



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, JULY 20, 2021
6:00 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

- 1. Presentation of a proclamation to Tony's Wash & Lube in recognition of their 25 year milestone anniversary**
Dianely Luis, Media Specialist
Andrea Gardner, City Manager
- 2. Presentation of a proclamation to Jenny Craig Weight Loss Center in recognition of their 20 year milestone anniversary**
Dianely Luis, Media Specialist
Andrea Gardner, City Manager
- 3. Presentation and direction to the Executive Director on rewards program (Open Rewards) through Bludot**
Andrea Gardner, City Manager

REPORTS FROM STAFF

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 Watauga Economic Development Corporation (WEDC) 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 City Manager to respond to the citizen and report back to the WEDC as soon as practicable. Such report to the WEDC shall not

constitute a meeting called by the WEDC nor shall it constitute deliberation or formal action. Individual citizens addressing the WEDC 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 WEDC and no formal WEDC action will be taken.

PUBLIC TESTIMONY FOR ACTION ITEMS Only those persons who submit a completed Request to Speak form prior to the agenda item being introduced by the Chair will be allowed to speak on agenda items set for action (this doesn't include presentations or reports). The Chair shall ask each person requesting to speak to approach the podium when called to speak. Speakers time shall generally not exceed three (3) minutes in their comments and all comments must be germane to the specific agenda item being discussed; however, the Chair may extend or reduce the speaker's allotted time. Speakers shall not be permitted to donate their time to other speakers. Members of the WEDC may ask questions or discuss the item directly with the citizen during the citizen's testimony if necessary. Any discussion between a WEDC member and the citizen will not count toward the time limit and WEDC Members are encouraged not to speak until the citizen has first utilized their allocated time.

PUBLIC HEARINGS / ACTION

ACTION ITEMS

1. **Discuss and provide a recommendation to the Planning & Zoning Commission and City Council to consider a change to development standard for RTMU (Retail Mixed-Use), removing the prohibition of drive-thru operations within the RTMU (Retail Mixed-Use) zoning designation based on the impacts felt during COVID-19**
Andrea Gardner, City Manager
2. **Discuss and consider action to authorize a period of no-cost participation in the WEDC's Advertising Program offered to local businesses during a specified period when recognizing or declaring the importance of a community event, significant achievements by a Watauga business, or to increase public awareness of a worthy cause (i.e.. Dental Hygiene Month)**
Arthur Miner, Mayor
3. **Discuss and consider adopting a resolution of the Watauga Economic Development Corporation establishing and approving the Corporation's Fiscal Year Budget for FY2021-2022; providing for all anticipated expenditures; directing the Executive Director to submit it to the City Secretary's Office for City Council consideration to approve the budget and related operational expenditures; and providing an effective date**
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager

4. **Consider action on a Staffing and Reimbursement Agreement between the Watauga Economic Development Corporation and the City of Watauga for personnel and services**
Sandra Gibson, Director of Finance
Andrea Gardner, City Manager
5. **Discuss and consider action to approve a resolution adopting the Watauga Economic Development Corporation Strategic Plan for FY 2021-2026**
Andrea Gardner, City Manager
6. **Discuss and consider action to approve the meeting minutes of the WEDC Regular Meeting held June 15, 2021 and Juneteenth Proclamation event held June 18, 2021**
Raquel Guajardo, Deputy City Secretary
Andrea Gardner, City Manager
7. **Discuss and consider action to authorize the Finance Department to conduct a request for proposals, or alternative procurement method considered appropriate for legal services**
Arthur Miner, Mayor

EXECUTIVE SESSION The City Council will recess its open meeting and reconvene in executive session to discuss the following items pursuant to the below referenced section(s) of the Texas Government Code:

1. **Pursuant to Texas Government Code 551.072, the Watauga Economic Development Corporation Board will meet in closed session to discuss real property negotiations - Corner of Lalagray Lane and Watauga Road (Block 36, Lot 3 of the Browning Heights Addition)**

RECONVENE

The City Council will return to open session in the City Council Chamber for possible discussion and action as a result of the Executive Session as follows:

ITEMS OF EXECUTIVE SESSION DELIBERATION

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, July 16, 2021, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: July 8, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Dianely Luis, Media Specialist

SUBJECT: Presentation of a proclamation to Tony's Wash & Lube in recognition of their 25 year milestone anniversary

BACKGROUND/INFORMATION:

Recognition of 25 year milestone anniversary.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/14/2021
Final Approval - 7/15/2021



AGENDA MEMORANDUM

DATE: July 8, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Dianely Luis, Media Specialist

SUBJECT: Presentation of a proclamation to Jenny Craig Weight Loss Center in recognition of their 20 year milestone anniversary

BACKGROUND/INFORMATION:

Recognition of 20 year milestone anniversary.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

No action required.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Andrea Gardner, City Manager
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/14/2021
Final Approval - 7/15/2021



AGENDA MEMORANDUM

DATE: July 12, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Presentation and direction to the Executive Director on rewards program (Open Rewards) through Bludot

BACKGROUND/INFORMATION:

In March, the WEDC launched the new online Business Directory to help promote local businesses with the use of Bludot. Bludot has developed a new program for local businesses that would serve as a rewards program and encourage citizens and visitors to utilize local businesses.

FINANCIAL IMPLICATIONS:

If the Board decides to proceed, pricing will be provided.

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the WEDC Board review the presentation and provide direction to the Executive Director on program interest/implementation.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Open Rewards Case Study
2. Open Rewards Case Study City Model

REVIEWED BY:

George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/12/2021
Final Approval - 7/14/2021

A community investment in Open Rewards will generate over 20x economic impact for the city as rewards circulate

Per **1,000** participating customers:



Average times a customer visits restaurants per week: 3
Average spend per customer per purchase: \$20
% of city restaurants participating: 25%



Average times a customer visits retail per month: 4
Average spend per customer per purchase: \$50
% of city retail participating: 25%



\$125,000

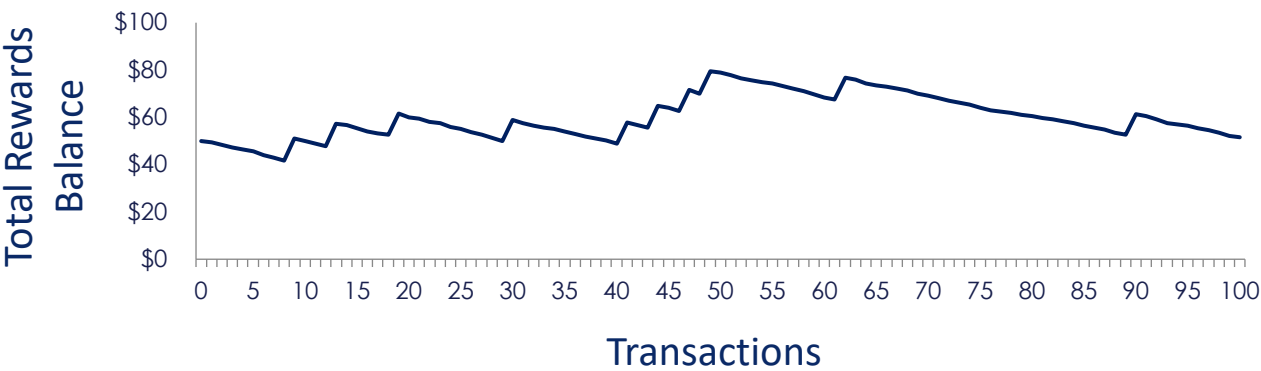
**Total economic impact
per month**

\$6,250

**Rewards given
per month**

Restaurant reward balance will likely be steady; a model of 100 transactions generates \$2k revenue without additional investment

Example Restaurant Rewards Balance



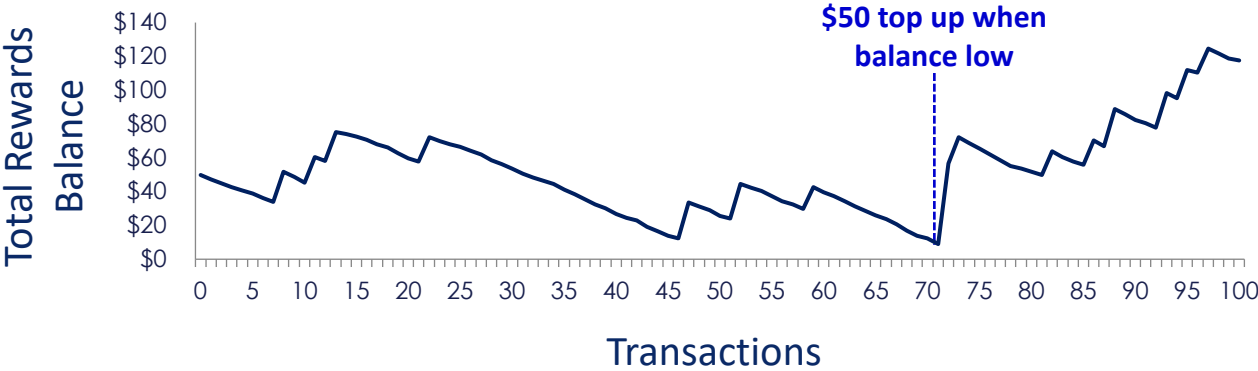
* A random model of 100 participating customers' transactions; every 1 in 10 uses \$10 rewards

Average spend per customer per meal:	\$20
Average number of customers per day:	100
Beginning rewards balance:	\$50
Rewards given:	- \$98.41
Rewards received:	+\$100
Ending rewards balance:	\$51.59
Total revenue excl. rewards:	\$1,868



Retail rewards balance may have more variance,
however minimum additional investment is required

Example Retail Rewards Balance



* A random model of 100 participating customers' transactions; every 1 in 10 uses \$15-\$25 rewards

Average spend per customer per purchase:	\$50
Average number of transactions per month:	440
Beginning rewards balance:	\$50
Rewards given:	- \$255
Rewards received:	+\$272
Top ups:	+\$50
Ending rewards balance:	\$117
Total revenue excl. rewards:	\$4,820



