



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
VIDEOCONFERENCE MEETING
TUESDAY, MAY 19, 2020
6:00 PM

The meeting will be held via videoconference using WEBEX.

If you wish to view-only, the meeting will be streamed “live” on our web-site at the normal location: <https://www.cowtx.org/1403/Agendas-and-Minutes>

If you wish to comment during the meeting, you may do so by registering using the form located at: <https://www.cowtx.org/comments>. You will have the option to join the virtual meeting and comment “live” at the appropriate time using a computer, Android device, iOS device and/or a phone. Or, you can provide your comments at the time of registration and they will be read into the record for you.

EMERGENCY ALERT

COVID-19 Emergency Update Information
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WEDC May 19, 2020 Comment Registration

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Members of the public are invited and encouraged to attend all public meetings that are not closed to the public in accordance with the Texas Open Meetings Act. Public input is encouraged during Public Testimony, Public Hearings or Action sections of a meeting agenda. As authorized by the Executive Orders issued by the Texas Governor, the City and WEDC are making special provisions to allow the public to comment at this meeting. The meeting will be hosted using WEBEX. “Live” participation is limited. A person desiring to comment “live,” during the meeting must register in advance using this form. Once registered, citizens will be provided with the meeting link information on a first come, first served basis until all slots have been filled.

Citizens may also provide their comments in writing. ALL COMMENTS MUST BE RECEIVED NO LATER THAN 1 HOUR PRIOR TO THE MEETING. All written comments must comply with applicable decorum rules for comments made during a public meeting of the Watauga Economic Development Corporation Board to be read into the record. Up to three minutes shall be allotted for each written comment to be read into the record of the meeting. All timely comments will be read into the record of the meeting at the appropriate time during the meeting.

While reasonable efforts will be taken to gather comments received within the hour prior to the meeting or received during the meeting, all such comments are considered untimely and may not be recognized and read during the meeting.

First Name*

Last Name*

Address1*

“Live” meeting space is limited and will be provided on a first come, first served basis. If you select the “live” meeting option, the WEBEX meeting details will be emailed to you at the e-mail address you provide during registration. You will be responsible for ensuring that you are available in the WEBEX meeting at the time public testimony is requested and that you have a microphone or have called in via telephone so that your comments can be heard.

A copy of the agenda packet for this meeting may be obtained here:

<https://www.cowtx.org/1403/Agendas-and-Minutes>. A recording of this meeting will be made available on-line at the city's website as soon as practicable after the meeting.

CALL TO ORDER

PUBLIC TESTIMONY Members of the public are invited and encouraged to attend all public meetings of the Watauga Economic Development Corporation Board that are not closed to the public in accordance with the Texas Open Meetings Act. It is the desire of the Board that citizens actively participate in the City's governance system and processes. Public input to the WEDC Board is encouraged during the Public Testimony, Public Hearings, or Action Item sections of a meeting agenda. As authorized by the Executive Orders issued by the Texas Governor; the City and WEDC are making special provisions to allow the public to comment at this meeting. ANYONE WHO DESIRES TO MAKE A COMMENT, AT THIS MEETING, WHETHER IT PERTAINS TO ANY ITEM ON THIS AGENDA, IT IS INTENDED TO BE MADE DURING ANY PUBLIC HEARING CONDUCTED AT THIS MEETING, OR OTHERWISE, MUST EITHER SEND THEIR COMMENT IN WRITING TO "comments@cowtx.org" NO LATER THAN one (1) hour prior to the meeting or ATTEND THE MEETING USING THE INFORMATION PROVIDED ABOVE AND SPEAK WHEN CALLED UPON. All written comments must comply with applicable decorum rules for comments made during a public meeting of the Watauga Economic Development Corporation Board to be read into the record. Up to three minutes shall be allotted for each written or oral comment to be read/spoken into the record of the meeting. All timely written comments will be read into the record of the meeting at the appropriate time during the meeting.

While reasonable efforts will be taken to gather comments received within the hour prior to the meeting or received during the meeting, all such comments are considered untimely and may not be recognized and read during the meeting. The City is further not responsible for internet connection speeds or any other technologic interference which may occur which impairs any member of the public from attending or participating in this meeting.

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending March 31, 2020
Sandra Gibson, CGFO, CGFM, Director of Finance

PRESENTATIONS

1. Report and update from Retail Coach on new business attraction in the City of Watauga

APPROVAL OF MINUTES

1. Consider and take action on the minutes for the Regular Meeting of April 21, 2020

NEW BUSINESS

1. Discuss and consider action on a Resolution of the Watauga Economic Development Corporation recommending that City Council discontinue the Watauga Commercial

Improvement Program (WCIP); providing for repeal; providing a savings clause; providing an effective date.

2. Consider and discuss the Watauga Economic Development Corporation Proposed Budget for the Fiscal Year 2020-2021
3. Consideration and action on setting a Public Hearing to discuss the proposed Fiscal Year 2020-2021 Economic Development Corporation Budget during the regular meeting scheduled for June 16, 2020 at 6:00 p.m.
4. Consideration and action on setting the date of July 21, 2020 to adopt the proposed FY2020-2021 Watauga Economic Development Corporation Budget and submit the budget to the City Secretary's Office for inclusion in the Council agenda

ADJOURNMENT

Meeting Notices and Reservation of Rights

The Watauga Economic Development Corporation Board of Directors may retire to executive session any time between the meeting's opening and adjournment for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code if the requisite information is otherwise posted; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code; and/or deliberation regarding the deployment, or specific occasions for implementation of security personnel or devices pursuant to Chapter 551.076 of the Texas Government Code (as applicable) when determined necessary by the to address a subject matter on the agenda. Action, if any, will be taken in open session.

This agenda has been reviewed and approved by the City's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion.

Attendance by Other Elected or Appointed Officials: It is anticipated that members of other governmental bodies, and/or city council, boards, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the body, board, commission and/or committee. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a possible meeting of the other body, board, commission and/or committee, whose members may be in attendance, if such numbers constitute a quorum. The members of the city council, boards, commissions and/or committees may be permitted to participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that city council, body, board, commission or committee subject to the Texas Open Meetings Act.

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825, OR FAX (817) 514-3625.

I, Andrea Gardner, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on Friday, May 15, 2020, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: May 14, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, CGFO, CGFM, Director of Finance

SUBJECT: Monthly Financial Report for the period ending March 31, 2020

BACKGROUND/INFORMATION:

Attached is the Monthly Financial Report for the period ending 3/31/2020 for the Board's review.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. EDC Monthly Financial - March 2020

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 5/15/2020

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: May 14, 2020

TO: Watauga Economic Development Board

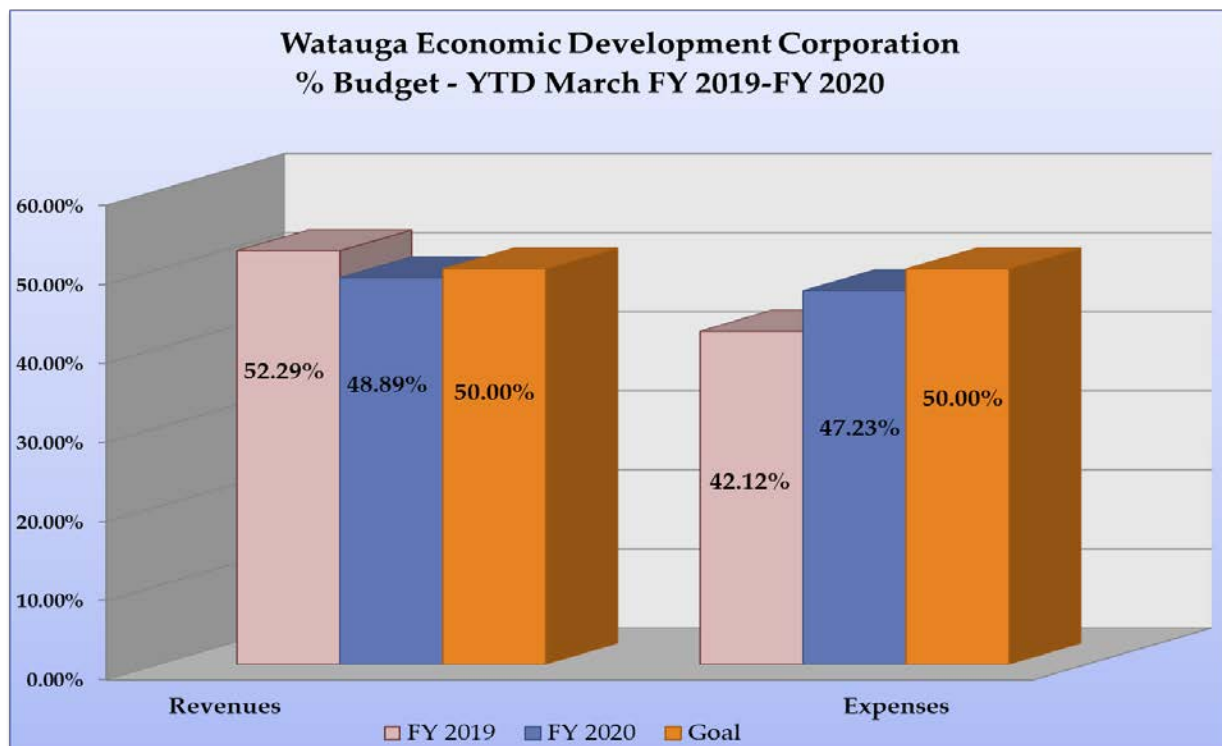
FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of March, 2020

The attached report and below graph represent the results of transactions through March, 2020 which is the 50% through the FY2019-20 budget.

In the month of March, sales tax for the City and the WEDC declined 13.85% from last year due to the restrictions placed on local businesses in mid-March relating to the pandemic. These restrictive measures were in place the entire month of April, so expectations are that April sales tax receipts will be even lower than March's numbers. The WEDC will receive the distribution for April, 2020 sales tax receipts in June.

The year-to-date sales tax distribution is \$379,816 which is 49% of budgeted sales tax revenues. Total year-to-date expenditures are \$215,676 which is 47% of the budget expended for the year.



CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2020
For the period ending March 31, 2020 (2nd FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	3/31/2020 YTD ACTUAL	% USED	% REMAINING	3/31/2019 YTD ACTUAL	\$ CHG 20 vs 19	% CHG 20 vs 19
REVENUE:							
SALES TAX	764,000	375,543	49.15%	50.85%	379,816	(4,273)	-1.13%
INTEREST EARNINGS	10,000	2,879	28.79%	71.21%	5,052	(2,173)	-43.01%
INTEREST/ESCROW	-	-	-	-	-	-	-
CONTRIBUTIONS/OTHER	-	-	-	-	-	-	-
TOTAL REVENUE	\$774,000	\$378,422	48.89%	51.11%	\$384,868	(6,446)	-1.67%
PERSONNEL SERVICES	-	(0)	0.00%	100.00%	198,464	(198,464)	-100.00%
NON-DEPARTMENTAL	-	-	0.00%	100.00%	8,451	(8,451)	-100.00%
SUPPLIES	2,200	324	14.71%	85.29%	9,995	(9,671)	-96.76%
MAINTENANCE	4,000	-	0.00%	100.00%	21,351	(21,351)	-100.00%
CONTRACTUAL & SUNDRY	148,450	52,027	35.05%	64.95%	49,349	2,678	5.43%
TRANSFERS	294,470	163,325	55.46%	44.54%	26,089	137,236	526.03%
CAPITAL OUTLAY	7,500	-	0.00%	100.00%	5,500	(5,500)	0.00%
TOTAL EXPENDITURES	456,620	215,676	47.23%	52.77%	\$ 319,198	(103,522)	-32.43%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$317,380	\$162,746			\$65,670	\$97,076	



AGENDA MEMORANDUM

DATE: May 4, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Denise Wilkinson, Economic Development Specialist

SUBJECT: Consider and take action on the minutes for the Regular Meeting of April 21, 2020

BACKGROUND/INFORMATION:

The minutes for the Regular Meeting on April 21, 2020 are attached for your review.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

Staff respectfully requests action on the minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 4-21-20

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 5/4/2020

Approved as to form for inclusion on Agenda

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
VIDEOCONFERENCE MEETING
APRIL 21, 2020
6:00 P.M.**

CALL TO ORDER:

President Miner called the meeting to order by videoconference at 6:09 PM.

DIRECTORS PRESENT:

Art Miner, President, Place 1	Attended by Videoconference
Jan Hill, Place 3	Attended by Videoconference
Mike Alexander, Place 5	Attended by Videoconference
Cheneya Cruze, Place 6	Attended by Videoconference
Robert Gaffney, Place 7	Attended by Videoconference

DIRECTORS ABSENT:

Amirali (A.J.) Fazalbhai, Place 2, without notice

CITY STAFF PRESENT:

Andrea Gardner, City Manager	Attended by Videoconference
Sandra Gibson, Director of Finance	Attended by Videoconference
Denise Wilkinson, ED Specialist	Attended by Videoconference

Also present – Council Liaison, Andrew Neal Attended by Videoconference

PUBLIC TESTIMONY

None

REPORTS FROM STAFF

1. Monthly Financial Report – February 2020
Sandra Gibson, CGFO, CGFM, Director of Finance

Ms. Gibson presented the Monthly Financial Report for February 2020. She stated no data has been received yet regarding impact on sales tax receipts, but she is forecasting a decrease of 30%. She announced that the Board will hold a budget workshop for next fiscal year at the regular meeting in May.

APPROVAL OF MINUTES

1. Consider and take action to approve the minutes of the Regular Meeting of March 31, 2020

Director Gaffney motioned to approve the minutes of the Regular Meeting of March 31, 2020 as submitted. Vice-President Cruze seconded, and the motion carried by a unanimous vote as follows:

Ayes: Hill, Alexander, Cruze, Gaffney
Nays: None

PUBLIC HEARING

1. Conduct a public hearing on a Budget Amendment to appropriate funds for a Poster Sign project

President Miner opened the public hearing 6:14 PM. There were no speakers and the public hearing was closed by President Miner at 6:15 PM.

NEW BUSINESS

1. Discuss and consider action to adopt a Resolution of the Watauga Economic Development Corporation amending the economic capital projects fund for the fiscal year beginning October 2, 2019 and ending after September 30, 2020; providing for repeal, providing for severability; and providing an effective date.

Public Testimony: None

Ms. Gibson gave a presentation of the item. Director Hill motioned to approve the amendment to the Economic Development Corporation Capital Projects fund for the fiscal year beginning October 1, 2019 and ending after September 30, 2020 as presented. Director Alexander seconded and the motion carried by a unanimous vote as follows:

Ayes: Hill, Alexander, Cruze, Gaffney
Nays: None

2. Discuss and consider action authorizing the City Manager/City Secretary to submit Form 802 to the Secretary of State's Office on behalf of the Watauga Economic Development Corporation.

Public Testimony: None

Ms. Gardner explained the Form 802 is required to report new officers of the Board.

Director Hill motioned to authorize the City Manager/City Secretary to submit Form 802 to the Secretary of State's Office on behalf of the Watauga Economic Development Corporation as presented. Vice-President Cruze seconded, and the motion carried by a unanimous vote as follows:

Ayes: Hill, Alexander, Cruze, Gaffney
Nays: None

ADJOURNMENT

With no further business to discuss, President Miner adjourned the videoconference meeting at 6:19 PM.

APPROVED: this the _____ day of _____ 20____.

SIGNED: this the _____ day of _____ 20____.

APPROVED: _____
Arthur L. Miner, President

ATTEST: _____
Amirali (A.J.) Fazalbhai, Secretary



AGENDA MEMORANDUM

DATE: May 12, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and consider action on a Resolution of the Watauga Economic Development Corporation recommending that City Council discontinue the Watauga Commercial Improvement Program (WCIP); providing for repeal; providing a savings clause; providing an effective date.

BACKGROUND/INFORMATION:

On June 19, 2017, the City Council approved Resolution No. 17-06-19-02 adopting the Watauga Commercial Improvement Program (WCIP). The program has not proven successful and is recommended to discontinue.

City staff is preparing an incentive program document that will include many common incentive programs that can be used for new business attraction and business retention purposes. Some of the more common incentive programs include Chapter 380 Agreements, Tax Abatement Agreements, developer agreements, TIF agreements and a few others. Staff plans to have the incentive policy completed for Board review by the end of the calendar year.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the Board recommend discontinuance of the WCIP to the City Council by passage of Resolution No. 2020-03.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Resolution #17-06-19-02
2. Exhibit "A" Watauga Commercial Improvement Program 06.27.17
3. WEDC Recommendation Resolution WCIP

REVIEWED BY:

Macy Cotton, Legal
George Hyde, Legal

Approved - 5/13/2020
Approved - 5/15/2020



AGENDA MEMORANDUM

Andrea Gardner, City Manager

Andrea Gardner, City Manager

Approved as to form for inclusion on Agenda

Approved - 5/15/2020

Final Approval - 5/15/2020

CITY OF WATAUGA, TEXAS
RESOLUTION NO. 17-06-19-02

A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF WATAUGA, TEXAS ADOPTING THE WATAUGA COMMERCIAL IMPROVEMENT PROGRAM (WCIP); PROVIDING THAT ALL RESOLUTIONS IN CONFLICT HERewith ARE HEREBY REPEALED TO THE EXTENT THAT THEY ARE IN CONFLICT; PROVIDING A SAVINGS CLAUSE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Watauga (hereinafter "the City") is committed to promoting economic growth, redevelopment and community improvement; and

WHEREAS, Chapter 380 of the Texas Local Government Code authorizes the governing body of a municipality to establish and provide for the administration of programs for making loans and grants of public money and providing personnel and services of the municipality to promote local economic development and stimulate business and commercial activity in the municipality; and

WHEREAS, the proposed Watauga Commercial Improvement Program (hereinafter "the Program") was established to revitalize commercial properties, particularly those not in compliance with current regulations, and to improve the visual aesthetics in the City; and

WHEREAS, the proposed Program would consist of a matching grant structure where the City would provide a twenty-five percent (25%) matching grant of up to ten thousand dollars (\$10,000) for funding for eligible program improvements; and

WHEREAS, the framework under the proposed Program would include provisions addressing overall purpose, specific goals, the application process, eligibility criteria, and eligible improvements;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WATAUGA, TEXAS AS FOLLOWS:

I.

The proposed Program, "The Watauga Commercial Improvement Program," set forth in Exhibit "A," attached hereto and incorporated by reference, is hereby adopted. The adoption of the Program is consistent with the City's commitment to promoting economic growth, redevelopment and community improvement.

II.

This Resolution shall be and is hereby cumulative of all other Resolutions of the City of Watauga, Texas, and this Resolution shall not operate to repeal or affect any such other Resolutions except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this Resolution, in which event, such conflicting provisions, if any, in such other Resolutions are hereby repealed.

III.

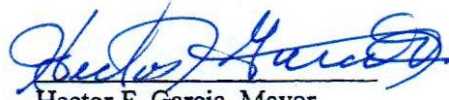
If any section, sub-section, sentence, clause, or phrase of this Resolution shall for any reason be held to be invalid, such decision shall not affect the validity of the remaining portions of the Resolution.

IV.

This Resolution shall become effective and be in full force and effect from and after the date of passage and adoption by the City Council and upon approval thereof by the Mayor and the City of Watauga, Texas.

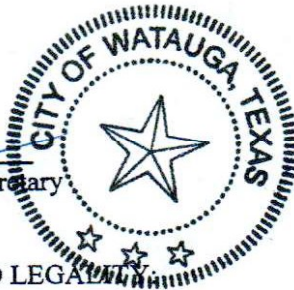
PASSED AND ADOPTED by the City Council of the City of Watauga, Texas this
19th day of June, 2017.

APPROVED:

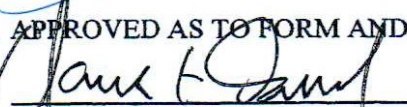

Hector F. Garcia, Mayor

ATTEST:


ZOLAINA R. PARKER, City Secretary



APPROVED AS TO FORM AND LEGALITY


MARK G. DANIEL, City Attorney



Watauga Commercial Improvement Program (WCIP)

Purpose

The purpose of the Watauga Commercial Improvement Program is to revitalize commercial properties in the City of Watauga in order to improve the visual image of commercial property within the City. To help achieve this goal, the City desires to stimulate investment in commercial properties by partnering with commercial property owners of buildings or structures that are fifteen (15) years or older and encouraging compliance with regulations.

Concept of Program

This is a matching grant program where the City will provide a 25% matching grant of not more than \$10,000.00 per property for the funding of eligible improvements (listed below). Applicants are required to make a minimum investment of \$10,000.00 for each property, which would result in a City investment of \$2,500.00 per said property.

Application Process

1. Application Required:
 - a. In order to ensure accountability, fairness and compliance with all applicable regulations, each incentive request will be subject to a uniform application process.
 - b. Process Steps Include:
 1. Pre-Application Conference with Economic Development Staff.
 2. Submission of Application.
 3. Application Review and Analysis by Economic Development Staff.
 4. Preparation of Executive Session Presentation to City Council.

