



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, NOVEMBER 17, 2020
6:00 PM

This notice is posted pursuant to the Texas Open Meetings Act. Notice is hereby given that a **Watauga Economic Development Corporation Meeting** of the City of Watauga, Texas will be held at which time the following subjects will be discussed and may be acted upon.

COVID-19 PRECAUTIONS

The operation of a municipality is an Essential Service. The Texas Governor's Order, with the guidance of DSHS Commissioner Dr. Hellerstedt, allows all persons in Texas to obtain essential services, but directs the public to do so by minimizing in-person contact with people who are not in the same household and direct the implementation of social distancing, good hygiene, environmental cleanliness and sanitation. Therefore, the following social distancing rules apply to the public attending this meeting:

- 1) Any member of the public attending the meeting shall maintain a six-foot distance from others (except for those you live in the same household). City Staff and City Officials shall practice social distancing to the extent able without interfering in the ability to carry out the essential governmental functions to be conducted at this meeting.
- 2) To enter City Hall to attend this meeting all persons must wear a face covering (i.e. a cloth mask that effectively covers the mouth and nose with more than one layer of fabric) or equivalent device.
- 3) Attendance in the Council Chamber will be limited to allow for the public in attendance to practice social distancing. Seating may be assigned.
- 4) Coughs and sneezes must be covered with a cloth or tissue, which should then be properly disposed of or washed, and shall not be exposed to others.
- 5) Public courtesies such as handshakes or other greetings shall be respectfully avoided.
- 6) Any member of the public approaching city representatives, whether they be city staff or elected or appointed officials must maintain six-foot social distancing.

Any person who fails to comply with the COVID-19 Precautions may be removed from the meeting.

EXPANDED OPPORTUNITY FOR PUBLIC COMMENT OR PUBLIC TESTIMONY:

The City shall continue to allow expanded opportunities for members of the public who do not attend to participate in Public Comment and Public Testimony. Such participation will be allowed when recognized upon the Mayor's announcement.

ANYONE WHO DOES NOT ATTEND BUT DESIRES TO COMMENT ON A MATTER NOT ON THE AGENDA OR TESTIFY ON A MATTER ON THE AGENDA THAT IS SET

FOR ACTION BY THE BODY AT THIS MEETING MUST SEND THEIR COMMENT IN WRITING USING THE FORM AT <https://www.cowtx.org/WEDCComments> NO LATER THAN ONE (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 City Council to be read into the record IF THE ITEM IS SET FOR ACTION BY THE BODY. Up to three minutes shall be allotted for each written or oral comment ON ITEMS SET FOR ACTION to be read/spoken into the record of the meeting PRIOR TO THE BOARD TAKING ACTION ON THE ITEM. All timely written comments FOR ITEMS SET FOR ACTION 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.

CALL TO ORDER (Board Members, City Staff, Members of the Public - when speaking during the meeting please speak directly into the microphones on the dais or podium)

PUBLIC COMMENT If speaking for an organization or group, the speaker should identify the group represented. If speaking during Public Comment (for matters not posted on that particular meeting's agenda), members of the WEDC Board and Staff may only provide a statement of factual information in response to the inquiry or recite existing policy in response (e.g., to correct a factual misstatement made by the citizen or provide factual information requested by the citizen). Any deliberation of or decision about the subject of the inquiry shall be limited to a proposal to place the subject on the agenda for a future meeting. If necessary, the Chair will task the Executive Director to respond to the citizen and report back to the Board as soon as practicable. Such report to the Board shall not constitute a meeting called by the Board nor shall it constitute deliberation or formal action. Individual citizens addressing the WEDC Board during Public Comment shall not exceed three (3) minutes in their comments; however, the Chair may extend or reduce the speaker's allotted time in order to conduct an efficient and effective public meeting. The time allotted shall not be donated to others desiring to speak. Public Comment is not established to engage in a conversation with the Board and no formal Board action will be taken.

REPORTS FROM STAFF

1. Monthly Financial Report for the period ending September 30, 2020 (Pre-audit)
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager
2. Executive Director Report on economic development activities
Andrea Gardner, City Manager

APPROVAL OF MINUTES

1. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held October 20, 2020.
Raquel Guajardo, Deputy City Secretary

Andrea Gardner, City Manager

NEW BUSINESS

1. Discuss and Consider Action on a Resolution of the Watauga Economic Development Corporation Board of Directors approving an Incubator Tenant Screening and Selection Policy; providing for Repeal; and providing an Effective Date

Andrea Gardner, City Manager

2. Discuss and Consider Action on a Resolution of the Watauga Economic Development Corporation Board of Directors approving a Watauga Business Assistance Policy; providing for Repeal; and providing an Effective Date

Andrea Gardner, City Manager

3. Discuss and consider action to authorize the Executive Director to execute a contract with Bludot Technologies for Business Retention & Expansion software support

Andrea Gardner, City Manager

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, November 13, 2020, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: November 4, 2020
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, Director of Finance
SUBJECT: Monthly Financial Report for the period ending September 30, 2020
(Pre-audit)

BACKGROUND/INFORMATION:

The Monthly Financial Report for the period ending September, 30, 2020 is attached for the Board's review. The Finance staff is currently undergoing year-end closing procedures, thus revenues and expenditures may not include audit adjustments.

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 Report September 2020

REVIEWED BY:

Sandra Gibson, Director of Finance
Andrea Gardner, City Manager

Created/Initiated - 11/12/2020
Final Approval - 11/12/2020

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: November 2, 2020

TO: Watauga Economic Development Board

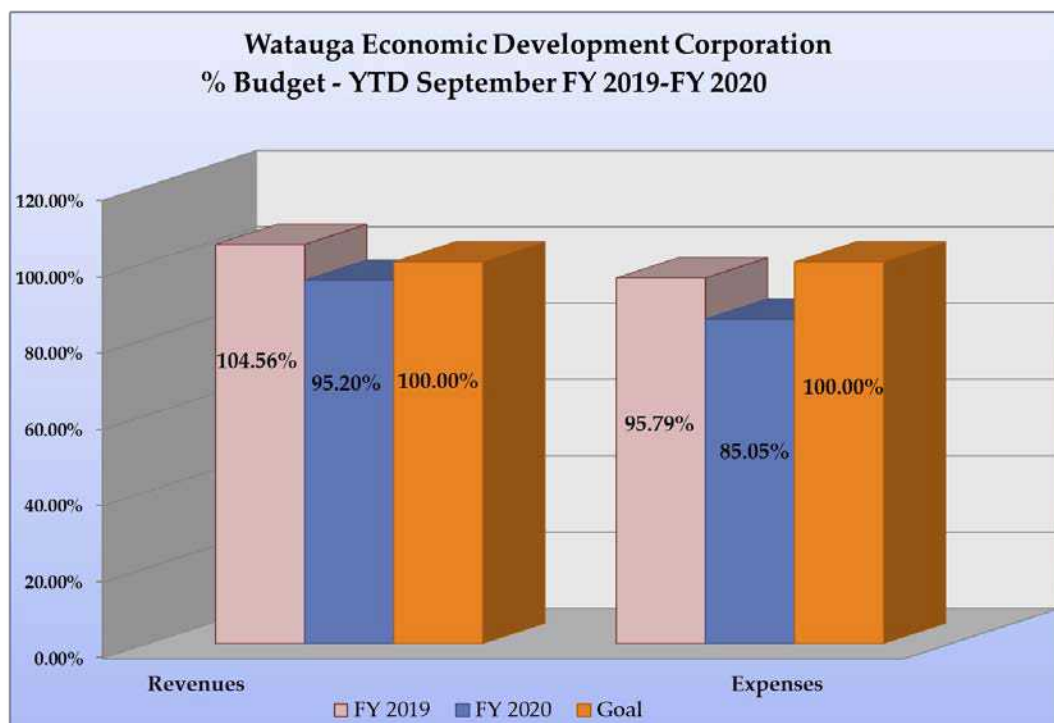
FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of September, 2020 (Pre-audit)