Instructions: adjust input cells (in blue) to see resulting economic in

Input Adjustments		Notes
Initial Investment	\$20,000	Starting inv
Total Households in City	100,000	
Starting Open Rewards Users	1,000	Number of
Weekly New Users	100	Number of
Total Restaurants in City	125	
Starting Restaurant Participation	30	Number of
Weekly New Restaurant Participation	2	Number of
Total Retail Shops in City	100	
Starting Retail Shop Participation	25	Number of
Weekly New Retail Shop Participation	2	Number of
Output Summary		
Investment Sustainability	20	How long tl
Total Economic Impact	\$2,330,576	The total s
Total Rewards Distributed	\$121,643	The total re

Impact of Open Rewards Program (in yellow)

Investment of community-sponsored funds

*Users signed up with Open Rewards when program begins
new users that join weekly. The more users that participate, the more spend will be captured*

*Restaurants signed up with Open Rewards when program begins. Minimum 20 businesses
restaurants that join weekly. The more restaurants that participate, the faster rewards will be*

*Restaurants signed up with Open Rewards when program begins. Minimum 20 businesses
retail shops that join weekly. The more retail shops that participate, the faster rewards will be*

*The original investment of community funds will last. Community funds will run out because the
spend generated as a result of distributing rewards from the initial community sponsored funds
rewards distributed from the initial community sponsored funds. Includes the impact of circulation*

ed within the program, resulting in greater economic impact

*(restaurant + retail) to launch Open Rewards
be distributed and the greater the economic impact of the program*

*(restaurant + retail) to launch Open Rewards
be distributed and the greater the economic impact of the program*

*there is a delay between when users receive rewards and when they spend it, and some us
ids
lating rewards within the community*

sers will not spend all the rewards they receive. Note: model limit 52 weeks

		Date	7/4/2021	7/11/2021	7/18/2021
		Month	Jul	Jul	Jul
		Week #	1	2	3
City Engine					
Rewards Program User Summary					
Total Households in City	#	100,000			
Starting Users	#	1,000	1,000	1,100	1,200
Weekly New Users	#	100	100	100	100
Ending Users	#		1,100	1,200	1,300
Avg Household Restaurant Visits	#/week/HH	4	4	4	4
Total Restaurant Visits	#		4,400	4,800	5,200
Avg Spend/Visit	\$/HH	\$20	\$20	\$20	\$20
Total User Restaurant Spend	\$		\$88,000	\$96,000	\$104,000
Avg Household Retail Visits	#/HH	1	1	1	1
Total Retail Visits	#		1,100	1,200	1,300
Avg Spend/Visit	\$/HH	\$50	\$50	\$50	\$50
Total User Retail Spend	\$		\$55,000	\$60,000	\$65,000
Restaurant Participation					
Total Restaurants in City	#	125			
Starting Restaurants	#	30	30	32	34
Weekly New Restaurants	#	2	2	2	2
Ending Restaurants	#		32	34	36
Citywide Restaurant Participation	%		25.60%	27.20%	28.80%
User Restaurant Spend Capture	\$		\$22,528	\$26,112	\$29,952
Open Rewards Rate	%	5%	5%	5%	5%

Restaurant Rewards Distributed \$		\$1,126.40	\$1,305.60	\$1,497.60
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Retail Participation

Total Retail in City	#	100			
Starting Retail	#	25	25	27	29
Weekly New Retail	#	2	2	2	2
Ending Retail	#		27	29	31
Citywide Retail Participation	%		27.00%	29.00%	31.00%
User Retail Spend Captured	\$		\$14,850	\$17,400	\$20,150
Open Rewards Rate	%	5%	5%	5%	5%
Retail Rewards Distributed	\$		\$742.50	\$870.00	\$1,007.50

Rewards Summary

Restaurant Rewards Distributed	\$		\$1,126.40	\$1,305.60	\$1,497.60
Retail Rewards Distributed	\$		\$742.50	\$870.00	\$1,007.50
Total Rewards Distributed	\$		\$1,868.90	\$2,175.60	\$2,505.10
Open Rewards Initial Investment	\$	\$20,000			
Rewards Usage Pattern	%	5%	15%	15%	25%
Starting Rewards Pool	\$		\$20,000	\$18,785.22	\$17,838.30
Rewards Distributed	\$		\$1,868.90	\$2,175.60	\$2,505.10
Customer Rewards	\$		\$1,868.90	\$3,390.39	\$4,666.80
Customer Rewards Used	\$		\$654.12	\$1,228.69	\$1,701.02
Ending Rewards Pool	\$		\$18,785.22	\$17,838.30	\$17,034.22
CHECK			TRUE	TRUE	TRUE

Cumulative Rewards Distributed	\$	\$1,868.90	\$4,044.50	\$6,549.60
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Economic Impact Summary

Total Spend	\$	\$37,378.00	\$43,512.00	\$50,102.00
Less Rewards Used	\$	(\$654.12)	(\$1,228.69)	(\$1,701.02)
Total Economic Impact	\$	\$36,723.89	\$42,283.32	\$48,400.98

Cumulative Economic Impact	\$	\$36,723.89	\$79,007.20	\$127,408.18
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Investment Sustainability	Weeks	20
Total Economic Impact	\$	\$2,330,576
Total Rewards Distributed	\$	\$121,643

7/25/2021 Jul 4	8/1/2021 Aug 5	8/8/2021 Aug 6	8/15/2021 Aug 7	8/22/2021 Aug 8	8/29/2021 Aug 9	9/5/2021 Sep 10
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1,300	1,400	1,500	1,600	1,700	1,800	1,900
100	100	100	100	100	100	100
1,400	1,500	1,600	1,700	1,800	1,900	2,000

4	4	4	4	4	4	4
5,600	6,000	6,400	6,800	7,200	7,600	8,000
\$20	\$20	\$20	\$20	\$20	\$20	\$20
\$112,000	\$120,000	\$128,000	\$136,000	\$144,000	\$152,000	\$160,000

1	1	1	1	1	1	1
1,400	1,500	1,600	1,700	1,800	1,900	2,000
\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$70,000	\$75,000	\$80,000	\$85,000	\$90,000	\$95,000	\$100,000

36	38	40	42	44	46	48
2	2	2	2	2	2	2
38	40	42	44	46	48	50

30.40%	32.00%	33.60%	35.20%	36.80%	38.40%	40.00%
\$34,048	\$38,400	\$43,008	\$47,872	\$52,992	\$58,368	\$64,000

5%	5%	5%	5%	5%	5%	5%
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\$1,702.40	\$1,920.00	\$2,150.40	\$2,393.60	\$2,649.60	\$2,918.40	\$3,200.00
31	33	35	37	39	41	43
2	2	2	2	2	2	2
33	35	37	39	41	43	45
33.00%	35.00%	37.00%	39.00%	41.00%	43.00%	45.00%
\$23,100	\$26,250	\$29,600	\$33,150	\$36,900	\$40,850	\$45,000
5%	5%	5%	5%	5%	5%	5%
\$1,155.00	\$1,312.50	\$1,480.00	\$1,657.50	\$1,845.00	\$2,042.50	\$2,250.00
\$1,702.40	\$1,920.00	\$2,150.40	\$2,393.60	\$2,649.60	\$2,918.40	\$3,200.00
\$1,155.00	\$1,312.50	\$1,480.00	\$1,657.50	\$1,845.00	\$2,042.50	\$2,250.00
\$2,857.40	\$3,232.50	\$3,630.40	\$4,051.10	\$4,494.60	\$4,960.90	\$5,450.00
35%						
\$17,034.22	\$16,409.86	\$15,818.64	\$15,180.16	\$14,493.28	\$13,756.87	\$12,969.79
\$2,857.40	\$3,232.50	\$3,630.40	\$4,051.10	\$4,494.60	\$4,960.90	\$5,450.00
\$5,823.18	\$6,822.64	\$7,811.77	\$8,870.95	\$10,001.32	\$11,204.03	\$12,480.22
\$2,233.04	\$2,641.28	\$2,991.92	\$3,364.23	\$3,758.19	\$4,173.82	\$4,611.10
\$16,409.86	\$15,818.64	\$15,180.16	\$14,493.28	\$13,756.87	\$12,969.79	\$12,130.89
TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE

\$9,407.00	\$12,639.50	\$16,269.90	\$20,321.00	\$24,815.60	\$29,776.50	\$35,226.50
\$57,148.00	\$64,650.00	\$72,608.00	\$81,022.00	\$89,892.00	\$99,218.00	\$109,000.00
(\$2,233.04)	(\$2,641.28)	(\$2,991.92)	(\$3,364.23)	(\$3,758.19)	(\$4,173.82)	(\$4,611.10)
\$54,914.96	\$62,008.73	\$69,616.08	\$77,657.78	\$86,133.81	\$95,044.19	\$104,388.90
\$182,323.14	\$244,331.87	\$313,947.95	\$391,605.72	\$477,739.53	\$572,783.72	\$677,172.62

9/12/2021 Sep 11	9/19/2021 Sep 12	9/26/2021 Sep 13	10/3/2021 Oct 14	10/10/2021 Oct 15	10/17/2021 Oct 16	10/24/2021 Oct 17
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2,000 100	2,100 100	2,200 100	2,300 100	2,400 100	2,500 100	2,600 100
2,100	2,200	2,300	2,400	2,500	2,600	2,700

4	4	4	4	4	4	4
8,400	8,800	9,200	9,600	10,000	10,400	10,800
\$20	\$20	\$20	\$20	\$20	\$20	\$20
\$168,000	\$176,000	\$184,000	\$192,000	\$200,000	\$208,000	\$216,000

1	1	1	1	1	1	1
2,100	2,200	2,300	2,400	2,500	2,600	2,700
\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$105,000	\$110,000	\$115,000	\$120,000	\$125,000	\$130,000	\$135,000

50	52	54	56	58	60	62
2	2	2	2	2	2	2
52	54	56	58	60	62	64

41.60%	43.20%	44.80%	46.40%	48.00%	49.60%	51.20%
\$69,888	\$76,032	\$82,432	\$89,088	\$96,000	\$103,168	\$110,592