5. City Council Recommendation.
6. Pre-Design Conference with Economic Development & Planning Staff.
7. Staff Review of Design.
8. Incentive Agreement Drafting & Revision.
9. Applicant Submission of Signed Agreements.
10. Public Hearing before City Council.
11. City Council Approval or Denial*.

*All applications remain confidential as allowed under state law until this point (unless otherwise arranged between the City and the applicant).

Eligibility Criteria include the following:

1. Commercial properties in the City of Watauga;
2. Preference will be given to independent businesses not required by contractual agreement to maintain standardized décor, architecture, signs or similar features;
3. Written approval from property owners is required;
4. Nonconforming signs will be removed and replaced;
5. Applicants must meet minimum budget requirement of \$10,000.00 for all improvements per property;
6. Property owners must be current on all ad valorem taxes pertaining to the subject property and provide documentation of same;
7. Applicants must comply with all Federal, State & local laws and regulations;
8. The City has discretion to decline an application; and
9. Approved projects must be consistent with the overall objective of the program— to enhance the visual image of the City and the property itself.

Eligible Improvements include the following:

1. Wall signage;

2. Window replacement and window framing visible from the exterior of the building and appropriately scaled to building;
3. Monument signage;
4. Additional signage that is attractively integrated into architecture of building, including the window area, awnings, canopies and entryways;
5. Visually appealing lighting that illuminates signage, storefront window displays, and recessed areas of building façade;
6. Curbing, irrigation, approved trees, landscaping beds (not including planting material) or other landscaping features attached to building where appropriate, not to exceed twenty percent (20%) of project budget;
7. Cleaning, repainting or residing of building to improve visual appeal;
8. Resurfacing and/or restriping of parking lots visible from street not to exceed fifty percent (50%) of project budget;
9. Sidewalks being in the public right of way shall be in compliance with subdivision regulations;
10. New storefront construction appropriately scaled within existing building; and
11. Removal of architectural barriers to public accessibility.

If the application is approved by City Council, there will be a waiver of building permit and sign permit fees.

Please complete the separate application for consideration.

Thank you for your interest in investing in the improvement of your property and in the City of Watauga.



Watauga Commercial Improvement Program (WCIP)

Purpose

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7. Staff Review of Design.
8. Incentive Agreement Drafting & Revision.
9. Applicant Submission of Signed Agreements.
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11. and City Council Approval or Denial*.

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WATAUGA ECONOMIC DEVELOPMENT CORPORATION
RESOLUTION NO. 2020-03

A RESOLUTION OF THE WATAUGA ECONOMIC DEVELOPMENT CORPORATION RECOMMENDING THAT CITY COUNCIL DISCONTINUE THE WATAUGA COMMERCIAL IMPROVEMENT PROGRAM (WCIP); PROVIDING FOR REPEAL; PROVIDING A SAVINGS CLAUSE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Watauga Economic Development Corporation (the “WEDC”) is a Type B Economic Development Corporation organized pursuant to Chapters 501, 502, and 505 of the Texas Local Government Code; and

WHEREAS, the WEDC is committed to promoting economic growth, redevelopment, and community improvement as authorized under law and enabled by the City Council of the City of Watauga; and

WHEREAS, on June 19, 2017, the City Council of the City of Watauga passed a resolution establishing the Watauga Commercial Improvement Program (hereinafter “the WCIP”) to revitalize commercial properties, particularly those not in compliance with current regulations and to improve the visual aesthetics in the City; and

WHEREAS, the WEDC is authorized to undertake certain projects related to economic development and public improvement of the City of Watauga under Chapter 505, Texas Local Government Code; and

WHEREAS, because of this experience in economic development with the City of Watauga, the Board of Directors of the WEDC finds that though the WCIP once served to benefit the City of Watauga, the WCIP no longer promotes the economic growth, redevelopment, and community improvement that the program was established to promote; and

WHEREAS, the Board of Directors of the WEDC recommends to the City Council of the City of Watauga that the Council eliminate the WCIP for the benefit of residents of the City of Watauga.

NOW, THEREFORE, BE IT RESOLVED by the Watauga Economic Development Corporation Board of Directors that:

I.

The WEDC hereby finds that the statements set forth in the recitals of this resolution are true and correct, and the WEDC hereby incorporates such recitals as a part of this resolution.

II.

The WEDC recommends that the “The Watauga Commercial Improvement Program,” set forth in Exhibit “A,” attached hereto and incorporated by reference, be abolished by the City Council of the City of Watauga.

III.

This resolution shall be and is hereby cumulative of all other resolutions of the WEDC and this resolution shall not operate to repeal or affect any such other resolutions except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this resolution, in which event such conflicting provisions, if any, in such other resolution or resolutions are hereby repealed.

IV.

If any section, subsection, sentence, clause or phrase of this resolution shall for any reason be held to be invalid, such decision shall not affect the validity of the remaining portions of this resolution.

V.

This resolution shall become effective and be in full force and effect from and after the date of passage and adoption by the Board of Directors of the WEDC, and upon approval thereof as prescribed by law.

PASSED AND ADOPTED by the Watauga Economic Development Corporation on this 19th day of May 2020.

APPROVED

Arthur L. Miner, President

ATTEST:

Amirali Fazalbhay, Secretary



AGENDA MEMORANDUM

DATE: May 14, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, CGFO, CGFM, Director of Finance

SUBJECT: Consider and discuss the Watauga Economic Development Corporation Proposed Budget for the Fiscal Year 2020-2021

BACKGROUND/INFORMATION:

This item is to discuss and allow for board recommendations and changes to the proposed Watauga Economic Development Budget for FY2020-2021. Staff will provide an overview of the proposed WEDC Budget.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

This action does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC PROPOSED BUDGET FY2020-2021
2. EDC budget discussion powerpoint

REVIEWED BY:

Sandra Gibson, CGFO, CGFM, Director of Finance
Andrea Gardner, City Manager
Approved as to form for inclusion on Agenda

Approved - 5/15/2020
Final Approval - 5/15/2020

PROPOSED BUDGET



FISCAL YEAR 2020-2021

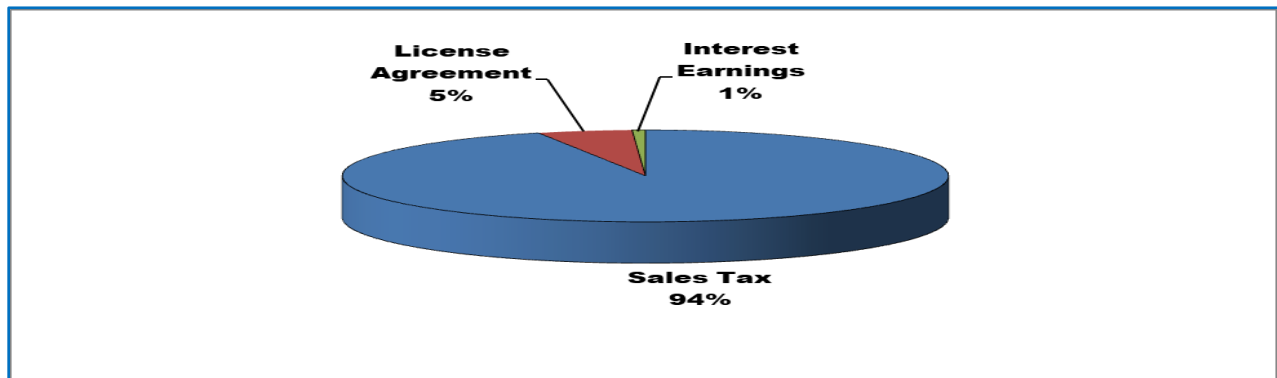
SPECIAL REVENUE FUND

ECONOMIC DEVELOPMENT CORPORATION (FORMERLY PARKS DEVELOPMENT CORPORATION)

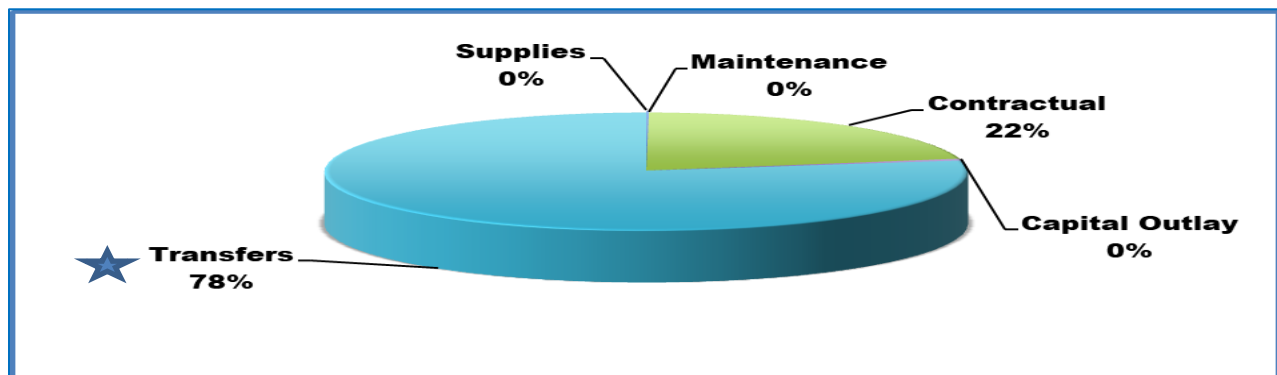
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga Parks Development Corporation. In May 2012, voters approved a reduction of the sales and use tax for the Watauga Parks Development Corporation to ¼ of one percent and reallocate ¼ of one percent for maintenance and repairs of municipal streets. This reduction took place on October 1, 2012. In FY2018-19 the corporation's name was changed to Economic Development Corporation and the focus was redirected to economic development within the City. Sales tax revenues for FY2021 are expected to be \$668,000.

This Special Revenue Fund is used to account for specific revenues that are legally restricted to expenditures for particular purposes. The fund is accounted for on the modified accrual basis of accounting. Revenues are recorded when available and measurable, and expenditures are recorded when liability is incurred.

Where Does the Money Come From?



Where Does the Money Go?



