail plan to Parks Board and Planning and Zoning Board for incorporation into the comprehensive Plan
 - Joint project with City of Pilot Point (and Corps of Engineers)
 - Meet with Corps of Engineers on proposed connector trail from the Corps lakefront property to Downtown Pilot Point
 - Located property to purchase, if necessary, and identify a funding for purchase
 - Begin the process of contacting land owners regarding dedication of donated right-of-ways to extend the trail throughout Pilot Point and eventually to the tollway extension
 5. Community development and revitalization
 - Continue discussions with City Manager and Planning Director to identify infrastructure needs to support economic growth
 - Begin discussions with school district and city council on ways to improve the community and ways to become more inviting for new businesses

III. Financial Policies:

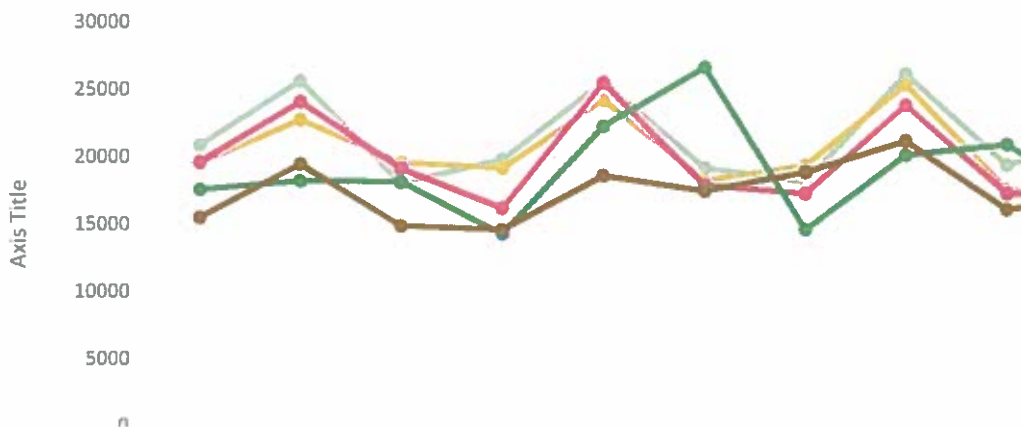
Pilot Point Economic Development Corporation, if needed, will support the business infrastructure of Pilot Point by spending up to 25% of the yearly budget. The Pilot Point Economic Development Corporation will maintain 50% of one year’s budget held in reserve for the purpose of assisting potential business.

PUBLIC SALES TAX COMPARISON FY 18 vs FY17

| Month | EDC 2017 | EDC 2018 | (FY17 vs. FY18) | |
|-------------------|------------|------------|-----------------|-----|
| OCTOBER | \$ 19,527 | \$ 20,865 | \$ 1,338 | 7% |
| NOVEMBER | \$ 22,767 | \$ 25,685 | \$ 2,918 | 11% |
| DECEMBER | \$ 19,595 | \$ 18,052 | \$ (1,543) | -9% |
| JANUARY | \$ 19,223 | \$ 19,843 | \$ 620 | 3% |
| FEBRUARY | \$ 24,240 | \$ 25,701 | \$ 1,461 | 6% |
| MARCH | \$ 18,316 | \$ 19,255 | \$ 939 | 5% |
| APRIL | \$ 19,470 | \$ 18,243 | \$ (1,227) | -7% |
| MAY | \$ 25,486 | \$ 26,263 | \$ 777 | 3% |
| JUNE | \$ 17,708 | \$ 19,514 | \$ 1,806 | 9% |
| JULY | \$ 17,164 | \$ 21,723 | | |
| AUGUST | \$ 24,818 | \$ 27,473 | | |
| SEPTEMBER | \$ 18,138 | | | |
| YTD TOTALS | \$ 246,452 | \$ 242,617 | \$ 7,089 | 3% |

| Month | FY 2018 | FY 2017 | FY 2016 | FY 2015 |
|--------------|---------------|---------------|---------------|---------------|
| Oct. | 20865 | 19527 | 19634 | 17575 |
| Nov. | 25685 | 22767 | 24100 | 18229 |
| Dec. | 18052 | 19595 | 19146 | 18184 |
| Jan. | 19843 | 19223 | 16234 | 14330 |
| Feb. | 25701 | 24240 | 25521 | 22283 |
| Mar. | 19255 | 18316 | 17941 | 26720 |
| April | 18243 | 19470 | 17365 | 14689 |
| May | 26263 | 25486 | 23920 | 20241 |
| June | 19514 | 17708 | 17372 | 21045 |
| July | 21723 | 17164 | 17418 | 16492 |
| Aug. | 27473 | 24818 | 23116 | 23099 |
| Sept. | | 18138 | 21659 | 19909 |
| Total | 242617 | 246452 | 243427 | 232795 |

Monthly Sales Tax



8/29/2018

BUDGET 2018 ACTUAL 2018

REVENUE

| | | | | |
|--|-----------|----------------|-----------|----------------|
| 41000 INTEREST | \$ | 2,000 | \$ | 5,455 |
| 41100 SALES TAX | \$ | 243,000 | \$ | 239,948 |
| 42000 LEASE INCOME- TOWN SQUARE PROJECT* | \$ | - | \$ | - |
| 43600 GRANT INCOME | \$ | - | \$ | 9,945 |
| LOAN INCOME | \$ | - | \$ | - |
| FUND BALANCE | \$ | 336,766 | \$ | - |
| TOTAL | \$ | 581,766 | \$ | 255,348 |