5%	5%	5%	5%	5%	5%	5%
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\$3,494.40	\$3,801.60	\$4,121.60	\$4,454.40	\$4,800.00	\$5,158.40	\$5,529.60
45	47	49	51	53	55	57
2	2	2	2	2	2	2
47	49	51	53	55	57	59
47.00%	49.00%	51.00%	53.00%	55.00%	57.00%	59.00%
\$49,350	\$53,900	\$58,650	\$63,600	\$68,750	\$74,100	\$79,650
5%	5%	5%	5%	5%	5%	5%
\$2,467.50	\$2,695.00	\$2,932.50	\$3,180.00	\$3,437.50	\$3,705.00	\$3,982.50
\$3,494.40	\$3,801.60	\$4,121.60	\$4,454.40	\$4,800.00	\$5,158.40	\$5,529.60
\$2,467.50	\$2,695.00	\$2,932.50	\$3,180.00	\$3,437.50	\$3,705.00	\$3,982.50
\$5,961.90	\$6,496.60	\$7,054.10	\$7,634.40	\$8,237.50	\$8,863.40	\$9,512.10
\$12,130.89	\$11,239.03	\$10,293.08	\$9,291.89	\$8,234.33	\$7,119.26	\$5,945.53
\$5,961.90	\$6,496.60	\$7,054.10	\$7,634.40	\$8,237.50	\$8,863.40	\$9,512.10
\$13,831.02	\$15,257.57	\$16,761.02	\$18,342.51	\$20,003.17	\$21,744.14	\$23,566.57
\$5,070.05	\$5,550.65	\$6,052.92	\$6,576.84	\$7,122.43	\$7,689.67	\$8,278.58
\$11,239.03	\$10,293.08	\$9,291.89	\$8,234.33	\$7,119.26	\$5,945.53	\$4,712.00
<i>TRUE</i>	<i>TRUE</i>	<i>TRUE</i>	<i>TRUE</i>	<i>TRUE</i>	<i>TRUE</i>	<i>TRUE</i>

\$41,188.40	\$47,685.00	\$54,739.10	\$62,373.50	\$70,611.00	\$79,474.40	\$88,986.50
\$119,238.00	\$129,932.00	\$141,082.00	\$152,688.00	\$164,750.00	\$177,268.00	\$190,242.00
(\$5,070.05)	(\$5,550.65)	(\$6,052.92)	(\$6,576.84)	(\$7,122.43)	(\$7,689.67)	(\$8,278.58)
\$114,167.96	\$124,381.35	\$135,029.09	\$146,111.16	\$157,627.58	\$169,578.33	\$181,963.43
\$791,340.57	\$915,721.92	\$1,050,751.01	\$1,196,862.17	\$1,354,489.74	\$1,524,068.07	\$1,706,031.50

10/31/2021 Oct 18	11/7/2021 Nov 19	11/14/2021 Nov 20	11/21/2021 Nov 21	11/28/2021 Nov 22	12/5/2021 Dec 23	12/12/2021 Dec 24
2,700	2,800	2,900	3,000	3,100	3,200	3,300
100	100	100	100	100	100	100
2,800	2,900	3,000	3,100	3,200	3,300	3,400
4	4	4	4	4	4	4
11,200	11,600	12,000	12,400	12,800	13,200	13,600
\$20	\$20	\$20	\$20	\$20	\$20	\$20
\$224,000	\$232,000	\$240,000	\$248,000	\$256,000	\$264,000	\$272,000
1	1	1	1	1	1	1
2,800	2,900	3,000	3,100	3,200	3,300	3,400
\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$140,000	\$145,000	\$150,000	\$155,000	\$160,000	\$165,000	\$170,000
64	66	68	70	72	74	76
2	2	2	2	2	2	2
66	68	70	72	74	76	78
52.80%	54.40%	56.00%	57.60%	59.20%	60.80%	62.40%
\$118,272	\$126,208	\$134,400	\$142,848	\$151,552	\$160,512	\$169,728
5%	5%	5%	5%	5%	5%	5%

\$5,913.60	\$6,310.40	\$6,720.00	\$7,142.40	\$7,577.60	\$8,025.60	\$8,486.40
59	61	63	65	67	69	71
2	2	2	2	2	2	2
61	63	65	67	69	71	73
61.00%	63.00%	65.00%	67.00%	69.00%	71.00%	73.00%
\$85,400	\$91,350	\$97,500	\$103,850	\$110,400	\$117,150	\$124,100
5%	5%	5%	5%	5%	5%	5%
\$4,270.00	\$4,567.50	\$4,875.00	\$5,192.50	\$5,520.00	\$5,857.50	\$6,205.00
\$5,913.60	\$6,310.40	\$6,720.00	\$7,142.40	\$7,577.60	\$8,025.60	\$8,486.40
\$4,270.00	\$4,567.50	\$4,875.00	\$5,192.50	\$5,520.00	\$5,857.50	\$6,205.00
\$10,183.60	\$10,877.90	\$11,595.00	\$12,334.90	\$13,097.60	\$13,883.10	\$14,691.40
\$4,712.00	\$3,417.54	\$2,061.01	\$641.26	(\$842.85)	(\$2,392.45)	(\$4,008.68)
\$10,183.60	\$10,877.90	\$11,595.00	\$12,334.90	\$13,097.60	\$13,883.10	\$14,691.40
\$25,471.60	\$27,460.36	\$29,533.99	\$31,693.64	\$33,940.45	\$36,275.55	\$38,700.08
\$8,889.14	\$9,521.37	\$10,175.25	\$10,850.80	\$11,548.00	\$12,266.87	\$13,007.39
\$3,417.54	\$2,061.01	\$641.26	(\$842.85)	(\$2,392.45)	(\$4,008.68)	(\$5,692.69)
TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE

\$99,170.10	\$110,048.00	\$121,643.00	\$133,977.90	\$147,075.50	\$160,958.60	\$175,650.00
\$203,672.00	\$217,558.00	\$231,900.00	\$246,698.00	\$261,952.00	\$277,662.00	\$293,828.00
(\$8,889.14)	(\$9,521.37)	(\$10,175.25)	(\$10,850.80)	(\$11,548.00)	(\$12,266.87)	(\$13,007.39)
\$194,782.86	\$208,036.64	\$221,724.75	\$235,847.21	\$250,404.00	\$265,395.14	\$280,820.61
\$1,900,814.36	\$2,108,850.99	\$2,330,575.74	\$2,566,422.95	\$2,816,826.95	\$3,082,222.08	\$3,363,042.69

12/19/2021 Dec 25	12/26/2021 Dec 26	1/2/2022 Jan 27	1/9/2022 Jan 28	1/16/2022 Jan 29	1/23/2022 Jan 30	1/30/2022 Jan 31
3,400 100	3,500 100	3,600 100	3,700 100	3,800 100	3,900 100	4,000 100
3,500	3,600	3,700	3,800	3,900	4,000	4,100
4	4	4	4	4	4	4
14,000 \$20	14,400 \$20	14,800 \$20	15,200 \$20	15,600 \$20	16,000 \$20	16,400 \$20
\$280,000	\$288,000	\$296,000	\$304,000	\$312,000	\$320,000	\$328,000
1	1	1	1	1	1	1
3,500 \$50	3,600 \$50	3,700 \$50	3,800 \$50	3,900 \$50	4,000 \$50	4,100 \$50
\$175,000	\$180,000	\$185,000	\$190,000	\$195,000	\$200,000	\$205,000
78 2	80 2	82 2	84 2	86 2	88 2	90 2
80	82	84	86	88	90	92
64.00%	65.60%	67.20%	68.80%	70.40%	72.00%	73.60%
\$179,200	\$188,928	\$198,912	\$209,152	\$219,648	\$230,400	\$241,408
5%	5%	5%	5%	5%	5%	5%

\$8,960.00	\$9,446.40	\$9,945.60	\$10,457.60	\$10,982.40	\$11,520.00	\$12,070.40
73	75	77	79	81	83	85
2	2	2	2	2	2	2
75	77	79	81	83	85	87
75.00%	77.00%	79.00%	81.00%	83.00%	85.00%	87.00%
\$131,250	\$138,600	\$146,150	\$153,900	\$161,850	\$170,000	\$178,350
5%	5%	5%	5%	5%	5%	5%
\$6,562.50	\$6,930.00	\$7,307.50	\$7,695.00	\$8,092.50	\$8,500.00	\$8,917.50
\$8,960.00	\$9,446.40	\$9,945.60	\$10,457.60	\$10,982.40	\$11,520.00	\$12,070.40
\$6,562.50	\$6,930.00	\$7,307.50	\$7,695.00	\$8,092.50	\$8,500.00	\$8,917.50
\$15,522.50	\$16,376.40	\$17,253.10	\$18,152.60	\$19,074.90	\$20,020.00	\$20,987.90
(\$5,692.69)	(\$7,445.62)	(\$9,268.60)	(\$11,162.77)	(\$13,129.28)	(\$15,169.27)	(\$17,283.87)
\$15,522.50	\$16,376.40	\$17,253.10	\$18,152.60	\$19,074.90	\$20,020.00	\$20,987.90
\$41,215.19	\$43,822.02	\$46,521.70	\$49,315.37	\$52,204.18	\$55,189.27	\$58,271.77
\$13,769.58	\$14,553.42	\$15,358.93	\$16,186.09	\$17,034.92	\$17,905.40	\$18,797.55
(\$7,445.62)	(\$9,268.60)	(\$11,162.77)	(\$13,129.28)	(\$15,169.27)	(\$17,283.87)	(\$19,474.22)
TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE

\$191,172.50	\$207,548.90	\$224,802.00	\$242,954.60	\$262,029.50	\$282,049.50	\$303,037.40
\$310,450.00	\$327,528.00	\$345,062.00	\$363,052.00	\$381,498.00	\$400,400.00	\$419,758.00
(\$13,769.58)	(\$14,553.42)	(\$15,358.93)	(\$16,186.09)	(\$17,034.92)	(\$17,905.40)	(\$18,797.55)
\$296,680.43	\$312,974.58	\$329,703.08	\$346,865.91	\$364,463.09	\$382,494.60	\$400,960.46
\$3,659,723.12	\$3,972,697.70	\$4,302,400.77	\$4,649,266.68	\$5,013,729.77	\$5,396,224.37	\$5,797,184.82