The attached report and below graph represent the results of transactions through September, 2020 which is the 100% through the FY2019-20 budget.

August sales tax receipts (received in October) increased 5.19% from the same time last year. Year-to-date sales tax reflects a 2% decrease from the same time last year and are 95.7% of budgeted sales tax revenues. While current receipts are higher, other factors significantly contributed to the increase to include single rate collections, audit collections, and prior period collections.

Consumer confidence holds a sentiment of uncertainty, thus decreases in sales tax receipts will continue to be anticipated through the end of the calendar year. The City will receive the distribution for September, 2020 sales tax receipts on November 13, 2020.





Operating expenditures (pre-audit adjustments) are \$348,446 which is 85% of the budget expended for the year. Limitations on spending were made during the year in order to offset anticipated lower sales tax revenues.

In the EDC Capital Projects Fund, capital expenditures for the year total \$206,332 for the fiscal year. These projects included the Capp Smith Retaining wall, the digital poster sign project, and Capp Smith Park amenities. Other continuing projects that are funded by the EDC through debt service payments include the Splash Pad project and the restaurant incubator project. Progress on these projects will be reported on a quarterly basis beginning in the first quarter of Fiscal Year 2020-2021.

CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2020
For the period ending September 30, 2020 (4th FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

REVENUE:	CURRENT BUDGET	9/30/2020 YTD ACTUAL	% USED	% REMAINING	9/30/2019 YTD ACTUAL	\$ CHG 20 vs 19	% CHG 20 vs 19
SALES TAX	764,000	731,523	95.75%	4.25%	746,760	(15,237)	-2.04%
INTEREST EARNINGS	10,000	5,301	53.01%	46.99%	22,814	(17,513)	-76.77%
INTEREST/ESCROW	-	-	-	-	-	-	-
CONTRIBUTIONS/OTHER	-	-	-	-	-	-	-
TOTAL REVENUE	\$774,000	\$736,824	95.20%	4.80%	\$769,574	(32,750)	-4.26%
PERSONNEL SERVICES	-	(0)	0.00%	100.00%	410,747	(410,747)	-100.00%
NON-DEPARTMENTAL	-	-	0.00%	100.00%	19,837	(19,837)	-100.00%
SUPPLIES	2,200	606	27.54%	72.46%	47,591	(46,985)	-98.73%
MAINTENANCE	4,000	-	0.00%	100.00%	52,680	(52,680)	-100.00%
CONTRACTUAL & SUNDRY	148,450	93,403	62.92%	37.08%	138,691	(45,288)	-32.65%
TRANSFERS	294,470	294,369	99.97%	0.03%	50,900	243,469	478.33%
CAPITAL OUTLAY	7,500	-	0.00%	100.00%	5,500	(5,500)	0.00%
TOTAL EXPENDITURES	456,620	388,378	85.05%	14.95%	\$ 725,946	(337,568)	-46.50%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$317,380	\$348,446			\$43,628	\$304,818	



AGENDA MEMORANDUM

DATE: November 13, 2020
TO: Watauga Economic Development Corporation Directors
FROM: Andrea Gardner, City Manager
SUBJECT: Executive Director Report on economic development activities

BACKGROUND/INFORMATION:

Each month, the Executive Director intends to provide a report on economic development activities to include business retention efforts and programs, project updates and new business attraction.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

City staff recommends the Board receive the report from the Executive Director and provide direction.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager

George Hyde, Legal

Approved as to form for inclusion on Agenda

Created/Initiated - 11/13/2020

Final Approval - 11/13/2020



AGENDA MEMORANDUM

DATE: November 12, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Raquel Guajardo, Deputy City Secretary

SUBJECT: Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held October 20, 2020.

BACKGROUND/INFORMATION:

Meeting minutes are attached for consideration.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the WEDC Board approve the October 20, 2020 meeting minutes.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC October 20 2020 Minutes Edited DRAFT

REVIEWED BY:

Raquel Guajardo, Deputy City Secretary

Andrea Gardner, City Manager

Approved as to form for inclusion on Agenda

Created/Initiated - 11/12/2020

Final Approval - 11/13/2020

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, OCTOBER 20, 2020
6:00 PM**

CALL TO ORDER:

President Miner called the meeting to order at 6:07 p.m.

DIRECTORS PRESENT:

Art Miner, President, Place 1
Amirali Fazalbhai, Place 2
Jan Hill, Place 3
Mike Alexander, Place 5
Cheneya Cruze, Place 6
Vacant, Place 7

DIRECTORS ABSENT:

Damon Solko, Place 4 (Absent Without Notice)

CITY STAFF PRESENT:

Andrea Gardner, City Manager

PUBLIC TESTIMONY

A packet of two comments from residents was submitted to council but not read into record due to the comments not relating to items presented for action included on the agenda. These comments will be filed with the minutes.

REPORTS FROM STAFF

1. Report on the Watauga Restaurant Incubator Project Feasibility Study

Ms. Gardner reported on the Watauga restaurant incubator project feasibility study and addressed key findings and trends.

Vice-President Cruze asked about the trash service. Ms. Gardner responded that assumptions were made regarding certain aspects of the study but the board has final say and action on all items and policies.

2. Monthly Financial Report for the period ending August 31, 2020.

Ms. Gardner provided background on the financial report and stated that the sales tax is much better than anticipated and the revenue and expenditures are heading in a positive direction.

APPROVAL OF MINUTES

1. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held on September 15, 2020.

Director Hill motioned to approve the meeting minutes as presented. Motion seconded by Vice-President Cruze. As there was no discussion, President Miner called for the Board to vote. Motion carried 4-0-1.

Ayes: Hill, Cruze, Alexander, Fazalbhai

Nays: None

Absent: Solko

NEW BUSINESS

1. Discuss and provide direction on the WEDC trademark application

Ms. Gardner explained that Council had directed legal to trademark the WEDC logo and asked the for direction from the board.