Note: Transfers to general fund cover personnel expenses and debt

SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION BUDGET SUMMARY - FUND 04

	HISTORY		PROJECTED YEAR		BUDGET	%CHANGE
	2017-2018 Actual	2018-2019 Actual	2019-2020 Budget	2019-2020 Projected	2020-2021 Budget	FY2020-21 VS 2019-20
Fund Balance, October 1	\$810,000	\$837,206	\$829,447	\$880,834	\$1,113,604	
<u>Revenues:</u>						
Sales Taxes	729,841	746,760	764,000	635,000	668,000	-12.6%
License Agreement - Property	0	0	0	0	28,800	100.0%
Interest Earnings	12,771	22,814	10,000	5,000	5,000	-50.0%
License Agreement - Services	0	0	0	0	7,000	100.0%
Operating Revenues	\$ 742,611	\$ 769,574	\$ 774,000	\$ 640,000	\$ 708,800	-8.4%
Total Available Resources	\$ 1,552,611	\$ 1,606,780	\$ 1,603,447	\$ 1,520,834	\$ 1,822,404	
<u>Expenditures:</u>						
Non-Departmental	15,505	19,837	0	0	0	0.0%
EDC	0	0	162,150	112,760	111,960	-31.0%
Parks Department	666,330	655,209	0	0	0	0.0%
Operating Expenditures	681,834	675,046	162,150	112,760	111,960	69.0%
<u>Operating Transfers-Out</u>						
To General Fund	36,443	36,400	194,292	194,292	231,781	19.3%
To Internal Service Fund	0	14,500	0	0	0	0.0%
To Debt Service	0	0	100,178	100,178	157,503	57.2%
Total Operating Transfers-Out	36,443	50,900	294,470	294,470	389,284	32.2%
TOTAL OPERATING & TRANSFERS	\$ 718,277	\$ 725,946	\$ 456,620	\$ 407,230	\$ 501,244	9.8%
Fund Balance, September 30	\$834,334	\$880,834	\$1,146,827	\$1,113,604	\$1,321,160	
CHANGE IN FUND BALANCE	\$24,334	\$43,628	\$317,380	\$232,770	\$207,556	

SPECIAL REVENUE FUND

DEPARTMENT: ECONOMIC DEVELOPMENT

DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION – FUND 04

LOCATION:

7105 Whitley Road

Watauga, Texas 76148

Phone Number: 817-514-5800

HOURS OF OPERATION:

Monday – Friday

8:00 A.M. – 5:00 P.M.

MISSION / PROGRAMS / SERVICES:

Economic Development functions to implement a program of activities that works to improve Watauga's well-being and quality of life. Emphasis is placed on improving the business climate through specific efforts by way of the following projects and activities: new development, redevelopment, workforce development, business retention and expansion, and small business development.

FY2019-2020 HIGHLIGHTS / ACHIEVEMENTS:

- Completed a Five Year Strategy Plan
- Participated in the update to the Comprehensive Plan and Future Land Use Plan to add the RTMU zoning designation
- Held monthly Board Meetings for the WEDC
- Partnered with the City to host the Annual State of the City Address
- Executed a contract with Retail Coach to enhance new business recruitment
- Participated in monthly regional economic development meetings
- Participated in the Red River International Council of Shopping Centers Conference
- Completed the transfer of the Brooks Property to the WEDC from the Brooks family
- Created a new business recognition program
- Facilitated the hiring of an attorney for the WEDC
- Completed Business Retention training at Georgia Tech University
- Approved the Splash pad project
- Approved an agreement with the City for personnel services performed by City staff on behalf of the WEDC
- Developed the Shop Local, Play Local, and Dine Local campaign for the WEDC
- Approved a poster sign project to help promote local business

FY2020-2021 GOALS/ OBJECTIVES:

- Implement the Business Retention & Expansion Program
- Provide non-financial assistance to local businesses as part of the COVID-19 recovery
- Update the Five Year Strategic Plan for the WEDC
- Continue participation in the Annual State of the City Address
- Continue economic development efforts to attract new business and redevelopment
- Create a separate website for the WEDC
- Attend the International Council of Shopping Centers Conference
- Continue to support the Director of the WEDC to complete the Economic Developer Certification
- Develop a business incentive program

MAJOR BUDGETARY ISSUES AND OPERATIONAL TRENDS:

As the City begins to recover from the COVID-19 crisis, the WEDC will need to partner with the City on supporting local businesses through recovery efforts.

SPECIAL REVENUE FUND

DEPARTMENT: ECONOMIC DEVELOPMENT						
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04						
	OPERATED AS PDC					
EXPENDITURES	2016-2017 ACTUAL	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 BUDGET	2019-2020 PROJECTED	2020-2021 BUDGET
Non-Departmental	\$14,807	\$15,505	\$19,837	\$0	\$0	\$0
Personnel	\$393,284	\$433,236	\$410,747	\$0	\$0	\$0
Supplies	\$44,874	\$44,413	\$47,591	\$2,200	\$1,000	\$700
Maintenance	\$62,453	\$68,694	\$52,680	\$4,000	\$0	\$0
Contractual/Sundry	\$94,699	\$113,786	\$138,691	\$148,450	\$109,260	\$108,760
Capital Outlay	\$7,695	\$6,200	\$5,500	\$7,500	\$2,500	\$2,500
Transfers	\$36,285	\$36,443	\$50,900	\$294,470	\$294,470	\$389,284
TOTAL	\$654,097	\$718,277	\$725,946	\$456,620	\$407,230	\$501,244
PERFORMANCE MEASURES / SERVICE LEVELS						
Input / Demand			Actual 18-19	Budget 19-20	Projected 19-20	Budget 20-21
Staff Dedicated			PREVIOUSLY	1.50	1.5	N/A
Volunteers			PDC	2	2	5
Inquiries Received				20	20	25
Output/ Workload			Actual 18-19	Budget 19-20	Projected 19-20	Budget 20-21
Project Files Opened			PREVIOUSLY	5	10	15
Cilents Served			PDC	5	10	15
Jobs Created				5	26	35
Potential New Business Calls/Contacts				85	158	170
Responses Submitted				20	147	155
Board Meetings Held				12	12	12
Efficiency Measures / Impact			Actual 18-19	Budget 19-20	Projected 19-20	Budget 20-21
M & O percentage of City budget			PREVIOUSLY	0.82%	0.73%	
M & O budget per capita			PDC	\$19.34	\$17.25	\$20.45
Effectiveness Measures / Outcomes	Goals		Actual 18-19	Budget 19-20	Projected 19-20	Budget 20-21
Business Closures				2	10	15
Business Retention Visits			PREVIOUSLY	200	141	200
Small Business Development			PDC	4	8	10
New Businesses Opened				10	19	25
Redevelopment Projects				2	3	10
New Development Projects				3	5	5

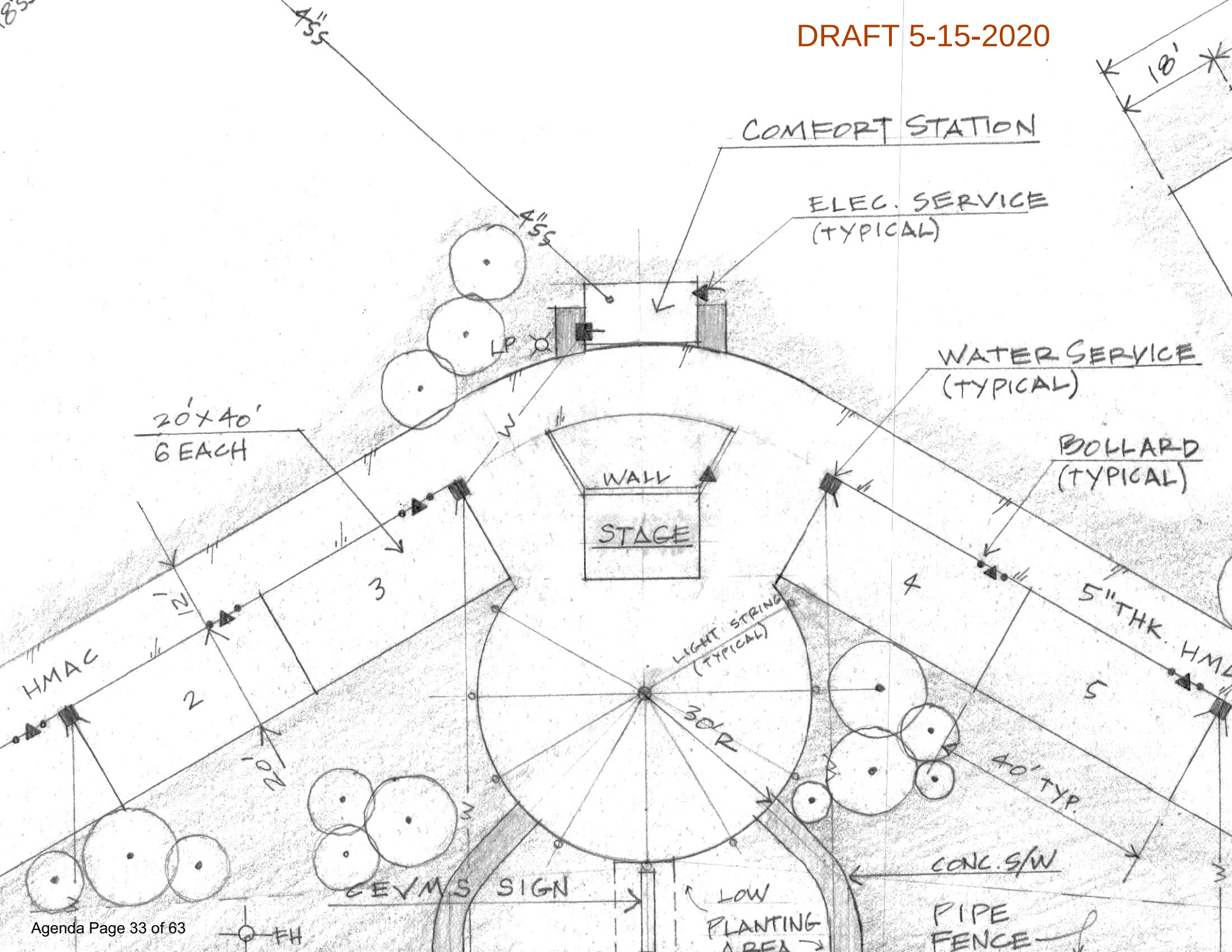
SPECIAL REVENUE FUND
ECONOMIC DEVELOPMENT CORPORATION
BUDGET SUMMARY
FUND 05 - CAPITAL PROJECTS