2/6/2022	2/13/2022	2/20/2022	2/27/2022	3/6/2022	3/13/2022	3/20/2022
Feb	Feb	Feb	Feb	Mar	Mar	Mar
32	33	34	35	36	37	38

4,100	4,200	4,300	4,400	4,500	4,600	4,700
100	100	100	100	100	100	100
4,200	4,300	4,400	4,500	4,600	4,700	4,800

4	4	4	4	4	4	4
16,800	17,200	17,600	18,000	18,400	18,800	19,200
\$20	\$20	\$20	\$20	\$20	\$20	\$20
\$336,000	\$344,000	\$352,000	\$360,000	\$368,000	\$376,000	\$384,000

1	1	1	1	1	1	1
4,200	4,300	4,400	4,500	4,600	4,700	4,800
\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$210,000	\$215,000	\$220,000	\$225,000	\$230,000	\$235,000	\$240,000

92	94	96	98	100	102	104
2	2	2	2	2	2	2
94	96	98	100	102	104	106

75.20%	76.80%	78.40%	80.00%	81.60%	83.20%	84.80%
\$252,672	\$264,192	\$275,968	\$288,000	\$300,288	\$312,832	\$325,632

5%	5%	5%	5%	5%	5%	5%
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\$12,633.60	\$13,209.60	\$13,798.40	\$14,400.00	\$15,014.40	\$15,641.60	\$16,281.60
87	89	91	93	95	97	99
2	2	2	2	2	2	2
89	91	93	95	97	99	100
89.00%	91.00%	93.00%	95.00%	97.00%	99.00%	100.00%
\$186,900	\$195,650	\$204,600	\$213,750	\$223,100	\$232,650	\$240,000
5%	5%	5%	5%	5%	5%	5%
\$9,345.00	\$9,782.50	\$10,230.00	\$10,687.50	\$11,155.00	\$11,632.50	\$12,000.00
\$12,633.60	\$13,209.60	\$13,798.40	\$14,400.00	\$15,014.40	\$15,641.60	\$16,281.60
\$9,345.00	\$9,782.50	\$10,230.00	\$10,687.50	\$11,155.00	\$11,632.50	\$12,000.00
\$21,978.60	\$22,992.10	\$24,028.40	\$25,087.50	\$26,169.40	\$27,274.10	\$28,281.60
(\$19,474.22)	(\$21,741.47)	(\$24,086.76)	(\$26,511.22)	(\$29,015.99)	(\$31,602.22)	(\$34,271.05)
\$21,978.60	\$22,992.10	\$24,028.40	\$25,087.50	\$26,169.40	\$27,274.10	\$28,281.60
\$61,452.82	\$64,733.57	\$68,115.16	\$71,598.72	\$75,185.39	\$78,876.32	\$82,552.65
\$19,711.35	\$20,646.82	\$21,603.94	\$22,582.73	\$23,583.17	\$24,605.28	\$25,607.04
(\$21,741.47)	(\$24,086.76)	(\$26,511.22)	(\$29,015.99)	(\$31,602.22)	(\$34,271.05)	(\$36,945.61)
TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE

\$325,016.00	\$348,008.10	\$372,036.50	\$397,124.00	\$423,293.40	\$450,567.50	\$478,849.10
\$439,572.00	\$459,842.00	\$480,568.00	\$501,750.00	\$523,388.00	\$545,482.00	\$565,632.00
(\$19,711.35)	(\$20,646.82)	(\$21,603.94)	(\$22,582.73)	(\$23,583.17)	(\$24,605.28)	(\$25,607.04)
\$419,860.65	\$439,195.19	\$458,964.06	\$479,167.28	\$499,804.83	\$520,876.73	\$540,024.96
\$6,217,045.47	\$6,656,240.66	\$7,115,204.72	\$7,594,371.99	\$8,094,176.82	\$8,615,053.55	\$9,155,078.51

3/27/2022	4/3/2022	4/10/2022	4/17/2022	4/24/2022	5/1/2022	5/8/2022
Mar	Apr	Apr	Apr	Apr	May	May
39	40	41	42	43	44	45

4,800	4,900	5,000	5,100	5,200	5,300	5,400
100	100	100	100	100	100	100
4,900	5,000	5,100	5,200	5,300	5,400	5,500

4	4	4	4	4	4	4
19,600	20,000	20,400	20,800	21,200	21,600	22,000
\$20	\$20	\$20	\$20	\$20	\$20	\$20
\$392,000	\$400,000	\$408,000	\$416,000	\$424,000	\$432,000	\$440,000

1	1	1	1	1	1	1
4,900	5,000	5,100	5,200	5,300	5,400	5,500
\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$245,000	\$250,000	\$255,000	\$260,000	\$265,000	\$270,000	\$275,000

106	108	110	112	114	116	118
2	2	2	2	2	2	2
108	110	112	114	116	118	120

86.40%	88.00%	89.60%	91.20%	92.80%	94.40%	96.00%
\$338,688	\$352,000	\$365,568	\$379,392	\$393,472	\$407,808	\$422,400

5%	5%	5%	5%	5%	5%	5%
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\$16,934.40	\$17,600.00	\$18,278.40	\$18,969.60	\$19,673.60	\$20,390.40	\$21,120.00
100	100	100	100	100	100	100
2	2	2	2	2	2	2
100	100	100	100	100	100	100
100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
\$245,000	\$250,000	\$255,000	\$260,000	\$265,000	\$270,000	\$275,000
5%	5%	5%	5%	5%	5%	5%
\$12,250.00	\$12,500.00	\$12,750.00	\$13,000.00	\$13,250.00	\$13,500.00	\$13,750.00
\$16,934.40	\$17,600.00	\$18,278.40	\$18,969.60	\$19,673.60	\$20,390.40	\$21,120.00
\$12,250.00	\$12,500.00	\$12,750.00	\$13,000.00	\$13,250.00	\$13,500.00	\$13,750.00
\$29,184.40	\$30,100.00	\$31,028.40	\$31,969.60	\$32,923.60	\$33,890.40	\$34,870.00
(\$36,945.61)	(\$39,574.17)	(\$42,201.24)	(\$44,861.10)	(\$47,577.50)	(\$50,356.96)	(\$53,200.12)
\$29,184.40	\$30,100.00	\$31,028.40	\$31,969.60	\$32,923.60	\$33,890.40	\$34,870.00
\$86,130.01	\$89,674.17	\$93,229.64	\$96,830.70	\$100,501.10	\$104,247.36	\$108,070.12
\$26,555.84	\$27,472.93	\$28,368.55	\$29,253.20	\$30,144.14	\$31,047.24	\$31,962.50
(\$39,574.17)	(\$42,201.24)	(\$44,861.10)	(\$47,577.50)	(\$50,356.96)	(\$53,200.12)	(\$56,107.62)
TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE

\$508,033.50	\$538,133.50	\$569,161.90	\$601,131.50	\$634,055.10	\$667,945.50	\$702,815.50
\$583,688.00	\$602,000.00	\$620,568.00	\$639,392.00	\$658,472.00	\$677,808.00	\$697,400.00
(\$26,555.84)	(\$27,472.93)	(\$28,368.55)	(\$29,253.20)	(\$30,144.14)	(\$31,047.24)	(\$31,962.50)
\$557,132.16	\$574,527.08	\$592,199.46	\$610,138.80	\$628,327.86	\$646,760.76	\$665,437.50
\$9,712,210.67	\$10,286,737.74	\$10,878,937.20	\$11,489,076.00	\$12,117,403.86	\$12,764,164.62	\$13,429,602.12

5/15/2022 May 46	5/22/2022 May 47	5/29/2022 May 48	6/5/2022 Jun 49	6/12/2022 Jun 50	6/19/2022 Jun 51	6/26/2022 Jun 52
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5,500 100	5,600 100	5,700 100	5,800 100	5,900 100	6,000 100	6,100 100
5,600	5,700	5,800	5,900	6,000	6,100	6,200

4	4	4	4	4	4	4
22,400	22,800	23,200	23,600	24,000	24,400	24,800
\$20	\$20	\$20	\$20	\$20	\$20	\$20
\$448,000	\$456,000	\$464,000	\$472,000	\$480,000	\$488,000	\$496,000

1	1	1	1	1	1	1
5,600	5,700	5,800	5,900	6,000	6,100	6,200
\$50	\$50	\$50	\$50	\$50	\$50	\$50
\$280,000	\$285,000	\$290,000	\$295,000	\$300,000	\$305,000	\$310,000

120	122	124	125	125	125	125
2	2	2	2	2	2	2
122	124	125	125	125	125	125

97.60%	99.20%	100.00%	100.00%	100.00%	100.00%	100.00%
\$437,248	\$452,352	\$464,000	\$472,000	\$480,000	\$488,000	\$496,000

5%	5%	5%	5%	5%	5%	5%
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\$21,862.40	\$22,617.60	\$23,200.00	\$23,600.00	\$24,000.00	\$24,400.00	\$24,800.00
100	100	100	100	100	100	100
2	2	2	2	2	2	2
100	100	100	100	100	100	100
100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
\$280,000	\$285,000	\$290,000	\$295,000	\$300,000	\$305,000	\$310,000
5%	5%	5%	5%	5%	5%	5%
\$14,000.00	\$14,250.00	\$14,500.00	\$14,750.00	\$15,000.00	\$15,250.00	\$15,500.00
\$21,862.40	\$22,617.60	\$23,200.00	\$23,600.00	\$24,000.00	\$24,400.00	\$24,800.00
\$14,000.00	\$14,250.00	\$14,500.00	\$14,750.00	\$15,000.00	\$15,250.00	\$15,500.00
\$35,862.40	\$36,867.60	\$37,700.00	\$38,350.00	\$39,000.00	\$39,650.00	\$40,300.00
(\$56,107.62)	(\$59,080.10)	(\$62,118.20)	(\$65,101.92)	(\$67,951.42)	(\$70,735.66)	(\$73,507.28)
\$35,862.40	\$36,867.60	\$37,700.00	\$38,350.00	\$39,000.00	\$39,650.00	\$40,300.00
\$111,970.02	\$115,947.70	\$119,818.20	\$123,451.92	\$126,951.42	\$130,385.66	\$133,807.28
\$32,889.92	\$33,829.50	\$34,716.28	\$35,500.50	\$36,215.76	\$36,878.38	\$37,505.00
(\$59,080.10)	(\$62,118.20)	(\$65,101.92)	(\$67,951.42)	(\$70,735.66)	(\$73,507.28)	(\$76,302.28)
TRUE	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE

\$738,677.90	\$775,545.50	\$813,245.50	\$851,595.50	\$890,595.50	\$930,245.50	\$970,545.50
\$717,248.00	\$737,352.00	\$754,000.00	\$767,000.00	\$780,000.00	\$793,000.00	\$806,000.00
(\$32,889.92)	(\$33,829.50)	(\$34,716.28)	(\$35,500.50)	(\$36,215.76)	(\$36,878.38)	(\$37,505.00)
\$684,358.08	\$703,522.50	\$719,283.72	\$731,499.50	\$743,784.24	\$756,121.62	\$768,495.00
\$14,113,960.20	\$14,817,482.70	\$15,536,766.42	\$16,268,265.92	\$17,012,050.16	\$17,768,171.78	\$18,536,666.78

Sources

Americans eat out on avg 4-5 times/week; https://www.ers.usda.gov/webdocs/publications/90228/eib-196_ch5.pdf?