EXPENDITURES

PERSONNEL

| | | | | |
|-----------------------------|-----------|---------------|-----------|---------------|
| 60001 SALARY | \$ | 62,660 | \$ | 63,378 |
| 60200 LONGEVITY PAY | \$ | 175 | \$ | 172 |
| 61000 SOCIAL SECURITY | \$ | 3,890 | \$ | 3,912 |
| 61050 MEDICARE | \$ | 915 | \$ | 915 |
| 61100 HEALTH INSURANCE | \$ | 5,200 | \$ | 3,681 |
| 61200 WORKER'S COMP. | \$ | 286 | \$ | - |
| 61300 UNEMPLOYMENT | \$ | 255 | \$ | 242 |
| 61400 RETIREMENT | \$ | 5,730 | \$ | 5,615 |
| 66450 MILEAGE REIMBURSEMENT | \$ | 1,000 | \$ | 400 |
| PERSONNEL SUBTOTAL | \$ | 80,111 | \$ | 78,316 |

OPERATING COSTS

| | | | | |
|-------------------------------------|-----------|---------------|-----------|---------------|
| 62700/62800 OFFICE & MINOR SUPPLIES | \$ | 2,000 | \$ | 4,295 |
| 64600 COMMUNICATIONS | \$ | 2,000 | \$ | 1,080 |
| 64800 UNPLANNED PROJECT COSTS | \$ | 10,000 | \$ | 4,150 |
| 66400 TRAVEL AND TRAINING | \$ | 5,000 | \$ | 2,730 |
| 64900 MEMBERSHIP | \$ | 2,000 | \$ | 1,863 |
| 64000 AUDIT | \$ | 300 | \$ | - |
| 64300 LEGAL FEES | \$ | 3,500 | \$ | 4,053 |
| 66300 SYSTEM MAINTENANCE | \$ | 1,200 | \$ | 1,146 |
| 64700 CONTRACT SERVICES | \$ | 10,000 | \$ | 9,457 |
| 66695 BOARD TRAVEL AND TRAINING | \$ | 2,500 | \$ | 583 |
| 66697 FOOD | \$ | 500 | \$ | 28 |
| OPERATING SUBTOTAL | \$ | 39,000 | \$ | 29,387 |

DEVELOPMENT PROJECTS

| | | | | |
|---------------------------------------|-----------|----------------|-----------|---------------|
| 66401 <u>MATCHING FUNDS GRANT</u> | \$ | 30,000 | \$ | 20,000 |
| 67401 <u>INCENTIVE PAYMENTS</u> | \$ | 5,000 | \$ | 1,059 |
| 66713 <u>CHAMBER OF COMMERCE</u> | \$ | 3,500 | \$ | 3,500 |
| 67130 <u>EXHIBITIONS AND EVENTS</u> | \$ | 6,000 | \$ | 1,970 |
| 66715 <u>MARKETING AND PROMOTIONS</u> | \$ | 23,000 | \$ | 23,839 |
| 67140 <u>COMMUNITY DEVELOPMENT</u> | \$ | 46,500 | \$ | 23,127 |
| 67150 <u>BUSINESS DEVELOPMENT</u> | \$ | 23,000 | \$ | 8,250 |
| 67400 <u>TOWN SQUARE PROJECT</u> | \$ | - | \$ | - |
| DEVELOPMENT SUBTOTAL | \$ | 137,000 | \$ | 81,745 |

TRANSFERS TO CITY

| | | | | |
|----------------------------------|-----------|--------------|-----------|--------------|
| 66701 ADMINISTRATION FEE | \$ | - | \$ | - |
| 66711 PARK IMPROVEMENT | \$ | 5,000 | \$ | 5,000 |
| 85500 TOWN SQUARE IMPROVEMENTS | \$ | - | \$ | - |
| 80020 OLD CITY PARK IMPROVEMENTS | \$ | - | \$ | - |
| 66700 BOND PAYMENT | \$ | - | \$ | - |
| CITY TRANSFER SUBTOTAL | \$ | 5,000 | \$ | 5,000 |

| | | | | |
|--------------------------|-----------|----------------|-----------|----------------|
| EXPENDITURE TOTAL | \$ | 261,111 | \$ | 194,448 |
|--------------------------|-----------|----------------|-----------|----------------|

| | | | | |
|----------------------------------|-----------|----------------|-----------|---------------|
| REVENUE OVER EXPENDITURES | \$ | 320,655 | \$ | 60,900 |
|----------------------------------|-----------|----------------|-----------|---------------|

| | | |
|--------------------------------|-----------|------------------|
| 10% MARKETING CARRYOVER | \$ | 35,176.60 |
|--------------------------------|-----------|------------------|

| | |
|-------------------------------|-------------------|
| BANK ACCOUNT BALANCE | |
| Economic Dev. Corp-Point Bank | \$ 413,837 |
| Town Square Project Account | \$ 2,502 |
| Total | \$ 416,339 |

*The Interest revenue received summarizes all investment activity for the Pilot Point EDC and is in compliance with EDC Investment Policy and PFIA.