Vice-President Cruze motioned to provide direction on trademark. Motion seconded by Director Hill.

Director Hill stated that she does not want the logo to be edited and used on social media. Secretary Fazalbhai asked for clarification regarding the color of the logo "color/black and white". After some discussion, the consensus of the board was for the color version of the logo be trademarked.

President Miner stated that no action is required for this item as it was to provide direction to staff.

2. Discuss and consider action to recommend a business registration ordinance to the Watauga City Council.

Ms. Gardner presented item to the board.

Director Hill motioned to approve the item as presented. Motion seconded by Secretary Fazalbhai.

Secretary Fazalbhai expressed support for an opportunity to simplify the onboarding process to ensure businesses do not fall off and fail to register with the City.

President Miner explained that businesses receive many services from the WEDC in exchange for the fee that is charged.

Director Hill amended her motion to provide Ms. Gardner with latitude to research the fee amount. Motion seconded by Director Alexander.

President Miner called for the Board to vote. Motion carried 4-0-1.

Ayes: Hill, Cruze, Alexander, Fazalbhai
Nays: None
Absent: Solko

President Miner called for a vote on the original motion as amended. Motion carried 4-0-1.

Ayes: Hill, Cruze, Alexander, Fazalbhai
Nays: None
Absent: Solko

- 1. Discuss and consider action to recommend approval of an extension to the Professional Services Agreement with Retail Coach, LLC for completion of a Comprehensive Retail Recruitment and Development Plan and authorize the Executive Director to execute the extension upon action by the Watauga City Council**

Mr. Farmer spoke about progress and direction for the future and requested the agreement renewed/extended for year two.

PUBLIC TESTIMONY

President Miner read comments submitted by Mr. Chuck Hubbard, 5948 Hillglen Dr. Watauga. (*Comments will be archived with approved minutes*)

Mr. Farmer addressed the comments and provided insight into the process.

Director Hill made a motion to bring the item to the table. Motion seconded by Vice-President Cruze.

Director Hill made a motion to extend the contract with Retail Coach. Motion seconded by Director Fazalbhai.

Director Hill stated that the statistics, information and work done Mr. Farmer has been really helpful.

As there was no additional discussion, President Miner called for the Board to vote. Motion carried 4-0-1.

Ayes: Hill, Cruze, Alexander, Fazalbhai
Nays: None
Absent: Solko

ADJOURNMENT TO EXECUTIVE SESSION

President Miner recessed the meeting for executive session at 7:11 p.m.

Section 551.087 to deliberate regarding economic development negotiations and deliberate regarding an offer of an incentive to a business prospect the WEDC seeks to have locate, stay or expand in or near Watauga

Section 551.074 to deliberate upon and provide direction on the duties of the Executive Director

The regular meeting reconvened at 8:06 p.m. President Miner announced that no action was taken on any items.

ADJOURNMENT

With no additional business to discuss, President Miner adjourned the meeting at 8:06 p.m.

APPROVED: this the ____ day of _____ 2020.

SIGNED: this the ____ day of _____ 2020.

Arthur L. Miner, President

Amirali (A.J.) Fazalbhai, Secretary

NOTE: Original Audio and Video Recording of this meeting is preserved and maintained by the City Secretary's Office



AGENDA MEMORANDUM

DATE: October 22, 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 Board of Directors approving an Incubator Tenant Screening and Selection Policy; providing for Repeal; and providing an Effective Date

BACKGROUND/INFORMATION:

The Economic Development Corporation is a Type B sales tax corporation and is authorized to expend funds related to community or recreational facilities.

In June 2020, the WEDC Board authorized staff to pursue an EDA Grant Opportunity under the CARES Act for this project.

On July 21, 2020, in accordance with Local Government Code 505.159, the WEDC Board conducted the required public hearing held for citizen input on the incubator project; and approved a resolution and agreement requiring the Corporation to reimburse the City for the associated debt service requirements.

On July 28, 2020 the WEDC Board approved an agreement with MRB 2020 Group to complete a feasibility study as required for grant consideration.

In September 2020, the WEDC Board approved a professional services agreement submitted by Burgess & Niple for the project design.

The MRB Group completed the Feasibility Study for the proposed project and provided for Board review during the October 20, 2020 WEDC Board Meeting.

The committee selected by the WEDC Board in January 2020 has met multiple times with various members of City staff to complete the concept plan, ordinance updates, and various policies needed for the project and grant application. Attached is the Tenant Selection Policy developed by the committee.

FINANCIAL IMPLICATIONS:

Creation of the policy had no financial impact beyond staff time to prepare.

RECOMMENDATION/ACTION DESIRED:



AGENDA MEMORANDUM

City staff and the committee recommend the WEDC Board review the attached Tenant Selection Policy, approve Resolution No. 2020-09 and forward to City Council for consideration of final approval in December 2020.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Draft Tenant Selection Policy Oct 20 2020
2. Resolution Approving Incubator Tenant Screening and Selection Policy

REVIEWED BY:

Andrea Gardner, City Manager

Karrie Marling, Legal

George Hyde, Legal

Andrea Gardner, City Manager

Created/Initiated - 11/10/2020

Approved - 11/12/2020

Approved - 11/13/2020

Final Approval - 11/13/2020

Approved as to form for inclusion on Agenda

Tenant Screening and Selection Policy

Policy brief & purpose

The **tenant screening and selection policy** describes the incubator's process for attracting and selecting tenant candidates:

- Screen and select the best possible tenants that are suitable to the area and to the incubator.
- Treat all candidates fairly and clearly.

Procedures

The Watauga Food Business Incubator Team is vigilant in our screening and selection procedures.

We follow this procedure every time we screen and select a new tenant to our incubator team.

Identification of Screening Advisory Committee

- We have a minimum of four people on our incubator selection committee.
- The same four people are involved at each step of the screening and selection process.
- All recommendations of the Committee shall be unanimous.
- The Committee may request outside expert testimony related to any tenant application.

Target Beneficiaries

- The Food Business Incubator's space and services are designed specifically for culinary entrepreneurs intending in the future to establish brick-and-mortar food service establishments, catering companies, or specialty food processing businesses. Only applicants that intend to use the incubator with the clear goal of moving to a permanent location will be considered.
- Though priority will be given to applicants seeking to do business in Tarrant County and surrounding counties, prospective clients from other areas of Texas will be vetted to determine applicability of incubator service offerings.

STEPS FOR TENANT REQUEST/ACCEPTANCE

Step 1 - Tenant application

- Any entrepreneur inquiring about the incubator will be supplied with a tenant application packet which as a minimum, will include:
 - Incubation Program Application
 - A two-page business plan form
 - An environmental Impact form
 - A general credit release form

WATAUGA FOOD BUSINESS INCUBATOR

- All entrepreneurs must provide a DBA from and provide proof of Tax payer identification from the State of Texas or proof of application for a Taxpayer ID.
- Provide proof of registration with the Better Business Bureau (BBB).
- Interested entrepreneurs are required to tour the space and meet with City staff so they thoroughly understand how the incubator functions and if they are ready to take the next step.