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AGENDA MEMORANDUM

DATE: June 7, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and provide a recommendation to the Planning & Zoning Commission and City Council to consider a change to development standard for RTMU (Retail Mixed-Use), removing the prohibition of drive-thru operations within the RTMU (Retail Mixed-Use) zoning designation based on the impacts felt during COVID-19

BACKGROUND/INFORMATION:

During the May 17, 2021 WEDC Meeting, Retail Coach provided an update to the Board on new business attraction efforts. During the discussion regarding the impact of COVID-19, the importance of drive-thru operations was discussed. As a result, the Board requested an item to allow the Board to formally request the Council consider removing the language that would prohibit new restaurants with drive-thru operations from locating in the proposed zoning district of RTMU. Drive-thru operations and its purpose were well highlighted by COVID-19.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the WEDC Board take action on the item to recommend a change in the proposed language for the RTMU designation.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2019_11_12_RTMU_Design Standards_Final 111319 345
2. 2019_11_14_WAG_Design Standards Presentation

REVIEWED BY:

George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/12/2021
Final Approval - 7/12/2021



RETAIL TRANSITIONAL MIXED-USE DESIGN STANDARDS

NOVEMBER 14, 2019

Section 1: Purpose

Retail land uses are experiencing significant change throughout the country as a result of online commerce. “Big box” retailers across the country are under financial pressure to dramatically change their business strategies in order to survive, and many have been forced to close their doors. The City of Watauga (the “City”) has a significant concentration of big box retail land uses along the east side of SH 377 accompanied by fast food and sit-down restaurants and small retail strip centers. The City is proactively anticipating the unfortunate but inevitable continued decline of big box retail uses along SH 377 by adopting a new land use category entitled Retail Transitional Mixed-Use (“RT-MU”). While nothing changes in this area as long retail tenants continue to operate, the City has developed the RT-MU land use to accommodate redevelopment of this area in a manner that not only reflects the community’s vision for improving quality of life and increasing property values, but to also capitalize on emerging mixed use markets that will ensure the continued vitality of the community.

The RT-MU district is meant to accommodate and encourage the redevelopment of existing big box and strip center uses on SH 377 into individual mixed-use developments that provide for vehicular and pedestrian connectivity while allowing for an iterative pattern of development as opportunities arise. This redevelopment will feature new northern and southern gateways to help define the corridor and the accompanying land uses. In addition, these improvements will provide a new “move up” opportunity for residents and an urban living product that will appeal to millennials and empty nesters. The RT-MU district is envisioned to accommodate a mix of uses that create a regional destination for residents and visitors with its own unique and clear identity.

The district is designed to be pedestrian friendly, but still able to accommodate significant vehicular traffic. Development will be oriented to existing or planned streets with pedestrian amenities, such as wide sidewalks, street tree cutouts, pedestrian-scale lighting, and street furnishings. The RT-MU district is meant to provide flexibility in the siting and design of new developments and redevelopment to anticipate changes in the marketplace.

Neighborhood-serving retail uses are to be strategically integrated with new high quality, high value residential uses. These areas will improve the current transition between commercial and residential uses east of the 377 corridor by providing a regional destination that is safe and inviting to attract new shoppers and residents to the City.

The RT-MU land use category provides an opportunity for well-planned, high value, medium and higher density residential uses in the new mixed-use areas as big box uses are vacated. Quality is maintained by enforcing strict but flexible design standards that encourage adaptive reuse of big box uses where feasible.

Creative placemaking envisioned in the RT-MU area will assure the attractiveness and financial success of the corridor defined by the northern and southern gateways by utilizing design standards that emphasize public space, sidewalks and connectivity throughout the RT-MU. The mix of uses will enhance active street life, increase the vitality of businesses, support stable and attractive neighborhoods, and reduce vehicular traffic. Additionally, redevelopment will be encouraged across properties with existing uses that are no longer relevant to the marketplace, stimulating new market driven growth in the City. Bundling small, adjacent parcels into unified

projects will help establish continuity of use and ultimately create a natural growth between the northern and southern gateways.

Finally, the RT-MU will function as new economic centers to ultimately replace existing big box retailers in order to adapt to a changing retail market. The RT-MU will encourage creativity in property design and landscape while minimizing negative impact to existing development and enhancing the character of the area.

The following uses are provided as a prelude to amending the Zoning Ordinance to incorporate the RT-MU use as zone change applications are submitted.

Section 2: Uses

A. General Permitted Uses

A lot or building may be used for one or more of the following by-right permitted uses.

- Retail, restaurant, and related uses
- Retail commercial sales, excluding drive-through facilities
- Personal service businesses
- Restaurants and other food or beverage establishments, excluding drive through facilities
- Professional, administrative, medical and business offices.
- City administrative uses, post offices, community centers, and libraries
- Financial institutions, excluding drive-through facilities
- Hotels, bed and breakfast facilities, convention centers, meeting space, and banquet facilities
- Galleries and museums.
- Theaters.
- Day care centers.
- Studios for dance, music, fitness, art, or photography
- Attached single-family townhomes
- Two and three family housing
- Multifamily residential provided all dwelling units are located on the second floor and above
- Civic open space uses, and plazas
- Structured parking

B. Specific Uses

A lot and/or building may be used for one or more of the following specific uses, in conjunction with a permitted use, provided special use approval is received in accordance with the requirements of the Zoning Ordinance and all standards of the RT-MU district is met.

- Amusement center indoor. Ex. bowling alley, racquet sports, and health club
- Bar, tavern, or nightclub

- Amusement center (outdoor)
- Community center
- Farmers market, community garden

C. Prohibited Uses

The following uses, as well as any use not specifically permitted, are prohibited.

- Drive-up facilities associated with any allowed commercial use
- Self-storage facilities none or climate controlled
- Thrift stores, second-hand stores and pawnshops
- Adult entertainment and sexually oriented business
- Automobile or other vehicle sales, service, or repair
- Automated fueling centers, bulk fuel dealers, gas stations
- Motor vehicle sales, service or repair businesses
- Sales of manufactured and modular homes
- Hookah lounges
- Vape bars
- Veterinary clinics with outdoor kennels
- Garden style apartments

Section 3: General Design Guidelines

The purpose of this Section is to establish minimum performance guidelines for any proposed RT-MU project which contains land uses allowed in the district. In order to protect residents within and adjacent to the proposed development, and provide for reasonable harmony between residents with residential interests and businesses with commercial interests, no project shall be approved in a RT-MU district unless the design of the project has considered and satisfactorily addressed, in addition to all other applicable regulations within code and criteria, the following items:

A. Noise

- 1) Retail/commercial uses shall be designed and operated, and hours of operation limited where appropriate, so that neighboring residents (either within or adjacent to the project) are not exposed to offensive noise, especially from traffic or late-night activity.
- 2) Common walls between residential and non-residential uses shall be constructed to minimize the transmission of noise and vibration.

B. Security

- 1) Residential units shall be designed to ensure the personal security of residents, including, but not limited to, the provision of separate and secured entrances and exits that are directly accessible to secured parking areas.

- 2) Non-residential and residential uses located on the same floor shall not use common entrance hallways or common balconies, which may compromise the residential living conditions.
- 3) Parking spaces for non-residential and residential uses shall, be specifically designated by posting, pavement marking, and/or physical separation.

C. Lighting

- 1) Parking areas shall provide sufficient illumination for access and security purposes.
- 2) Light fixtures on buildings and light poles in parking areas shall not exceed twenty-five (25) feet in height and shall be oriented in such a way as to not shine onto adjoining properties. Such lighting shall not blink, flash, oscillate, or be of unusually high intensity of brightness. Downward facing and shielded lighting is required for all projects.

D. Odors, Dust, Vibration

- 1) No commercial or industrial use shall be permitted to expose residents, either within or adjacent to the site, to offensive odors, noxious fumes, dust, electrical interference, and/or vibration.

E. Refuse Storage and Location.

- 1) Residential units shall be provided with refuse storage containers separate from that used by the commercial or industrial uses. They shall be clearly marked for residential use only and their use by non-residential uses is prohibited.

F. Parking Spaces and Traffic Lanes.

- 1) Parking places and traffic lanes for both residential and non-residential uses must be available either on site or elsewhere in the vicinity of the project as they may be allowed pursuant to other sections of code.
- 2) To the extent possible, pedestrian and vehicular access for the project shall be shared by all of the proposed uses.

Section 4: General Requirements

A. Concept Master Plan

- 1) Any zone change application within the RTMU shall be accommodated by a Concept Master Plan
- 2) Any development of any size on one or more contiguous parcels or lots, whether vacant or not, where the uses are or will be mixed requires approval of a Concept Master Plan.
- 3) No minimum sized parcel is necessarily required if it is found that the development meets the performance standards and the approval criteria.
- 4) Concept Master Plans shall meet the following requirements:
 - i. Shall be prepared when any property is initially proposed for subdivision or land development.