	HISTORY		PROJECTED YEAR		BUDGET
	2017-18 Actual	2018-2019 Actual	2019-2020 Budget	2019-2020 Projected	2020-2021 Budget
Fund Balance, October 1	\$ 430,390	\$ 374,358	\$244,179	\$244,179	\$43,347
<u>Revenues:</u>					
Interest Earnings	5,060	8,453	5,500	5,500	1,000
Proceeds from Sale of Assets	0	0	0	0	0
Transfer from PDC Sales Tax Fund	0	0	0	0	0
Other Financing Sources	0	0	0	0	0
Matching Grants	0	0	0	0	0
Total Revenues	\$ 5,060	\$ 8,453	\$ 5,500	\$ 5,500	1,000
Total Available Resources	\$ 435,450	\$ 382,811	\$ 249,679	\$ 249,679	44,347
<u>Expenditures:*</u>					
Shade Structure - BISD Park	0	25,000	0	0	0
Foster Village Improvements	49,962	49,800	0	0	0
Shade Structure - Indian Springs	0	21,578	0	0	0
Park Equipment (Picnic Pads, etc.)	0	39,666	0	0	0
Capp Smith Park Improvements	11,130	2,588	151,832	151,832	0
Capp Smith Improvements EDC	0	0	54,500	54,500	0
Contingency	0	0	0	0	40,000
Total Expenditures	61,092	138,632	206,332	206,332	40,000
<u>Other Expenditures</u>					
Transfer to PDC Debt Service	0	0	0	0	0
Total Other Soures (Uses)	0	0	0	0	0
REVENUES OVER (UNDER) EXPENSES	(\$56,032)	(\$130,179)	(\$200,832)	(\$200,832)	\$ (39,000)
Fund Balance, September 30	\$374,358	\$244,179	\$43,347	\$43,347	\$4,347
CHANGE IN FUND BALANCE	(\$56,032)	(\$130,179)	(\$200,832)	(\$200,832)	(\$39,000)

***WAS PARKS DEVELOPMENT CORPORATION UNTIL FY2018-19

PROPOSED INCUBATOR PROJECT





Item No.	OPTION G - DESCRIPTION OF ITEM	UNIT	TOTAL QTY.	UNIT PRICE	COST
1	Prepare/Restore Site	LS	1	\$2,500.00	\$2,500.00
2	Construction Entrance	EA	1	\$2,500.00	\$2,500.00
3	Site Grading	LS	1	\$2,500.00	\$2,500.00
4	Remove Existing Curb and Gutter	LF	110	\$35.00	\$3,850.00
5	Remove Existing Concrete Flatwork	SF	360	\$3.00	\$1,080.00
6	Excavation	CY	348	\$20.00	\$6,960.00
7	6" Thk. Concrete Paving (Truck Parking areas, Dumpster pad and Drive Approach)	SY	681	\$60.00	\$40,860.00
8	5" Thk. Concrete Paving (Dumpster driveway)	SY	107	\$57.00	\$6,099.00
9	4" Thk. Concrete sidewalks	SF	630	\$5.00	\$3,150.00
10	3" Type "B" HMAC	SY	998	\$22.50	\$22,455.00
11	2" Type "D" HMAC	SY	998	\$15.00	\$14,970.00
12	6" Flex Base	SY	667	\$18.00	\$12,006.00
13	ADA Ramps	EA	4	\$1,600.00	\$6,400.00
14	Water Service	EA	7	\$1,500.00	\$10,500.00
15	4" dia. Sewer Service Line	LF	150	\$25.00	\$3,750.00
16	Sanitary Sewer Service Transfers Incl. Cleanout, Tee & Double Cleanout	EA	1	\$350.00	\$350.00
17	Connect to Existing 18" SS Line	EA	1	\$1,000.00	\$1,000.00
18	Landscaping - Trees, Shrubs, etc.	LS	1	\$75,000.00	\$75,000.00
19	Pipe Fence with Gates	LF	450	\$50.00	\$22,500.00
20	4" Thick Topsoil & Solid Sodding	SY	2500	\$6.00	\$15,000.00
21	Dumpster Enclosure and Gate (Unknown type of Enclosure)	LS	1	\$10,000.00	\$10,000.00
22	Site Electrical	LS	1	\$75,000.00	\$75,000.00
23	CEVMS Sign	EA	1	\$79,000.00	\$79,000.00
24	Traffic Control Plan and Implementation	LS	1	\$1,500.00	\$1,500.00
25	Erosion Control	LS	1	\$1,000.00	\$1,000.00
26	Project Signs	EA	1	\$750.00	\$750.00
27	Project- Wide Miscellaneous Allowance	LS	1	\$25,000.00	\$25,000.00
28	Modular Restroom without Stairs or Ramp	LS	1	\$36,226.00	\$36,226.00
					\$481,906.00
	Stage, Seating or Tables Budget is not included in this Estimate				

Reduction of the following items shall reduce the cost accordingly

BOND DEBT SERVICE

**Watauga Parks Development Corporation
Certificates of Obligation, Series 2020**

Dated Date 08/01/2020
Delivery Date 08/01/2020

Period Ending	Principal	Coupon	Interest	Debt Service	Annual Debt Service
02/01/2021	45,000	3.000%	7,500	52,500	
08/01/2021			6,825	6,825	
09/30/2021					59,325
02/01/2022	45,000	3.000%	6,825	51,825	
08/01/2022			6,150	6,150	
09/30/2022					57,975
02/01/2023	45,000	3.000%	6,150	51,150	
08/01/2023			5,475	5,475	
09/30/2023					56,625
02/01/2024	50,000	3.000%	5,475	55,475	
08/01/2024			4,725	4,725	
09/30/2024					60,200
02/01/2025	50,000	3.000%	4,725	54,725	
08/01/2025			3,975	3,975	
09/30/2025					58,700
02/01/2026	50,000	3.000%	3,975	53,975	
08/01/2026			3,225	3,225	
09/30/2026					57,200
02/01/2027	50,000	3.000%	3,225	53,225	
08/01/2027			2,475	2,475	
09/30/2027					55,700
02/01/2028	55,000	3.000%	2,475	57,475	
08/01/2028			1,650	1,650	
09/30/2028					59,125
02/01/2029	55,000	3.000%	1,650	56,650	
08/01/2029			825	825	
09/30/2029					57,475
02/01/2030	55,000	3.000%	825	55,825	
09/30/2030					55,825
	500,000		78,150	578,150	578,150

Allocations Information



SCHEDULE A - Estimated Cost for Economic Development Corporation 2020-2021 Fiscal Year

Prepared by: Finance Director Sandra Gibson

Phone #: 817-514-5822

Salary/ Benefits Personnel

Staff	Description	Annual hours	Salary + Benefits Calculation
City Secretary - TOTAL			\$18,410
City Secretary 1/4 Cost Allocation	Agenda Prep/Posting/Meetings		\$6,666
Records Secretary	Records Retention/PIA	208	\$3,975
Deputy City Secretary	Agenda Prep/Minutes/Resolutions	312	\$7,769
Finance - TOTAL			\$2,632
Finance Director - Total 33 hours	Monthly Report	6	\$2,242
	EDC Attendance	12	
	Annual Budget	15	
Financial Analyst	Monthly Report	4	\$98
Purchasing personnel	Purchasing	15	\$293
Information Technology - TOTAL			\$33,795
IT Director	IT Director - Website Design/Updates	120	
	Attend/Record Meetings	12	
Public Information Officer - Part-time	Marketing	1040	\$25,568
	Website/Updates/Projects		
Public Works - TOTAL	Projects	49	\$2,107
	Project Coordination/Oversight		
Parks - TOTAL	EDC Projects - Parks	208	\$6,875
Admin Asst. - EDC	50% of salary/benefits		\$24,024
	Business Retention/Scheduling		
City Manager - TOTAL	50% of Salary & Benefits		\$139,163
EDC Director Role and CM Role			
Sub-total			\$227,006
<i>Other Items</i>			
Annual Audit Allocation	4% of Total		\$2,000
Codification Fees	15% of Total		\$900
Civil Space	25% of Total		\$1,875
Sub-total			\$4,775
TOTAL			\$231,781



**FISCAL YEAR 2020-2021
BUDGET WORKSHOP
May 19, 2020**



Mission of the Watauga Economic Development Corporation

Economic Development functions to implement a program of activities that works to improve Watauga's well-being and quality of life. Emphasis is placed on improving the business climate through specific efforts by way of the following projects and activities: new development, redevelopment, workforce development, business retention and expansion, and small business development.





BUDGET TIMELINE

BUDGET WORKSHOP– May 19

Article 4.03 WEDC Bylaws

BUDGET WORKSHOP AND PUBLIC HEARING – June 16TH

BUDGET ADOPTION – July 21ST

BUDGET ACCEPTANCE BY COUNCIL AND SET DATES FOR
PUBLIC HEARING AND ADOPTION – August 10th

ADDITIONAL REQUIREMENTS

ANOTHER PUBLIC HEARING AFTER BUDGET ACCEPTANCE BY
COUNCIL - August 24th

BUDGET ADOPTION – August 24th

FY2019-20

Highlights/Accomplishments

- ❖ Participated in the update to the Comprehensive Plan and Future Land Use Plan
- ❖ Completed a Five Year Strategic Plan for the WEDC
- ❖ Partnered with Retail Coach to enhance new business recruitment
- ❖ Completed the transfer of the Nat Brooks property to the WEDC
- ❖ Created a new business recognition program
- ❖ Developed the Shop Local, Play Local and Dine Local campaign for the WEDC
- ❖ Approved a poster sign project to help promote local businesses

FY2020-2021

Goals/Objectives:

- ❖ Implement the Business Retention and Expansion Program
- ❖ Provide non-financial assistance to local business as part of the COVID-19 Recovery
- ❖ Update the Five Year Strategic Plan for the WEDC
- ❖ Continue Participation in the Annual State of the City Address
- ❖ Continue economic development efforts to attract new business and redevelopment
- ❖ Create a separate website for the WEDC
- ❖ Attend the International Council of Shopping Centers Conference
- ❖ Develop a business incentive program
- ❖ Continue to support the Director of the WEDC to complete the Economic Developer Certification



SIGNIFICANT BUDGET CHANGES

- Loss of revenues due to COVID-19 financial impact on Watauga businesses
- Addition of revenues relating to Incubator Project (lease revenue)
- Continuation of contract with Retail Coach (Year 2)
- Incubator Project included as project (debt service portion)
- Continuation of agreement with City for personnel services – some adjustments from prior year



FUND SUMMARIES

FUND SUMMARY – WEDC OPERATING FUND

	HISTORY		PROJECTED YEAR		BUDGET	% CHANGE
	2017-2018 Actual	2018-2019 Actual	2019-2020 Budget	2019-2020 Projected	2020-2021 Budget	FY2020-21 VS 2019-20
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<u>Expenditures:</u>						
Non-Departmental	15,505	19,837	0	0	0	0.0%
EDC	0	0	162,150	112,760	111,960	-31.0%
Parks Department	666,330	655,209	0	0	0	0.0%
Operating Expenditures	681,834	675,046	162,150	112,760	111,960	69.0%
<u>Operating Transfers-Out</u>						
To General Fund	36,443	36,400	194,292	194,292	231,781	19.3%
To Internal Service Fund	0	14,500	0	0	0	0.0%
To Debt Service	0	0	100,178	100,178	157,503	57.2%
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CHANGE IN FUND BALANCE	\$24,334	\$43,628	\$317,380	\$232,770	\$207,556	