Step 2 - Executive Summary

- Each tenant/company is required to submit an executive summary to the incubator by email or hard copy, after which, an internal review is then conducted by the incubator screening advisory committee.

Step 3 - Presentation

- If the prospective tenant's application materials are deemed to be complete and gain the preliminary approval of the incubator screening advisory committee, a presentation will be scheduled.
- The prospective tenant/company is required to deliver a 10-minute PowerPoint presentation to the incubator screening advisory committee covering the business plan.

Step 4 - Business Idea Presented to WEDC Board

- Once successful at the presentation stage, the tenant/company will be requested to present the business idea to the WEDC Board at a regularly scheduled Board meeting.

Other Factors that may be considered or requested

- Proof of food handler's certification for all employees of the tenant/company.
- Interview with the (Kitchen) facility manager of the company may be requested by the selection committee or WEDC Board.
- Prospective tenants must demonstrate business and marketing plan skills, an understanding of current market conditions for their products and services, as well as the financial and management capacity needed to execute the plan.
- Provide proof of product liability insurance and general liability insurance.
 - 30-day notice of cancellation on insurance is required and shall be satisfied by listing the WEDC as additional certificate holder.
- Each tenant must complete the City of Watauga's Business Registration process.
- Prospective tenants will be evaluated on its financial strength and experience of the management team.
 - The screening advisory committee will consider such things as the likelihood of ultimately securing necessary capital for startup or expansion, based on current debt/asset ratio, existing business cash flow, reasonable sales forecasts and/or existing relationships with conventional or other creditors.

WATAUGA FOOD BUSINESS INCUBATOR

- Prospective tenants' former relationships with other incubator or business development support programs

Entrepreneurs that the committee and/or board determines do not meet viability standards and are not fully ready to leverage the incubator's offerings will not be discouraged, but rather referred to other business development support programs, in order to further improve their business plan and capacity before being reconsidered for admission.

DRAFT

WATAUGA ECONOMIC DEVELOPMENT CORPORATION
RESOLUTION NO. 2020-09

A RESOLUTION OF THE WATAUGA ECONOMIC
DEVELOPMENT CORPORATION BOARD OF DIRECTORS
APPROVING AN INCUBATOR TENANT SCREENING AND
SELECTION POLICY; PROVIDING FOR REPEAL; AND
PROVIDING AN EFFECTIVE

WHEREAS, the Economic Development Corporation is a Type B sales tax corporation and is authorized to expend funds related to community or recreational facilities; and

WHEREAS, the incubator project was discussed during the budget process for the Board's consideration.

WHEREAS, in June 2020, the WEDC Board authorized staff to pursue an EDA Grant Opportunity under the CARES Act for this project; and

WHEREAS, on July 21, 2020, in accordance with Local Government Code 505.159, the WEDC Board conducted the required public hearing for citizen input on the incubator project; and

WHEREAS, the WEDC Board voted to approve a resolution and agreement requiring the Corporation to reimburse the City for the associated debt service requirements; and

WHEREAS, on July 28, 2020 the WEDC Board approved an agreement with MRB 2020 Group to complete a feasibility study as required for grant consideration; and

WHEREAS, in September 2020, the WEDC Board approved a professional services agreement submitted by Burgess & Niple for the project design; and

WHEREAS, the MRB Group completed the Feasibility Study for the proposed project and provided for Board review during the October 20, 2020 WEDC Board Meeting; and

WHEREAS, the committee selected by the WEDC Board in January 2020 has met multiple times with various members of City staff to complete the concept plan, ordinance updates, and various policies needed for the project and grant application; and

WHEREAS, the Incubator Tenant Screening and Selection Policy was developed by the committee; and

WHEREAS, in accordance with state law and the City Charter, the WEDC Board is of the opinion that the Incubator Tenant Screening and Selection Policy should be approved.

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

I.

The Watauga Economic Development Corporation Board of Directors finds that the statements set forth in the recitals of this resolution are true and correct, and hereby incorporates such recitals as a part of this resolution.

II.

The Watauga Economic Development Corporation Incubator Tenant Screening and Selection Policy is approved in the same, or substantially similar manner, as shown in **Exhibit "A"**, which is attached hereto and incorporated herein for all purposes.

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 all subsequent approvals thereof as prescribed by law.

PASSED AND ADOPTED by the Watauga Economic Development Corporation on this 17th day of November 2020.

APPROVED

ARTHUR L. MINER, PRESIDENT

ATTEST:

AMIRALI FAZALBHAI, SECRETARY

APPROVED AS TO FORM AND LEGALITY:

GEORGE HYDE, CITY ATTORNEY
Russell Rodriguez Hyde & Bullock LLP

EXHIBIT “A”

INCUBATOR TENANT SCREENING AND SELECTION POLICY



AGENDA MEMORANDUM

DATE: October 22, 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 Board of Directors approving a Watauga Business Assistance Policy; providing for Repeal; and providing an Effective Date

BACKGROUND/INFORMATION:

The Economic Development Corporation is a Type B sales tax corporation and is authorized to expend funds related to community or recreational facilities.

In June 2020, the WEDC Board authorized staff to pursue an EDA Grant Opportunity under the CARES Act for this project.

On July 21, 2020, in accordance with Local Government Code 505.159, the WEDC Board conducted the required public hearing held for citizen input on the incubator project; and approved a resolution and agreement requiring the Corporation to reimburse the City for the associated debt service requirements.

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The committee selected by the WEDC Board in January 2020 has met multiple times with various members of City staff to complete the concept plan, ordinance updates, and various policies needed for the project and grant application. Attached is the Tenant Selection Policy developed by the committee.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:



AGENDA MEMORANDUM

City staff and the committee recommend the WEDC Board review the attached Business Assistance Policy, adopt Resolution No. 2020-010 and submit to City Council for consideration of final approval in December 2020.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Draft Business assistance policy Public
2. Draft Business assistance policy Board
3. Approval of WEDC Agenda Item 2
4. Resolution Approving Business Assistance Policy

REVIEWED BY:

Andrea Gardner, City Manager

Karrie Marling, Legal

George Hyde, Legal

Andrea Gardner, City Manager

Approved as to form for inclusion on Agenda

Created/Initiated - 11/12/2020

Approved - 11/12/2020

Approved - 11/13/2020

Final Approval - 11/13/2020

Business assistance policy

Business assistance summary

The incubator consists of 1) an outdoor site for culinary entrepreneurs to start up their businesses in a mobile food vendor format; and 2) an education and training program to prepare entrepreneurs to successfully run food service businesses at permanent sites and greater scale.

The site will be located at 6200 Watauga Road in the City of Watauga and consist of six pad sites, a shared indoor kitchen / food prep area, parking space, restrooms, electrical service, water and sewer service, promotional signage, and a stage area. Tenants will be required to participate in tailored training programs provided by the City of Watauga, the Northeast Tarrant Chamber, and other partners.