- ii. Subdivided properties that are intended to be developed at a later date shall be subject to this initial Concept Master Plan.
- iii. Shall show proposed buildings, land uses, lots, streets, and open space for the entire tract and shall be consistent with the municipal Subdivision and Zoning Ordinance.

B. Phasing

- 1) Property development is permitted to be done in phases if desired. However, any proposed subdivision or land development of a property or portion of a property must be consistent with the Concept Master Plan. If a proposed subdivision or land development is not consistent with the Concept Master Plan, the approved Concept Master Plan as a whole may be revised, provided the following requirements are met:
 - i. The Concept Master Plan complies with all current RT-MU requirements.
 - ii. All owners of land within the original Concept Master Plan development area, whose property is affected by the revised Concept Master Plan, approve the revisions to the Concept Master Plan that affect their properties.
 - iii. The revised Concept Master Plan is approved by the municipal governing body.

C. Other Plan Requirements.

- 1) Concept Master Plan shall be accompanied by architectural drawings, such as elevations, perspective drawings, and cross-sections, which shall be enumerated in the Zoning Ordinance.
- 2) All development in the RT-MU district shall be served by public sewer and public water facilities with accompanying dedicated easements.
- 3) Land area proposed for development shall be in one ownership or shall be subject to a joint application filed by every owner of the land area proposed for development, under single direction, using one overall Concept Master Plan and complying with all requirements of the RT-MU district.
- 4) Ownership and Maintenance of civic open common area, and other facilities. Common open space, plaza areas, and other common facilities shall meet the ownership and maintenance regulations of Code of Ordinance for the City. Required usable civic common area and open plaza areas shall be permanently deed restricted from future development.
- 5) Off street parking, signs and landscaping shall be provide in accordance with applicable sections of City code.
- 6) Tree mitigation requirements must be in accordance with the City code.

Section 5: Dimensional Requirements

RT-MU developments shall meet the following dimensional requirements:

A. Lot Area Requirements

- 1) Minimum Net Lot Area for all multi-family and non-residential uses:
 - i. No minimum lot size; however, all lots must be consistent with the Concept Master Plan.

City of Watauga
RT-MU Design Standards
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- 2) Minimum Net Lot Area for townhouses and duplexes:
 - i. 2,000 square feet
 - 3) Minimum Net Lot Area for single-family detached homes:
 - i. 5,000 square feet
- B. Minimum Lot Width
- 1) For urban dwelling and non-residential uses:
 - i. No minimum lot width; however, all lots must be consistent with the Concept Master Plan.
 - 2) For townhouses and duplex:
 - i. 20 feet
 - 3) For single-family detached homes:
 - i. 50 feet
- C. Minimum Building Setback
- 1) When no plaza is between the building and the street:
 - i. From street curblines, portions of buildings up to 40 feet in height, provided buildings are not located within the street legal right-of-way line:
 - a) Arterial Streets:
 - 1) 20 feet
 - b) All Other Streets:
 - 1) 12 feet
 - ii. From street curblines, any portions of buildings from 40 to 75 feet in height:
 - a) 25 feet
 - iii. Maximum Building Setback from street curblines for 60% or more of the front façade of the ground floor level of buildings (these standards do not apply to structured parking garages):
 - a) Arterial Streets:
 - 1) 35 feet
 - b) All Other Streets:
 - 1) 25 feet
 - 2) Where a plaza is between the building and the street, the Minimum and Maximum Building Setback from street curblines shall be the depth of the plaza.
 - 3) Minimum Building Setback from property lines not abutting streets:
 - i. Portions of buildings sharing a party wall:
 - a) 0 feet
 - ii. Portions of buildings not sharing a party wall, up to 40 feet in height:
 - a) 10 feet
 - iii. Portions of buildings not sharing a party wall, from 40 to 75 feet in height:
 - a) 20 feet
 - 4) Minimum setback between any portions of separate buildings not sharing a party wall:
 - i. Portions of buildings up to 40 feet in height:
 - a) 20 feet

- ii. Portions of buildings from 40 to 75 feet in height:
 - a) 40 feet
 - e. Minimum building and parking setback from abutting residential properties that are not part of the proposed RT-MU:
 - i. 40 feet
 - f. Minimum surface parking area setback from street ultimate right-of-way lines and property lines:
 - i. 10 feet
- D. Maximum Building Height:
- 1) 75 feet or 6 stories, whichever is less
- E. Maximum Impervious Coverage:
- 1) 85%
- F. Open Space Dedication:
- 1) 15% to be specified in zone change application submittal
- G. Maximum Residential Use within RT-MU:
- 1) 30%

Section 6: Design Standards

- A. General Layout
- 1) All development within the RT-MU district shall comply with the following design standards:
 - i. Various land uses shall be laid out and spaced to make walking from one land use to any other land uses as easy as possible.
 - ii. Retail uses shall be located as physically close to as many of the following on and off-site features as possible: existing retail areas; existing collector or higher classification streets, and proposed plaza areas.
 - iii. Single-use residential buildings, when proposed, shall be located and designed to provide a transition between abutting off-site residential zoning districts, when they exist, and the non-residential uses in the RT-MU district.
- B. Streets
- 1) All RT-MU developments shall be laid out with streets, in accordance with the following standards:
 - i. Streets shall be laid out to create blocks, and blocks shall not exceed 500 feet in length before being interrupted by a street intersection, unless the reuse of existing buildings longer than 500 feet or the presence of unique barriers, such as a creek or a grade, preclude the creation of a street intersection. In such cases, blocks shall be as small as feasible. Alley and driveway intersections shall not be used to meet the block length requirement.

- ii. Streets shall be interconnected with each other and with streets on abutting properties in a grid or modified grid pattern.
- iii. Streets shall be extended to abutting properties in logical locations, as determined by the City Council. When warranted by unique circumstances, the City Council may allow driveways to be used instead of streets for these connections, provided access for the driveway is guaranteed to the abutting property and appropriate cross access easements are illustrated on the final plat submittal.
- iv. On tracts of five (5) acres or more, new streets within an RT-MU development shall have a planned street connectivity to adjoining uses and depicted as such on the Concept Master Plan.
- v. At least every 500 linear feet, blocks shall include public pedestrian connections through the block between generally parallel streets, unless the reuse of existing buildings longer than 500 feet or the presence of unique barriers, such as grade preclude the creation of a pedestrian connection.

C. Building Design Standards

1) Building Orientation and Entrances

- i. Front facades of buildings shall be oriented towards existing and proposed streets, with an everyday entrance in the front façade. Buildings with multiple front facades shall have entrances in each front façade, corner entrances, or, if permitted by the City Council, entrances in only some of the front facades.
- ii. All primary building entrances shall be accentuated. Permitted entrance accents may include: recessed, protruding, canopy, portico, or overhang.
- iii. Loading doors, service doors, and loading docks shall not be located in any façade facing a street or any portion of a façade within 35 feet of a street.

D. Walls and Windows

- 1) Blank walls shall not be permitted along any exterior wall facing a street. Walls in these locations shall comprise a minimum of 35% window area and a maximum of 75% window area, with windows interspersed across the façade.
- 2) Ground floor facades of retail, restaurant, and related uses facing a street or passenger train station shall comprise a minimum of 50% clear window area, with windows providing views of display areas or the inside of the building. These ground floor windows shall begin between 12 to 24 inches above ground level and shall end above 86 inches above ground level.
- 3) Smoked, reflective, or black glass in windows is prohibited.
- 4) Walls or portions of walls where windows are not provided shall have architectural treatments designed to break up the bulk of the wall, including at least four of the following treatments: masonry but not flat concrete block; concrete or masonry plinth at the base of the wall; belt courses of a different texture or color; projecting cornice; projecting metal canopy; decorative tilework; trellis containing planting; medallions; opaque or translucent glass; artwork; vertical/ horizontal articulation;

lighting fixtures; or a similar architectural element not listed above, as approved by the municipal governing body.

E. Roofs

- 1) Building ridgelines or roof planes facing a street, parking area, or walking area must be interrupted at least once every one hundred (100) feet by the inclusion of at least two of the following: a gable, a dormer, a vertical change of five (5) feet or more, a tower, a dome, a barrel vault, a projecting cornice, an articulated parapet of five (5) feet or more, or the inclusion of a similar architectural feature.
- 2) Buildings shall use parapets or mansard type roof styles to conceal flat roofs, elevator and stair shafts, large vents, and rooftop equipment such as HVAC units along all roof edges.

F. Building Massing

- 1) Buildings shall be designed to achieve a fine-grained texture by dividing large facades into the appearance of several sections or smaller buildings to avoid the appearance of a large, monotonous building mass.
- 2) Buildings must have at least a 3-foot break in depth in all front facades for every one hundred (100) feet of continuous façade. Such breaks may be met through the use of bay windows, porches, porticos, building extensions, building recesses, balconies, towers, and other architectural treatments.
- 3) In addition to the required 3 foot break, building facades of two hundred (200) feet or more facing a street, surface parking lot, passenger train station, or walking area shall include design elements that will break up the façade, such as awnings, porches, canopies, towers, balconies, bays, gables, changes in materials, changes in façade treatments, etc.

Section 7: Landscaping requirements:

Refer to Watauga Code of Ordinances, Chapter 115 – Zoning, Article V. Development Controls Section 115-117

Section 8: Parking Design Standards

A. Surface Parking

- 1) Surface parking lots shall be located to the rear of principal buildings or to the side. Surface parking shall not be located between a building and a street.
- 2) Surface parking shall not extend more than 70 feet in width along any street without being interrupted with a principal building.
- 3) Parking lots visible from a street shall be continuously screened by a 3-foot-high wall/fence or hedge. Parking lots adjacent to a residential use shall be continuously screened by a 6-foot-high wall/fence or hedge. Screening shall also include street trees.

City of Watauga
RT-MU Design Standards
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- 4) Surface parking lots within a block in an RT-MU development shall be interconnected by access driveways.
- 5) Each lot created within an RT-MU development shall provide cross-access easements for its parking areas and access driveways guaranteeing access to adjacent lots within the same block that are zoned RT-MU. Interconnections shall be logically placed and easily identifiable to ensure convenient traffic flow.