FUND SUMMARY – EDC CAPITAL PROJECTS FUND

	HISTORY		PROJECTED YEAR		BUDGET
	2017-18 Actual	2018-2019 Actual	2019-2020 Budget	2019-2020 Projected	2020-2021 Budget
Fund Balance, October 1	\$ 430,390	\$ 374,358	\$244,179	\$244,179	\$43,347
Revenues:					
Interest Earnings	5,060	8,453	5,500	5,500	1,000
Proceeds from Sale of Assets	0	0	0	0	0
Transfer from EDC Sales Tax Fund	0	0	0	0	0
Other Financing Sources	0	0	0	0	0
Matching Grants	0	0	0	0	0
Total Revenues	\$ 5,060	\$ 8,453	\$ 5,500	\$ 5,500	1,000
Total Available Resources	\$ 435,450	\$ 382,811	\$ 249,679	\$ 249,679	44,347
Expenditures:*					
Shade Structure - BISD Park	0	25,000	0	0	0
Foster Village Improvements	49,962	49,800	0	0	0
Shade Structure - Indian Springs	0	21,578	0	0	0
Park Equipment (Picnic Pads, etc.)	0	39,666	0	0	0
Capp Smith Park Improvements	11,130	2,588	151,832	151,832	0
Capp Smith Improvements EDC	0	0	54,500	54,500	0
Contingency	0	0	0	0	40,000
Total Expenditures	61,092	138,632	206,332	206,332	40,000
REVENUES OVER (UNDER) EXPENSES	(\$56,032)	(\$130,179)	(\$200,832)	(\$200,832)	\$ (39,000)
Fund Balance, September 30	\$374,358	\$244,179	\$43,347	\$43,347	\$4,347
CHANGE IN FUND BALANCE	(\$56,032)	(\$130,179)	(\$200,832)	(\$200,832)	(\$39,000)

Summary of Fund Balances

FUND	EST. BEGINNING BALANCE FY2020-21	EST. ENDING BALANCE FY2020-21
EDC OPERATING FUND (Fund 04)	\$1,113,604	\$1,321,160
EDC CAPITAL PROJECTS FUND (Fund 05)	\$43,347	\$4,347

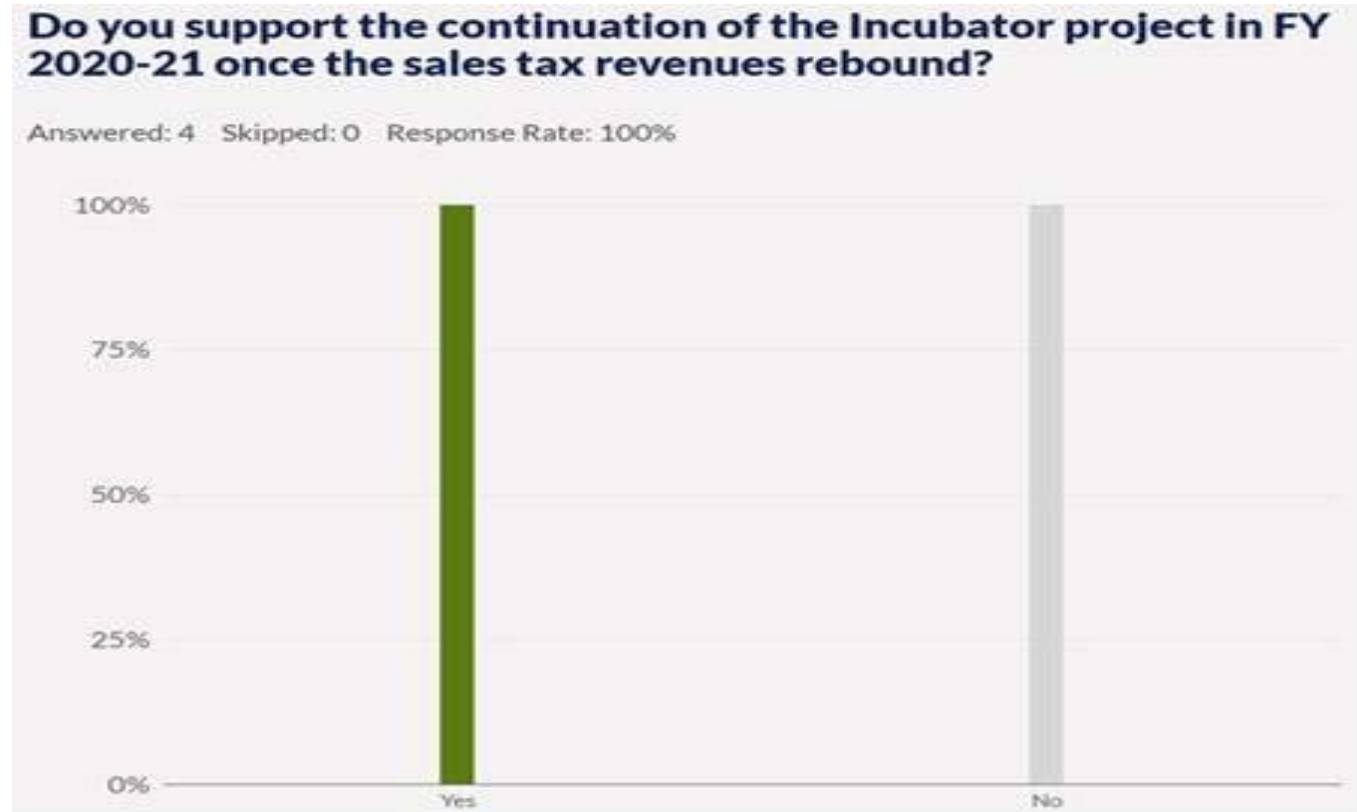


WEDC BUDGET SURVEY RESULTS

April, 2020



WEDC BUDGET SURVEY RESULTS

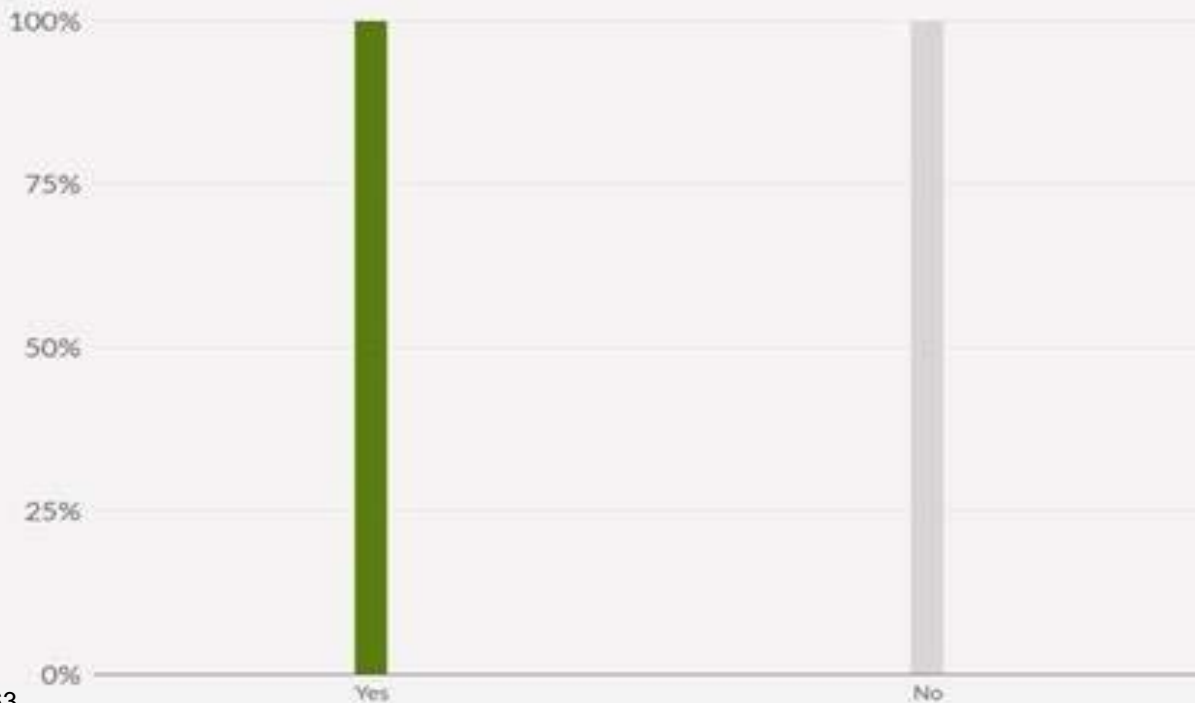




WEDC BUDGET SURVEY RESULTS

Do you support the continuation of an agreement between the City and Corporation regarding professional services provided by the City?

Answered: 4 Skipped: 0 Response Rate: 100%

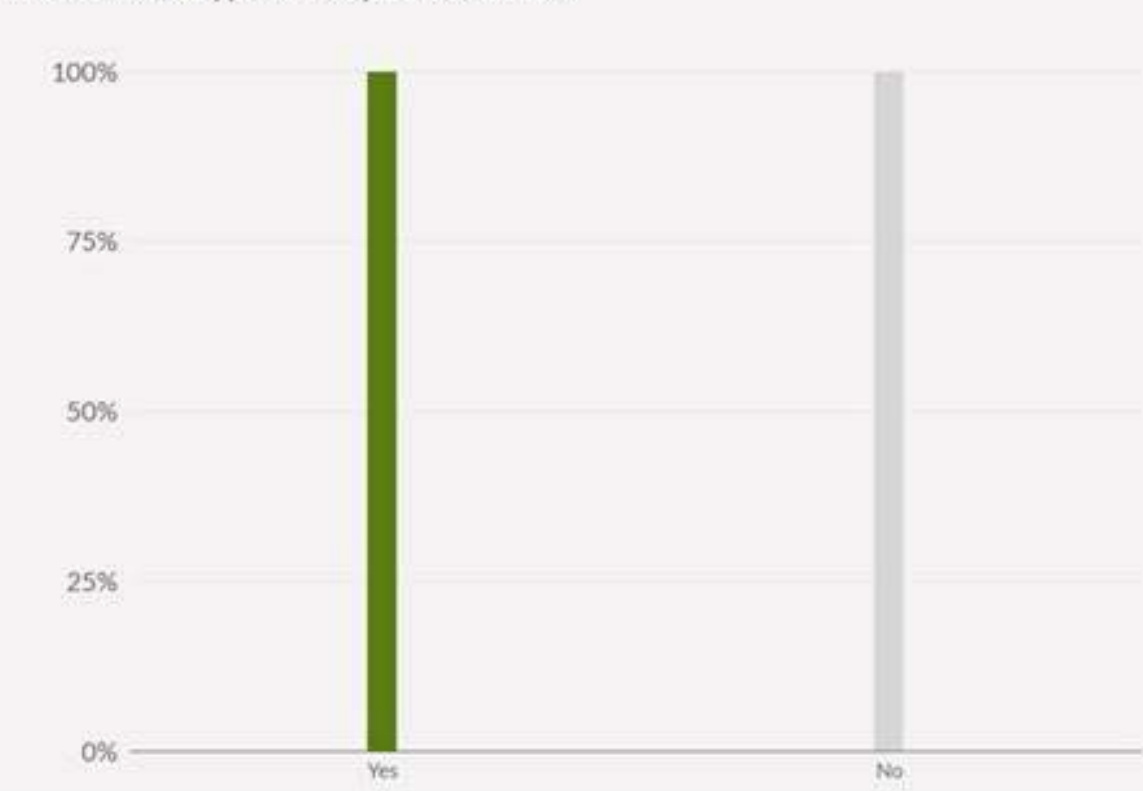




WEDC BUDGET SURVEY RESULTS

Do you support continuation of the City Manager serving as the Economic Development Director?