License agreement

When accepted, tenants sign a one-year license agreement whereby they must provide all required permits and insurance and agree to use the incubator space at least 1 weekend day and 2 days during each the work week. The weekend is defined as Saturday and Sunday and the work week is defined as Monday through Friday.

All tenants' license agreements will contain standardized requirements and progress measures toward graduation and may also contain items tailored to an individual business's needs in order to progress toward incubator graduation and successful scale-up.

By signing the license agreement, all tenants agree to:

- Attend all prescribed training sessions, networking, and mentoring activities
- Fulfill all pre- and post-incubation data requests
- Abide by Texas and federal regulatory laws related to business structure, food safety, employee protection, etc.
- Show due diligence in progressing toward graduation

License agreements will address requirements pertaining to food and personal safety, fees, facility use, and scheduling parameters. Access to these facilities and services may be terminated if tenants are found to be in breach of license agreement terms.

Training and other programmatic assistance

Required training will cover topics including but not limited to local government and regulations; business development; business financials; and access to capital, including education about relevant loan programs and requirements.

The training programs will be conducted using existing City of Watauga staff time, the time of advisors such as the City's attorney that are already under contract, and already-dedicated staff time at partner organizations such as the Northeast Tarrant Chamber, which will provide a tailored business development course. City professionals will coordinate service delivery with all partners.

Tenants will also benefit from City-provided assistance with obtaining loans and addressing legal and other technical matters.

The WEDC, City and its partners will coordinate structured networking opportunities that facilitate relationships between tenants and established Tarrant County food businesses, including restaurants, suppliers, and other food industry ecosystem entities; helping to strengthen synergies within this emerging local industry cluster that result in overall market growth.

The WEDC and City will also provide linkages to two nearby culinary arts facilities at the XXXXXXXXXX, both of which can help tenants with workforce training, potential interns, culinary development and innovation, industry certifications, and specialized food preparation facilities.

City staff will meet with each tenant regularly and, in collaboration with specialized business advisors as needed, to provide customized business/technical assistance as required.

Tenant graduation policy

Tenants' one-year license agreements will be renewable for up to a total of three years if they have been fulfilling the requirements and showing due diligence in progressing toward graduation.

Though graduation requirements differ by tenant, they will include some or all the following:

- Growth in sales volume sufficient to justify private investment
- Successful launch of new products or services via wholesale or retail channels (for food processing tenants / specialty food and beverage producers)
- Obtainment of capital funding required for growth and expansion
- Achievement of positive cash flow
- Hire of at least one fulltime equivalent employee
- Incorporation

- Acquisition by or merger with an established company

We recognize that the pace of development is unique to every company. However, we expect each company to make progress each year in most factors listed above, allowing for the fact that company development is uneven year to year. A company may be required to graduate earlier than the three-year mark if its business development has reached the point that requires facilities and services beyond the resources of the incubator. Generally speaking, a company's license agreement will not be renewed after the three-year period if the company is failing to advance and is unlikely to be successful.

Incubator graduates must fulfill post-graduation requests for information regarding incubator impact and may be asked to advise the City on incubator programming and participate in mentorship and networking activities to benefit subsequent tenants.

Performance plan

The Board of Directors of the Watauga Economic Development Corporation will be responsible for setting incubator performance goals, establishing and reviewing policy, monitoring performance on the basis of information collected by City staff, and adjusting incubator offerings as they relate to needed facilities, training, and programmatic activities.

City staff will track the success of tenants on a quarterly basis by collecting the following information from them:

- Self-reported changes to revenues, profitability, market share, and/or product quality as a direct result of incubator services
- New business launches, jobs created, and jobs retained as a direct result of incubator services
- Self-reported value and percentage of food and beverage products sold to consumers from outside Tarrant County based on any credit card transactions

Tenants will be required to report this data on a quarterly basis during their time as incubator tenants, and on an annual basis for a period of five years after graduation.

Overall performance of the incubator will be based on the aggregate metrics collected above. Performance of individual tenants will be assessed on these metrics about their individual business plans.

WATAUGA ECONOMIC DEVELOPMENT CORPORATION
RESOLUTION NO. 2020-010

A RESOLUTION OF THE WATAUGA ECONOMIC
DEVELOPMENT CORPORATION BOARD OF DIRECTORS
APPROVING A WATAUGA BUSINESS ASSISTANCE
POLICY; PROVIDING FOR REPEAL; AND PROVIDING AN
EFFECTIVE

WHEREAS, the Economic Development Corporation is a Type B sales tax corporation and is authorized to expend funds related to community or recreational facilities; and

WHEREAS, the incubator project was discussed during the budget process for the Board's consideration.

WHEREAS, in June 2020, the WEDC Board authorized staff to pursue an EDA Grant Opportunity under the CARES Act for this project; and

WHEREAS, on July 21, 2020, in accordance with Local Government Code 505.159, the WEDC Board conducted the required public hearing for citizen input on the incubator project; and

WHEREAS, the WEDC Board voted to approve a resolution and agreement requiring the Corporation to reimburse the City for the associated debt service requirements; and

WHEREAS, on July 28, 2020 the WEDC Board approved an agreement with MRB 2020 Group to complete a feasibility study as required for grant consideration; and

WHEREAS, in September 2020, the WEDC Board approved a professional services agreement submitted by Burgess & Niple for the project design; and

WHEREAS, the MRB Group completed the Feasibility Study for the proposed project and provided for Board review during the October 20, 2020 WEDC Board Meeting; and

WHEREAS, the committee selected by the WEDC Board in January 2020 has met multiple times with various members of City staff to complete the concept plan, ordinance updates, and various policies needed for the project and grant application; and

WHEREAS, the Business Assistance Policy was developed by the committee; and

WHEREAS, in accordance with state law and the City Charter, the WEDC Board is of the opinion that the Business Assistance Policy should be approved.

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

I.

The Watauga Economic Development Corporation Board of Directors finds that the statements set forth in the recitals of this resolution are true and correct, and hereby incorporates such recitals as a part of this resolution.

II.

The Watauga Economic Development Corporation Business Assistance Policy is approved in the same, or substantially similar manner, as shown in **Exhibit "A"**, which is attached hereto and incorporated herein for all purposes.

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 all subsequent approvals thereof as prescribed by law.

PASSED AND ADOPTED by the Watauga Economic Development Corporation on this 17th day of November 2020.

APPROVED

ARTHUR L. MINER, PRESIDENT

ATTEST:

AMIRALI FAZALBHAI, SECRETARY

APPROVED AS TO FORM AND LEGALITY:

GEORGE HYDE, CITY ATTORNEY
Russell Rodriguez Hyde & Bullock LLP

EXHIBIT “A”

BUSINESS ASSISTANCE POLICY



AGENDA MEMORANDUM

DATE: November 4, 2020

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and consider action to authorize the Executive Director to execute a contract with Bludot Technologies for Business Retention & Expansion software support

BACKGROUND/INFORMATION:

Staff seeks Board consideration of a software purchase that provides an open portal with existing businesses, a business development module for existing businesses and a reporting feature for the Board and public.