B. Structured Parking

- 1) Except for their pedestrian and vehicular entrances, structured parking garages, or structured parking within a principal building, that is located within fifty (50) feet of a street curblin at street level shall have office, entertainment, institutional, apartment lobby, retail, restaurant, or a related use in occupied space along 70% of the first floor of the structured parking that faces the street.
- 2) Structured parking shall have design treatments such as colonnades, arcades, awnings, landscaping, street furniture, and other public amenities to create the appearance of an occupied building. Blank walls are not permitted.
- 3) Cars shall be generally visually screened from the street through features such as grills, lattices, mock windows, louvers, false facades, etc. Such screening shall be in keeping with the rest of the building's architectural style and materials.

C. Access to Off-Street Parking.

- 1) When feasible, vehicular access to off-street parking facilities shall be from a street, alley, or driveway that has no retail or related uses facing this street or alley. When this is not feasible, access shall be located as far from retail or related uses' front facades as possible.



City of Watauga

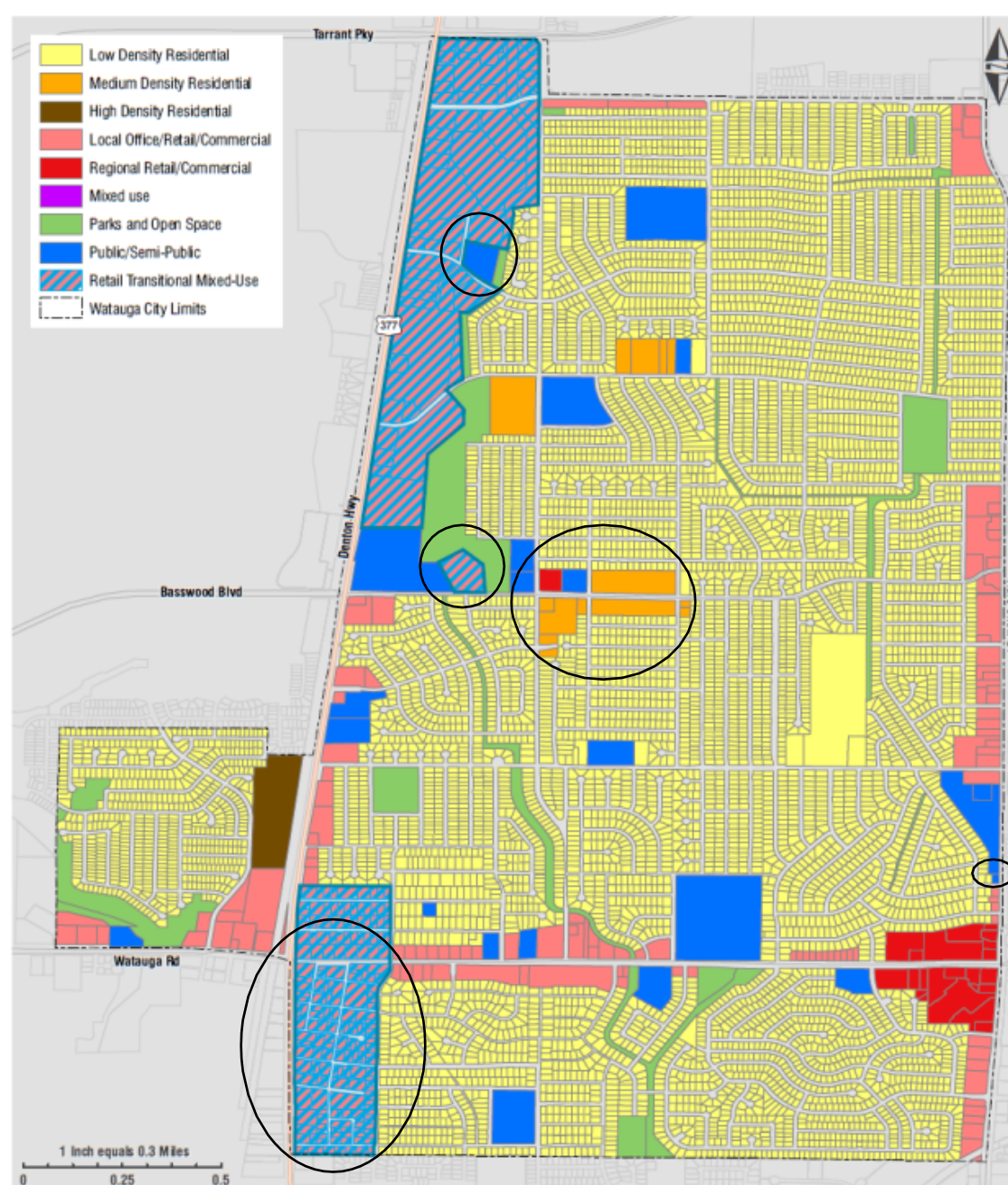
Comprehensive Plan Update
Workgroup Meeting #4
November 14, 2019



Workgroup Meeting Agenda

- Draft Future Land Use Map (FLUM)
- Retail Transitional Mixed Use (RT-MU)
Design Standards
 - Purpose
 - Uses
 - Guidelines
 - Conceptual Master Plan
 - Design Standards
 - Parking Standards

Draft Future Land Use Map



Changes:

- 1) Identified Public/Semi-Public parcels
- 2) Parcels added to RT-MU
- 3) Parcels changed to medium density residential



RT-MU Purpose

- Enhance redevelopment of large existing retail areas to accommodate transitioning retail market
- Encourage redevelopment of properties
- Create market-driven growth
- Bundle small, adjacent parcels into unified projects
- Foster creativity in property design and landscape
- Minimize impact on existing development



RT-MU Uses

- **Permitted:**

- Retail, restaurant, and related uses
- Retail commercial sales
- Personal service businesses
- Restaurants and other food or beverage establishments,
- Professional, administrative, medical and business offices
- City administrative uses, post offices, community centers, and libraries
- Financial institutions
- Hotels, bed and breakfast facilities, convention centers, meeting space, and banquet facilities
- Galleries and museums
- Theaters
- Day care centers
- Studios for dance, music, fitness, art, or photography
- Indoor sports facilities, including bowling alley, racquet sports, and health club
- Attached single-family townhomes
- Two and three family housing
- Urban living residential provided all dwelling units are located on the second floor and above
- Civic open space uses, and plazas
- Structured parking

- **Conditional:**

- Amusement center indoor. Ex. bowling alley, racquet sports, and health club
- Bar, tavern, or nightclub
- Amusement center (outdoor)
- Community center
- Farmers market, community garden

- **Prohibited:**

- Drive-up facilities associated with any allowed commercial use
- Self-storage facilities none or climate controlled
- Thrift stores, second-hand stores and pawnshops
- Adult entertainment and sexually oriented business
- Automobile or other vehicle sales, service, or repair
- Automated fueling centers, bulk fuel dealers, gas stations
- Motor vehicle sales, service or repair businesses
- Sales of manufactured and modular homes
- Hookah lounges
- Vape bars
- Garden style apartments
- Veterinary clinics with outdoor kennels or runs

RT-MU Guidelines

- Every project must address:
 - Noise
 - No late offensive noise from traffic or late night activities
 - Security
 - Must include secured entries and exits for all residential uses
 - Lighting
 - Sufficient lighting for access and security
 - Odors
 - No offensive odors/dust/fumes
 - Refuse Storage and Location
 - Must be provided with refuse storage containers
 - Parking and Traffic
 - Sufficient for both residential and non-residential uses



RT-MU Conceptual Master Plan

- Created when a property is proposed for a subdivision or land development
- Subdivided properties intended to be developed later are subject to initial Master Plan
- Land area proposed must have single ownership or a joint application with only one Master Plan
- May be completed in phases as long as development complies with Master Plan
- Master Plan:
 - Requires new development of one or more parcels to have a mix of uses
 - Shows proposed buildings, land uses, lots, streets and open space for entire trace



RT-MU Design Standards

- Land uses shall be laid out and spaced for walkability
- Maximum residential area of 30% of RT-MU
- Retail shall be close to existing retail areas, high traffic areas, and proposed plaza areas
- Single-use residential buildings will buffer off-site residential and non-residential uses
- Streets shall enhance connectivity across RT-MU
- Landscape standards follow existing code



RT-MU Parking Standards

- Surface Parking
 - Must be located to rear or side of principal buildings
 - Must be interconnected to driveways
- Structured Parking
 - Must have commercial use along 70% of first floor
 - Shall have design treatments
- Off-Street Parking
 - Typically only on streets with no retail uses



Conclusion

- Design Standards ensure high-quality development
- Redevelopment within the area will be highly attractive to millennial market
- Incentivize quality developments over quantity



Next Steps

- Public Meeting.....Dec 3, 2019
 - Sites for Map and Comment Cards
- P&Z Review.....Feb 19, 2019
- Council Review.....Mar 3, 2020



Feedback:





AGENDA MEMORANDUM

DATE: June 7, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Arthur Miner, Mayor

SUBJECT: Discuss and consider action to authorize a period of no-cost participation in the WEDC's Advertising Program offered to local businesses during a specified period when recognizing or declaring the importance of a community event, significant achievements by a Watauga business, or to increase public awareness of a worthy cause (i.e.. Dental Hygiene Month)

BACKGROUND/INFORMATION:

On April 20, 2021, the WEDC Board approved resolution 2021-03, creating a Business Advertising Policy for the CEVMS signs as a Business Retention Program project. During the discussion of the item, the President requested staff and the Board agreed to offer no cost or discounted participation from time to time. As a result, City staff is proposing the following no cost participation be considered for a period of advertising on the signs.

The City issues proclamations to recognize or declare the importance of community event, significant contribution by a Watauga business, or to increase public awareness of a worthy cause. The Mayor desires to provide a 100% discount to the businesses directly related to the issuance of the proclamation for duration of that proclamation (day, week or month).

FINANCIAL IMPLICATIONS:

Depends on the number of businesses associated with the cause and the number requesting advertising during the period specified.