Answered: 4 Skipped: 0 Response Rate: 100%

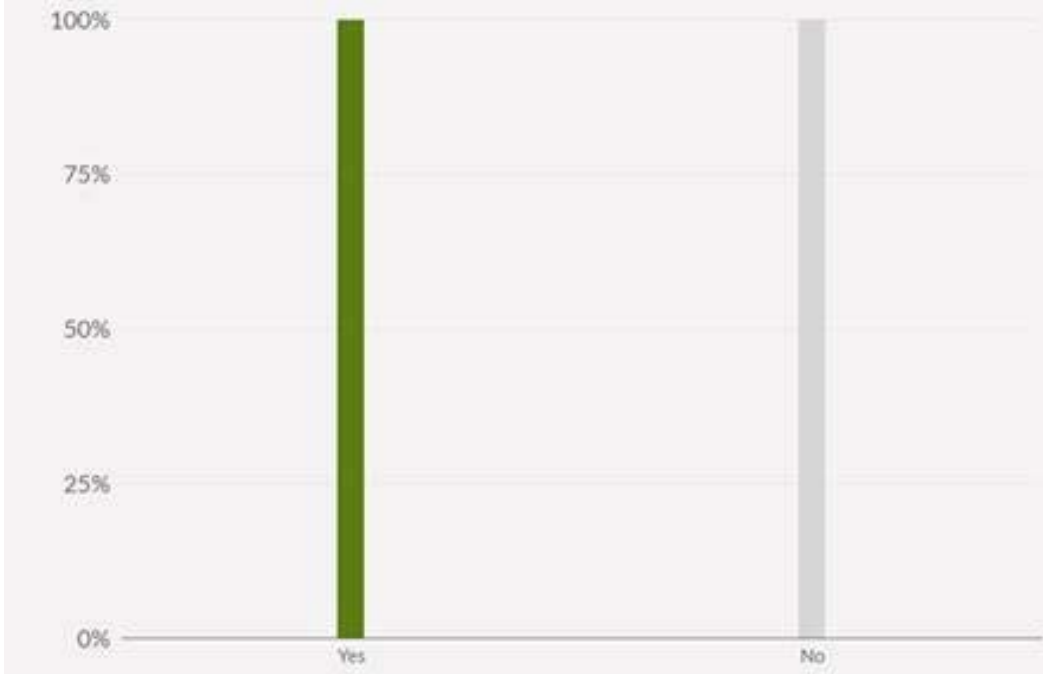




WEDC BUDGET SURVEY RESULTS

Do you support funding a position that will focus primarily on business retention once a Business Retention plan is developed and approved?

Answered: 4 Skipped: 0 Response Rate: 100%

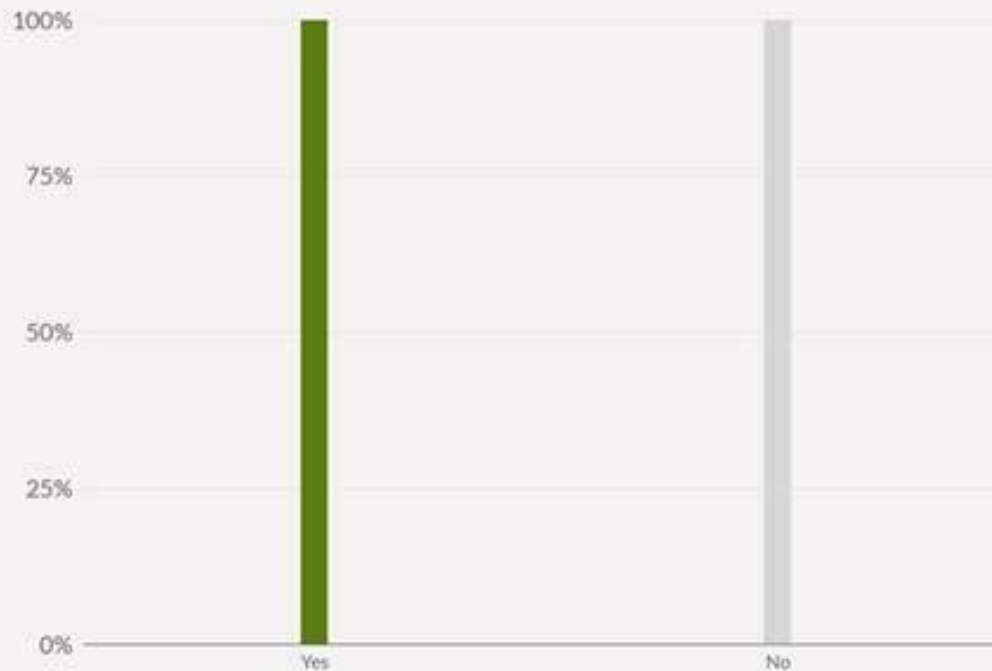




WEDC BUDGET SURVEY RESULTS

Do you support sharing the funding with the City for a Public Information Officer position in the FY 2020-21 Budget at mid-year?

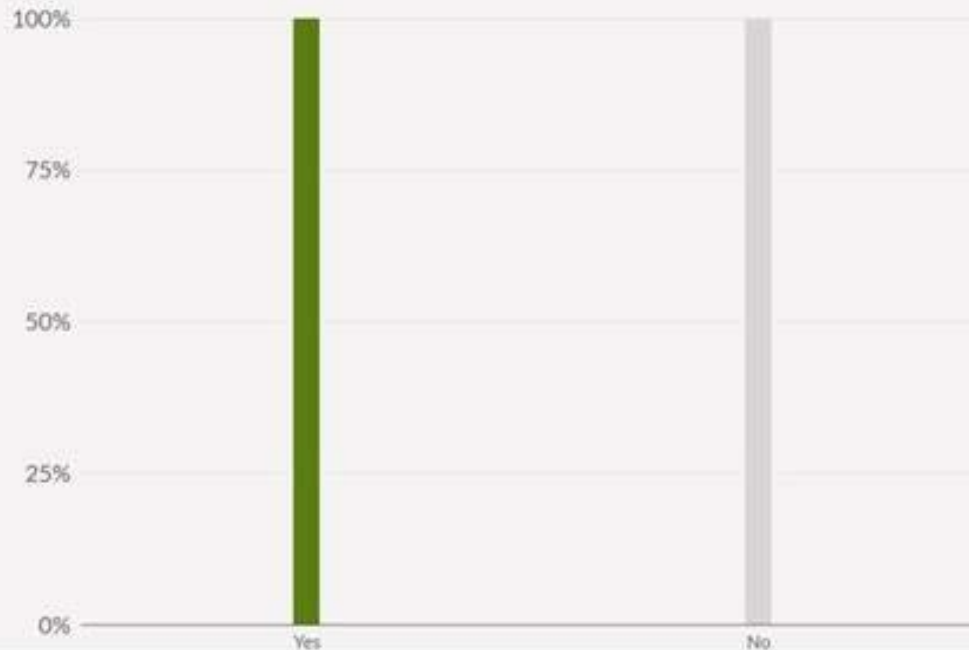
Answered: 4 Skipped: 0 Response Rate: 100%





Do you support Board Members being required to complete a Basic Economic Development course within 6 months of appointment?

Answered: 4 Skipped: 0 Response Rate: 100%





Please list the 3 most important items for staff focus in FY2021 that will support economic development efforts:

Responses:

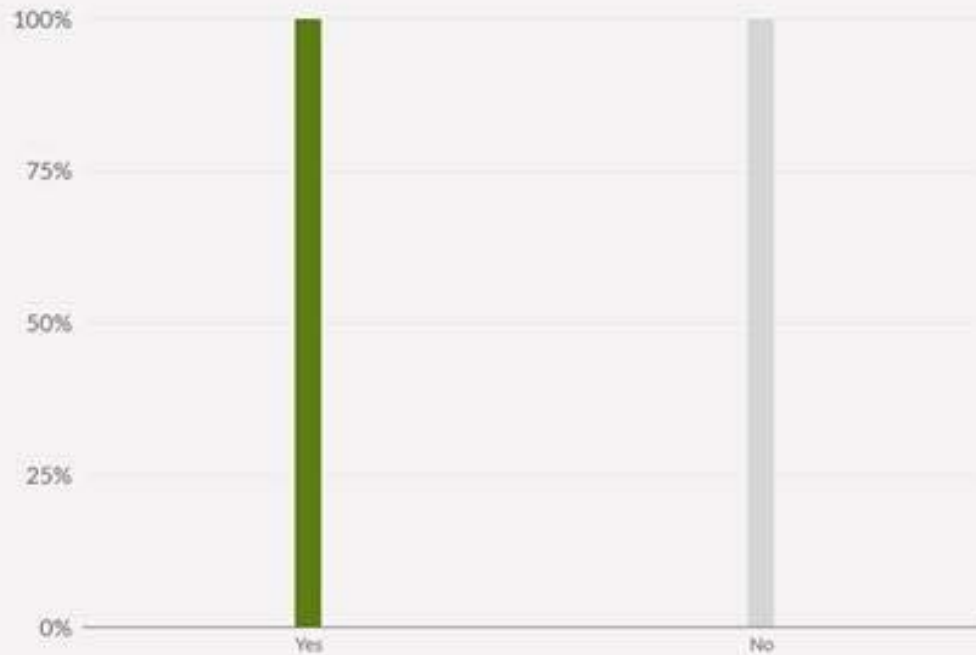
Business Retention, attracting solid, sustainable business development, advertising/marketing to promote businesses.