Staff recently implemented a Business Registration program that will work well with this new proposed technology tool.

FINANCIAL IMPLICATIONS:

The program cost is attached and funds were include in the Adopted FY 2021 WEDC Budget for business retention purposes.

Account 04-016-74790

RECOMMENDATION/ACTION DESIRED:

City staff recommends the Board authorize the Executive Director to execute a contract for business retention and expansion support with Bludot Technologies.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Bludot Pricing Tiers_EarlyAccess
2. Bludot Demo_Watauga TX

REVIEWED BY:

Andrea Gardner, City Manager
Sandra Gibson, Director of Finance
George Hyde, Legal
Approved as to form for inclusion on Agenda

Created/Initiated - 11/4/2020
Approved - 11/4/2020
Final Approval - 11/12/2020



Pricing Tiers

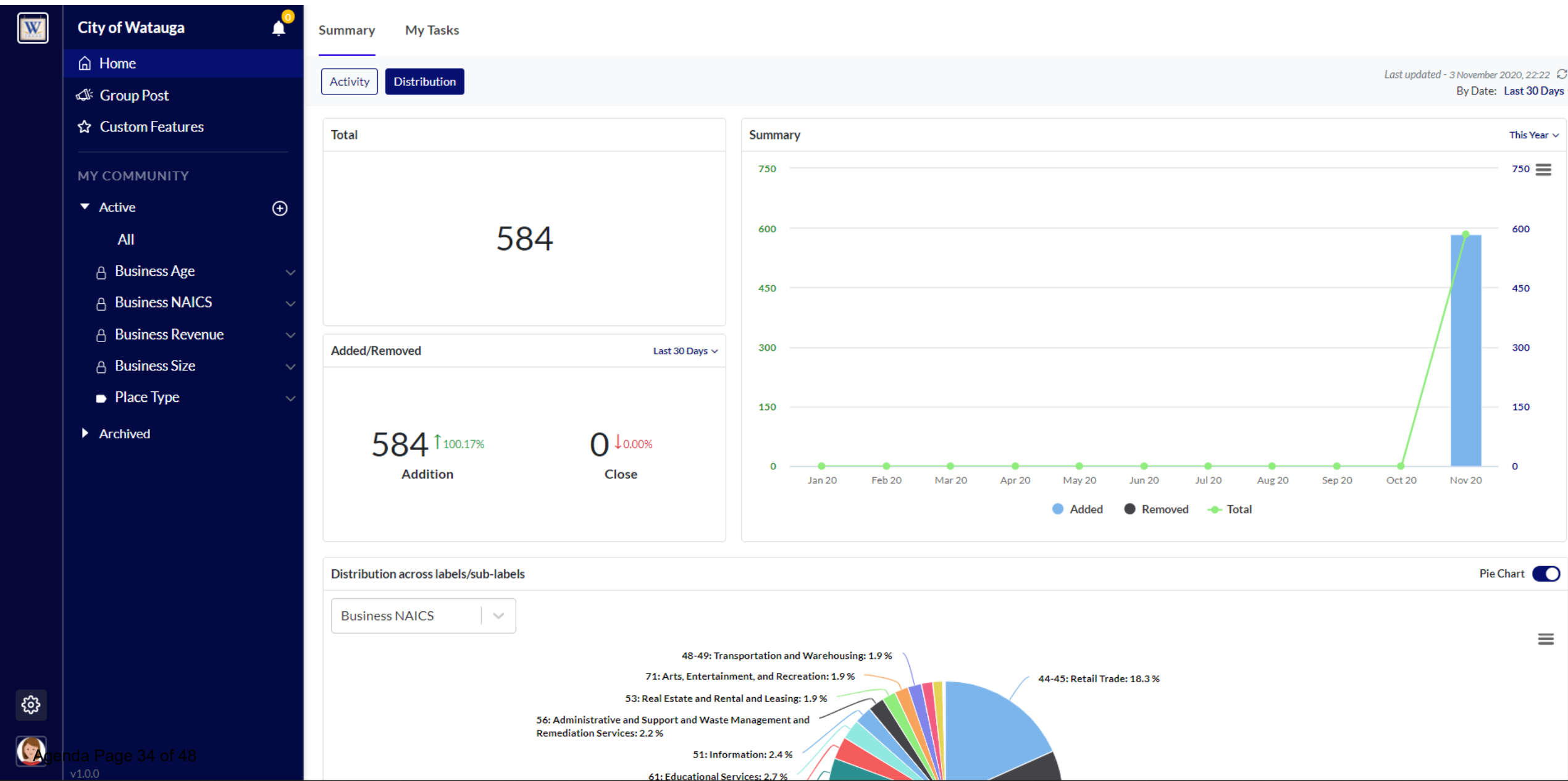
Number of Businesses	\$/month *
<=1000	\$195 \$125 **
<=2500	\$395 \$245 **
<=5000	\$595 \$395 **
<=10,000	\$895 \$695 **
10,000+	Contact Bludot

* Annual Subscription 10% Off

* Flat Fee, Unlimited Users

** Bludot 2.0 Early Access + Free Full-Service Onboarding - **Sign up by Nov 30!**

Summary dashboard with interactive charts to track local business changes and activities



Intuitive local business list & custom labels



City of Watauga

 Home

 Group Post

 Custom Features

MY COMMUNITY

▼ Active

All

 Business Age

 Business NAICS

 Business Revenue

 Business Size

 Place Type

► Archived

Active (584)

Search

Advanced Search



1st Saint John Baptist Church

5825 Watauga Rd,Watauga

Business NAICS|81: Other Services (except Public Administration)

Business Size|1-10

Business Revenue|Unclassified

Place Type|independent



31 Stitches

6540 Bernadine Dr,Watauga

Business NAICS|54: Professional, Scientific, and Technical Services

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent



5 Star Fadez

6500 Denton Hwy,Watauga

Business NAICS|81: Other Services (except Public Administration)

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent



7-Eleven

7001 Rufe Snow Dr,Watauga

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|1M-5M

Place Type|branch



A & A Jubilee Inc

6701 Rufe Snow Dr,Watauga

Business NAICS|72: Accommodation and Food Services

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent



A & D Fence

6400 High Lawn Ter,Watauga

Business NAICS|42: Wholesale Trade

Business Size|1-10

Business Revenue|1M-5M

Place Type|independent



A Cigarette Plus

6622 Rufe Snow Dr,Watauga

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent



A Fine Shine

5930 Plum St,Watauga

Business NAICS|Unclassified

Business Size|Unclassified

Business Revenue|Unclassified

Place Type|independent



A Work Of Art

6544 Meadowlark Ln E,Watauga

Business NAICS|23: Construction

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent



ABC Construction Plumbing

5616 Main St,Watauga

Business NAICS|23: Construction

Business Size|1-10

Business Revenue|0.5M-1M

Place Type|independent





Agenda Page 35 of 48

v1.0.0

Map visualization with 1-click

City of Watauga

Home

Group Post

Custom Features

MY COMMUNITY

Active

All

Business Age

Business NAICS

11: Agriculture, Forestry,...

21: Mining, Quarrying, an...

22: Utilities

23: Construction

31-33: Manufacturing

42: Wholesale Trade

44-45: Retail Trade

48-49: Transportation an...

51: Information

52: Finance and Insurance

53: Real Estate and Renta...

54: Professional, Scientifi...

55: Management of Comp...

Archived

v1.0.0

44-45: Retail Trade (107)

Search

Advanced Search

7-Eleven

7001 Rufe Snow Dr...

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|1M-5M

Place Type|branch

A Cigarette Plus

6622 Rufe Snow Dr...

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent

Advance Auto ...

6300 Denton Hwy...

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|1M-5M

Place Type|branch

Akabanga Inter...

6651 Watauga Rd,W...

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|0.5M-1M

Place Type|independent

Albertsons

6249 Rufe Snow Dr...

Business NAICS|44-45: Retail Trade

Business Size|50-100

Business Revenue|10M+

Place Type|branch

Altex Electroni...

5405 Watauga Rd...

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|1M-5M

Place Type|branch

AmeriGas Pro...

7001 Rufe Snow Dr...

Business NAICS|44-45: Retail Trade

Business Size|Unclassified

Business Revenue|Unclassified

Place Type|kiosk

AmeriGas Pro...

6546 Watauga Rd...

Business NAICS|44-45: Retail Trade

Business Size|Unclassified

Business Revenue|Unclassified

Place Type|kiosk

Apollo Store

6101 Watauga Rd...

Business NAICS|44-45: Retail Trade

Business Size|1-10

Business Revenue|0-0.5M

Place Type|independent

List

Map

Sort By: Activity

Show businesses that are not listed on Google Maps (11)

Agenda Page 36 of 48

Clean, relevant business profile in one view with customizable data fields

b

New Demo City

2

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

Archived

Settings

b

1515 Restaurant & Lounge

1515 N MAIN ST, Walnut Creek

Wall

Tasks

Details

Public Profile

Address1515 N MAIN ST, Walnut Creek, California, 94596

Phone Number9259391515

Email Addressbusiness@democity.com

Websitehttp://1515wc.com

External Links

Custom Data

twitterhttps://twitter.com/wcrestaurantwk

youtubeyoutube.com

facebookhttps://www.facebook.com/1515wc

linkedin

place typeindependent

start date12/01/2007

age (years)12

sales volume291000

Archive

Read Metrics - Total

19

Total

Read (84%)

Unread (16%)

Labels

Business License Typeeating place - liquor

Business NAICS72: Accommodation and Food Services

Business Age10-20

Business Size1-10

Emergency Grant Applicant

Emergency Grant ApplicantAwarded

Business AreaDowntown

Business CategoryRestaurant

Agenda Page 37 of 48

v1.0.0

Business communication wall + internal notes

Send messages directly to business owners and track when they are read; Be the digital “concierge desk” for business owners to reach out and get help; Collaborate internally across departments’ staff

b

New Demo City

2

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

Archived

<

1515 Restaurant & Lounge

1515 N MAIN ST, Walnut Creek

Wall

Tasks

Details

Sophia (Economic Development Manager)

17 July 2020, 11:08

Hi! this is an example message!

Business Owner

Hi! reply from business owner

17 July 2020, 11:09

Reply

Marked as Task

Assigned to Sophia Zheng (Economic Development Specialist)

Follow up

follow up in 2 days!

Support

13 October 2020, 10:47

type something! Hi!!

Reply

B

I

U

S

x₂

x²

ABC

1=

:=

≡

≡

≡

≡

Normal

This is an example of sending a msg to a business

Seen on 13 October 2020 at 1:05 pm

✓

⋮

Sort by: Updated

Hide Internal Comments

Sophia (Economic Development Manager) created task

17 July 2020, 11:12

Sophia (Economic Development Manager)

18 August 2020, 10:19

code enforcement discussion PRIVATE!!!

Support edited task

12 October 2020, 23:08

Write internal comment

Sophia (Economic Development Manager)

22 October 2020, 10:24

Sophia Zheng (New Demo City, Economic Development Specialist) can we check xyz

Support created task

22 October 2020, 12:51

Support

added due date Oct 26,2020 12:50 PM to the task

22 October 2020, 12:51

Write internal comment

Agenda Page 38 of 48

v1.0.0

Integrated tasks & reminders

b

New Demo City

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

Archived

1515 Restaurant & Lounge

1515 N MAIN ST, Walnut Creek

WallTasksDetails

Support

12 October 2020, 10:19

From: sophia@bludot.io

To: newdemocity@mail.bludot.io

Subject: Test attachment

Date & Time: 28 July 2020, 09:12

Screenshot_20200727-162353.png: 979.2 K

Reply

Support

12 October 2020, 10:19

From: newdemocity@mail.bludot.io

To: sophia@bludot.io

Subject: Re: Test attachment

Date & Time: 12 October 2020, 10:19

Test reply to email

Reply

Message 1515 Restaurant & Lounge

Sort by: Updated

Hide Internal Comments

Write internal comment

Write internal comment

Mark as task

Task Title* This is an example task

Assignee* Sophia Zheng (New Dem... x

Follow up with this business owner by Friday

Due Date 23 Oct at 5:12 PM Reminder 1 day before

Calendar

Clock

Checkmark

Play

Agenda

Page 39 of 48

v1.0.0

Easily target outreach messages to a group of businesses

W

City of Watauga

6

Home

Group Post

Custom Features

MY COMMUNITY

▼ Active

All

Business Age

Business NAICS

Business Revenue

Business Size

Place Type

▶ Archived

Posted

Scheduled

Draft

Filter by Recipients: All

Filter by Labels: All

No results

+

Add recipients

Send to All

INCLUDE

Labels

Business NAICS|44-45: Retail Trade

Individual Recipients

Business Age

Business Age|0-1

Business Age|1-2

EXCLUDE

Labels

Enter label

Individual Recipients

Enter name

① Sending to #Business NAICS|44-45: Retail Trade.

① Total Recipients: 107

Track group messages' open results
Be informed on which businesses may require an on-site visit

b

New Demo City

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

Archived

Settings

b

PostedScheduledDraft

Filter by Recipients: AllFilter by Labels: All

Sent to #Business NAICS|31-33: Manufacturing, #Business NAICS|44-45: Retail Trade.

Support

24 August 2020, 14:55

Hi downtown businesses, please take this survey and let us know how we can be

Example Survey

This is an example survey

Take Survey

Sent to #Business Area|Downtown.