Work Closely with Retail Coach, Business Retention, Encouraging business expansion



Do you support funding training for the ED Director to obtain the Certified Economic Developer Certification?

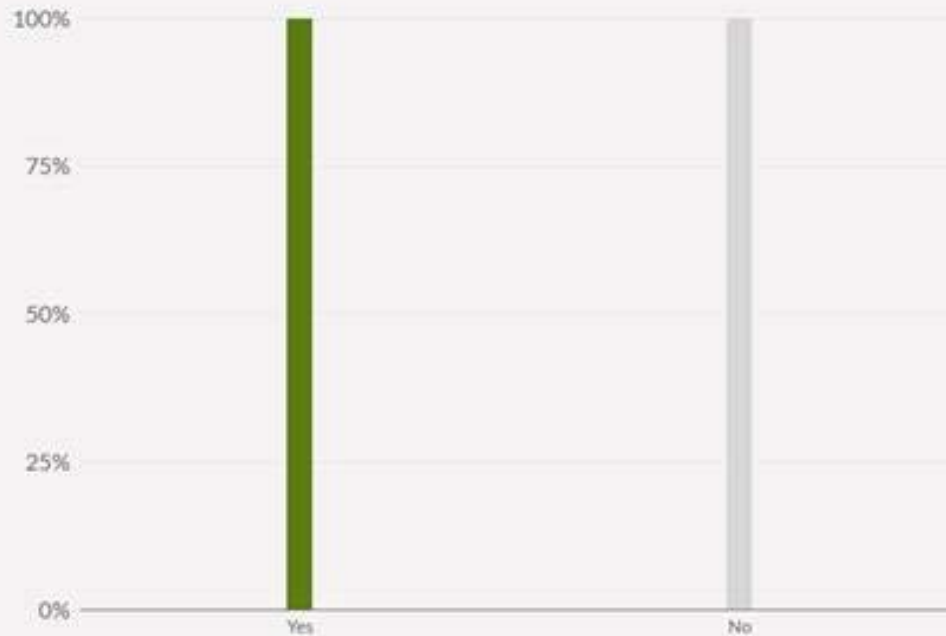
Answered: 3 Skipped: 0 Response Rate: 100%





Do you support funding for Business Retention and Recognition programs?

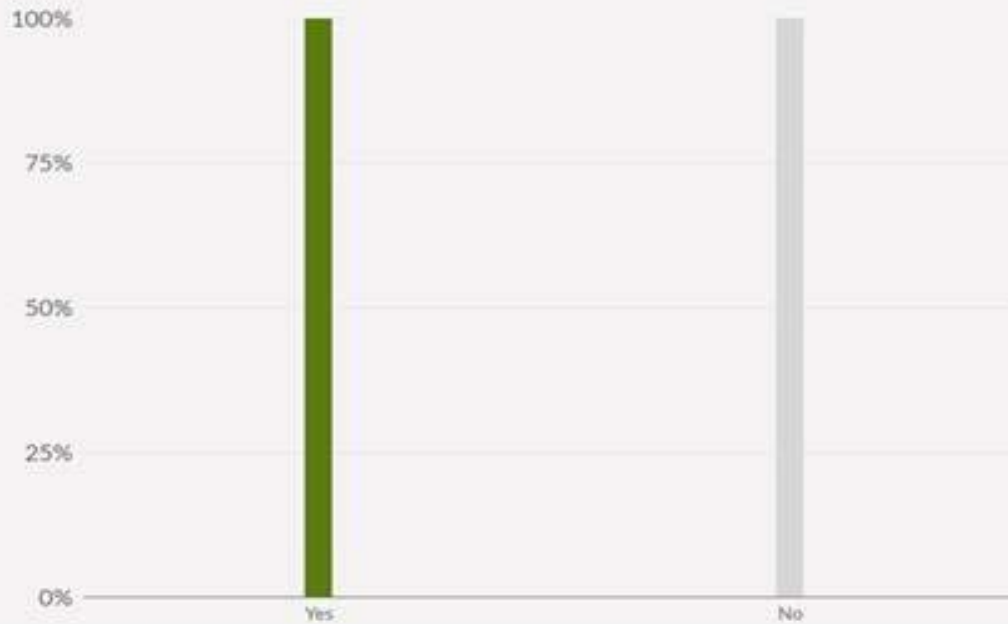
Answered: 3 Skipped: 0 Response Rate: 100%





Do you agree with supporting the City's Annual State of the City Address?

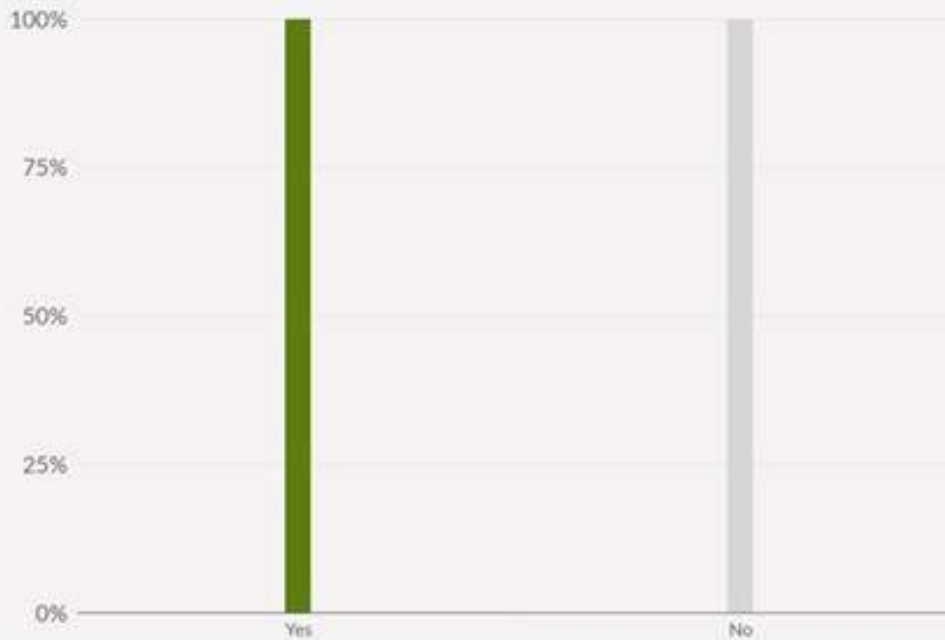
Answered: 3 Skipped: 0 Response Rate: 100%





Do you support including funding in the FY2020-21 Budget for the Executive Director to attend ICSC Conferences on behalf of the Corporation?

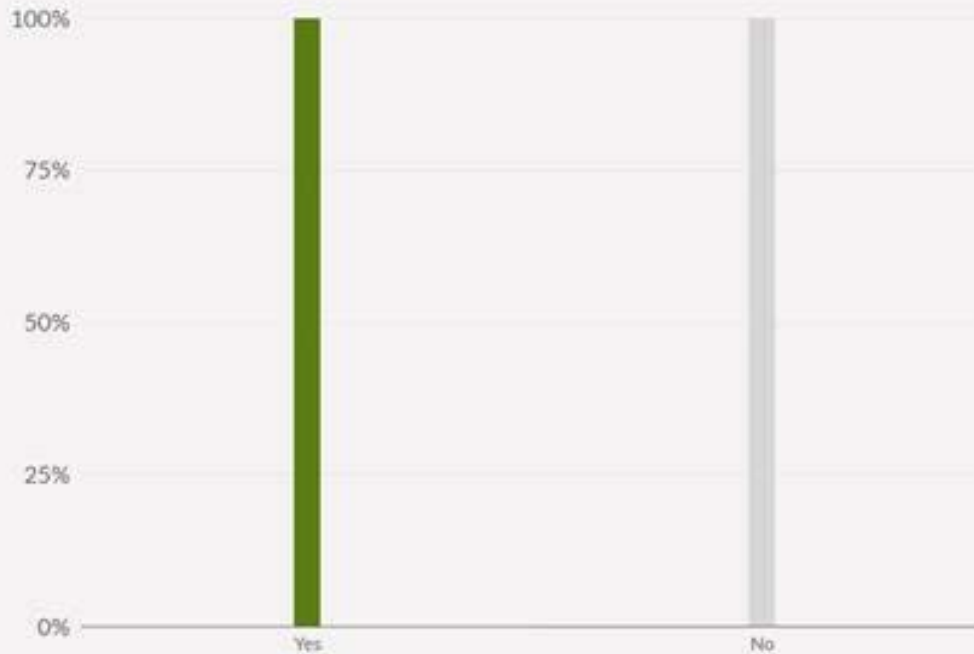
Answered: 3 Skipped: 0 Response Rate: 100%





Do you support including funding in the FY2020-21 Budget for the continuation of the contract with Retail Coach for New Business Recruitment?

Answered: 3 Skipped: 0 Response Rate: 100%







AGENDA MEMORANDUM

DATE: May 14, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, CGFO, CGFM, Director of Finance

SUBJECT: Consideration and action on setting a Public Hearing to discuss the proposed Fiscal Year 2020-2021 Economic Development Corporation Budget during the regular meeting scheduled for June 16, 2020 at 6:00 p.m.

BACKGROUND/INFORMATION:

As part of the budget process, the Board should hold a public hearing for citizens to express their views on the proposed budget. It is recommended this date be set for June 16, 2020 at 6:00 p.m.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

It is recommended the board set the Public Hearing date for the Proposed Budget for June 16, 2020 at 6:00 p.m.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Sandra Gibson, CGFO, CGFM, Director of Finance
Andrea Gardner, City Manager
Approved as to form for inclusion on Agenda

Approved - 5/15/2020
Final Approval - 5/15/2020



AGENDA MEMORANDUM

DATE: May 15, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, CGFO, CGFM, Director of Finance

SUBJECT: Consideration and action on setting the date of July 21, 2020 to adopt the proposed FY2020-2021 Watauga Economic Development Corporation Budget and submit the budget to the City Secretary's Office for inclusion in the Council agenda

BACKGROUND/INFORMATION:

The EDC Board must adopt the budget before it is presented to City Council for acceptance and adoption. It is recommended that the EDC Board adopt the Economic Development Corporation Budget on July 21, 2020. The Board may make changes to the budget up until the time of adoption.

The EDC bylaws require that the Board submit the proposed budget to the City Secretary, for record and placement on the Council agenda, before the 30th day the City of Watauga City Council is scheduled to approve the Corporation's Budget. It is recommended that the EDC submit the proposed budget after adoption on July 21, 2020.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend the Board review and take action on the item presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Sandra Gibson, CGFO, CGFM, Director of Finance
Andrea Gardner, City Manager
Approved as to form for inclusion on Agenda

Approved - 5/15/2020
Final Approval - 5/15/2020