Support

15 October 2020, 10:12

new group post!

Sent to #Business NAICS|44-45: Retail Trade, #Business License Type|eating place.

Sending To

+ Add Recipients

Type your message here

Post Analytics

X

Support

15 October 2020, 10:12

Read Metrics - Total

Total Recipients: 166

Total Recipients Notified: 166

166

Received

Read: 117 recipients

Read (70%)

Unread (30%)

Read Metrics - by Time

24 Hours After Sent

125

100

75

50

25

125

100

75

50

25

Agenda Page 41 of 48
v1.0.0

Track outbound and inbound emails

b

New Demo City

2

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

▼ Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

► Archived

Settings

b

Agenda Page 42 of 48

v1.0.0

Email ConsolidationFormSurveyManage Zones

Email Consolidation

Use the following email address to get emails on Bludot.

newdemocity

@mail.bludot.io

copy

2 ways to track emails:

- a. A custom, dedicated system email address for your city via Bludot
 - Automatically organize outbound and inbound messages
- b. IMAP integration with your outlook/gmail (coming soon by Nov 30)
 - All emails with matching email addresses will be automatically posted to the corresponding business's wall, no manual steps required.

Track outbound and inbound emails

b

New Demo City

2

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

▼ Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

► Archived

Inbox

Posted

Sophia Zheng	Questions about business resources	22/10/2020
New Demo City	Re: Test attachment	12/10/2020
sophia@bludot.io	Test attachment	28/07/2020

Questions about business resources

Sophia Zheng<sophia@bludot.io>

To: newdemocity@mail.bludot.io

22 October 2020, 17:26

Post

Posted to - 1515 Restaurant & Lounge

Last Posted On - 22 October 2020, 17:27

To: sophia@bludot.io x

Enter email address

Cc Bcc

Post to - 1515 Restaurant & Lounge

Reply to the business directly

Activity

Support posted email to 1515 Restaurant & Lounge

22 October 2020, 17:27



Fluvanna County, VA

 Home

 Group Post

 Custom Features

MY COMMUNITY

▼ Active

All

 Business Age

 Business NAICS

 Business Revenue

 Business Size

 Place Type

► Archived

Email Consolidation

Form

Survey

Manage Zones

Survey Name

+ Add New

Survey Name*

Enter survey name

Survey description

Enter survey description

Type

Short Answer

Paragraph

Multiple Choice

Short Answer

Checkboxes

Date

Attachments

Dropdown

Linear Scale

Required

delete

Preview

Save

Publish

Created On

Agenda Page 44 of 48

v1.0.0

Collect survey responses directly in the platform

b

New Demo City

2

Home

Inbox

Group Post

Custom Features

MY COMMUNITY

Active

All

Business Age

Business NAICS

Business Size

Business Area

Business Category

Business License Type

Emergency Grant Appli...

Archived

Settings

b

Agenda Page 45 of 48

v1.0.0

Posted

Scheduled

Draft

Filter by Recipients: All

Filter by Labels: All

Sent to #Business NAICS|31-33: Manufacturing, #Business NAICS|44-45: Retail Trade.

Support

24 August 2020, 14:55

Hi downtown businesses, please take this survey and let us know how we can he

Example Survey

This is an example survey

Take Survey

Sent to #Business Area|Downtown.

Support

15 October 2020, 10:12

new group post!

Sent to #Business NAICS|44-45: Retail Trade, #Business License Type|eating place.

Sending To

+ Add Recipients

Type your message here

Responses (Total Responses: 2)

Summary

Questions

Respondent

1. What does your business need help with?

Responses: 2

Advertising banners

Masks, hand sanitizers, cleaning supplies, etc

Outdoor seats and tables, dividers, etc

Promotion support

Other, please describe:

0

1

2

3

2. What else can we help you with?

Responses: 2

Maybe some kind of incentive program that encourages people to buy local? happy to brainstorm ideas

Reboot 2020? Just kidding.. Y'all are great

Linked public-facing site for people to see and search businesses in your community

City of Walnut Creek Open For Business

bludot

Filter By

Open Now

Delivery

Gift Card

Take-Out/Curbside

Outdoor Dining

Shop Online

By Area

☐ Downtown

☐ Northwest Walnut Creek

☐ Ygnacio

By Category

☐ Auto

☐ Grocery Store

☐ Hotel

☐ Other

☐ Restaurant

☐ Retail

Reset

All Businesses (224)

Promotions (2)

Search

1

101 Ygnacio Plaza

1802 N Main St, Walnut Creek

1

1515 Restaurant & Lounge

1515 N MAIN ST, Walnut Creek

3

360 Gourmet Burrito

1558 NEWELL AVE, Walnut Creek

Open Now 10:00AM-08:00PM

5

54 Mint Forno Italiano

1686 LOCUST ST, Walnut Creek

Open Now 05:00PM-08:00PM

Custom Jewelry & Repair. We buy GOLD

A

A & G Jewelers

1385 N MAIN ST B, Walnut Creek

A

A Sweet Affair

1815 YGNACIO VALLEY RD F, Walnut Creek

Today 07:00AM-03:00PM

A

A Sweet Affair Bakery

1990 N CALIFORNIA BLVD 10, Walnut Creek

Open Now 06:00AM-07:30PM

A

Allstar Medical Supply LLC

1930 MT DIABLO BLVD, Walnut Creek

Today 10:00AM-02:00PM

+ List My Business

Subscribe

Unique URL for your community

Agenda Page 46 of 48

Back to business listing

Business Profile

H

Harps Etc.

1601 N. Main Street Walnut Creek | Phone: 9259374277

Last updated: 13 October 2020 at 08:04 PM (PDT)

Business Details

Edit

Your First Month's Harp Rental is 50% off

Name Harps Etc.

Address 1601 N. Main Street, Suite 106 Walnut Creek, California, 94596

Website <https://www.harpsetc.com>

Links [facebook](#)

Phone Number 9259374277

Hours

Monday	10:00am-6:00pm
Tuesday	10:00am-3:00pm
Wednesday	10:00am-6:00pm
Thursday	10:00am-6:00pm
Friday	10:00am-6:00pm
Saturday	10:00am-5:00pm

Business hours notes
By appointment at all times if you wish to enter the store or take lessons. Only one party limited to two people allowed in at one time. Please wear a mask and bring gloves. Thank you.

Area Downtown

Categories Detail

Promotion



9 days left

First Month of Harp Rental is 50% Off

Gallery

Manage



open.bludot.io/cities/walnutcreek/businesses/4713b40a-102b-4ebc-8d45-5caec1a071ff

Business Profile

Edit Business

Name*

Display Name* (This would show on Business Listing Page)

Highlights (Do you have special offers, deals, etc. that you'd like to highlight? This will show in the main listing page.)

9 characters remaining

Address 1 ¹⁰

Address 2

City[®]State[®]Zipcode*Area^xWebsite

<https://www.harpsetc.com>

[+ Add Another Link](#)

Downtown

Manage