RECOMMENDATION/ACTION DESIRED:

Mayor Miner respectfully requests the WEDC Board authorize a no cost participation for businesses directly associated or affiliated with a City declared community event, significant achievement by a Watauga Business, or increase public awareness of a worthy cause (i.e. Dental Hygiene Month).

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Recognition and Public Cause

REVIEWED BY:



AGENDA MEMORANDUM

George Hyde, Legal
Andrea Gardner, City Manager
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/12/2021
Approved - 7/16/2021
Final Approval - 7/16/2021



Advertising Discount Form

Fill out the form completely. All discount programs must be preapproved by the WEDC Board in an open meeting. Discount Authorizations expire at WEDC fiscal year end if no date specified. Discounts may not be effective for a period greater than one fiscal year. Please email the completed form to krupkalvis@wataugatx.org.

Date	July 12, 2021
Discount Name	Recognition of community events, significant achievements by Watauga businesses or public awareness/cause
Approval Date	
Agenda Item No.	2021-1988/Action Item 2
Submitted By	President Art Miner
Start Date	August 1, 2021
End Date	September 30, 2021
Location(s)	East Watauga Rd and West Watauga Rd
Business Type(s)	All Watauga Businesses satisfying the purpose as determined by the ED Director.

Description of Discount to be applied	Amount or %
The discount to be provided to all businesses	100%
For purposes as described above not to exceed one week for recognition and one month for public cause	

Finance Department Use Only		
Discounts Applied	Amount	Date
Account Number		



AGENDA MEMORANDUM

DATE: June 16, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Discuss and consider adopting a resolution of the Watauga Economic Development Corporation establishing and approving the Corporation's Fiscal Year Budget for FY2021-2022; providing for all anticipated expenditures; directing the Executive Director to submit it to the City Secretary's Office for City Council consideration to approve the budget and related operational expenditures; and providing an effective date

BACKGROUND/INFORMATION:

The required Public Hearing was held on June 15, 2021 to allow for citizen input on the FY2021-2022 Proposed Budget for the Watauga Economic Development Corporation Budget.

The Board must take action on approval and adoption of the Watauga Economic Development Corporation Budget and provide approval to submit to City Council. The Board may still make budget changes on the budget before approval. Staff recommends a change to the sales tax to reflect higher than anticipated sales tax receipts. A revised fund summary is attached that reflects these changes.

The Watauga Economic Development Corporation Budget is attached for review and consideration.

FINANCIAL IMPLICATIONS:

Revenues and expenditures as shown on attached Proposed Budget.

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend the Board review and approve Resolution 2021-004, approving and recommending approval to the City Council of the FY 2021-22 Proposed Budget for the WEDC with the increase in forecasted sales tax revenues.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Res approving WEDC 2021-2022 Budget 07202021
2. WEDC PROPOSED BUDGET FY2021-2022
3. BUDGET SUMMARY -04 FY2021-2022 revised sales tax



AGENDA MEMORANDUM

REVIEWED BY:

Andrea Gardner, City Manager

George Hyde, Legal

Raquel Guajardo, Deputy City Secretary

Approved as to form for inclusion on Agenda

Approved - 7/14/2021

Approved - 7/16/2021

Final Approval - 7/16/2021

WATAUGA ECONOMIC DEVELOPMENT CORPORATION
RESOLUTION NO. 2021-004

A RESOLUTION OF THE WATAUGA ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS ESTABLISHING AND APPROVING THE CORPORATION'S FISCAL YEAR BUDGET FOR FY2021-2022; PROVIDING FOR ALL ANTICIPATED EXPENDITURES; DIRECTING THE EXECUTIVE DIRECTOR TO SUBMIT THE BUDGET TO THE CITY SECRETARY'S OFFICE FOR CITY COUNCIL CONSIDERATION TO APPROVE THE BUDGET AND APPROVE THE RELATED OPERATIONAL EXPENDITURES; AND PROVIDING AN EFFECTIVE

WHEREAS, on May 18, 2021, the Watauga Economic Development Corporation Board was presented with a proposed budget for FY2021-2022; and

WHEREAS, the Board finds the proposed budget for FY2021-2022 provides for the projected revenue and expenses of the Corporation for the upcoming fiscal year; and

WHEREAS, the Board finds it necessary and appropriate to approve the corporation's Budget for the fiscal year beginning October 1, 2021 and ending September 30, 2022 (Fiscal Year 2021-2022) for final consideration and approval by City Council in accordance with Section 501.072(a) of the Texas Local Government Code; and

WHEREAS, the Board find it necessary to direct its Executive Director to submit the approved Budget to the City Council of the City of Watauga, Texas, for consideration and approval; and

WHEREAS, Section 501.073 of the Local Government Code authorizes the corporation's authorizing unit to approve programs and expenditures and annually review the financial statements of the corporation; and

WHEREAS, the Executive Director has certified the availability for appropriations revenues available from fund balance and interest earnings; and

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

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

Section 1. 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.

- Section 2. The Watauga Economic Development Corporation Budget for Fiscal Year 2021-2022 is approved as shown in Exhibit A, which is attached hereto and incorporated herein for all purposes.
- Section 3. 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.
- Section 4. 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.
- Section 5. 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 20th day of July 2021.

APPROVED

Arthur L. Miner, President

ATTEST:

Jan Hill, Secretary

APPROVED AS TO FORM AND LEGALITY:

George Hyde, Corporation General Counsel

PROPOSED BUDGET



FISCAL YEAR 2021-2022

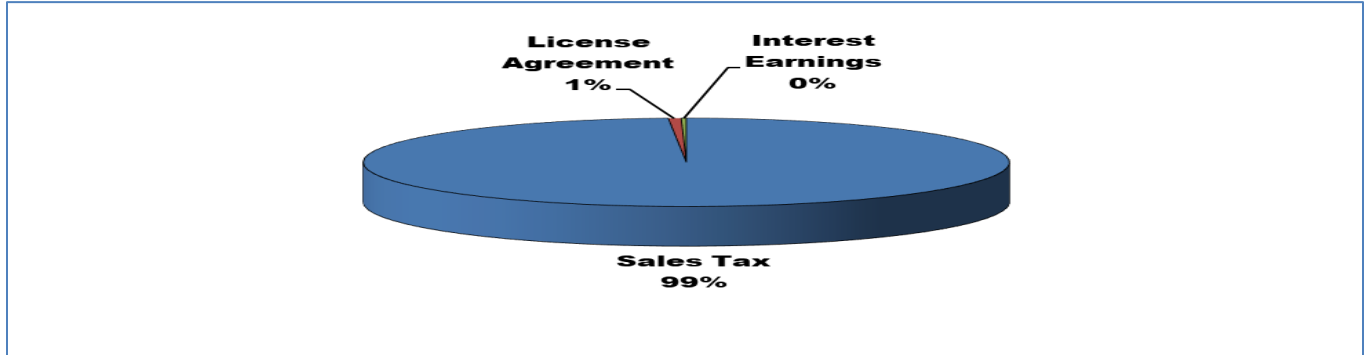
SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION (FORMERLY PARKS DEVELOPMENT CORPORATION)

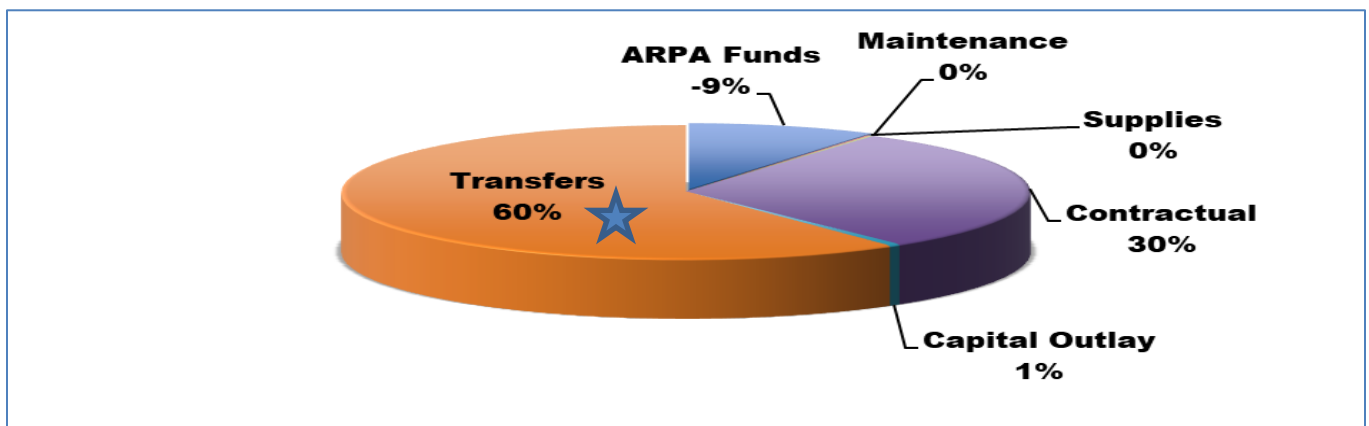
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga 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 FY2022 are expected to be \$775,000.

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	BUDGET
	2019-2020 Actual	2020-2021 Current Budget	2020-2021 Projected	2021-2022 Budget	FY2021-2022 vs 2020-2021	2022-2023 Forecast
Fund Balance, October 1*	\$880,886	\$1,174,604	\$1,242,173	\$1,504,356		\$1,737,089
<u>Revenues:</u>						
Sales Taxes	744,464	705,000	760,000	775,000	9.9%	790,000
License Agreement - Property	0	28,800	0	0	-100.0%	0
Interest Earnings	5,301	5,000	1,500	2,000	-60.0%	2,500
License Agreement - Services	0	7,000	2,000	5,000	-28.6%	8,000
Operating Revenues	\$ 749,765	\$ 745,800	\$ 763,500	\$ 782,000	4.9%	\$ 800,500
Total Available Resources	\$ 1,630,651	\$ 1,920,404	\$ 2,005,673	\$ 2,286,356		\$ 2,537,589
<u>Expenditures:</u>						
Business Retention	7,684	8,700	10,177	6,610	-24.0%	37,700
Business Retention - ARPA	0	0	(25,000)	(60,000)	0.0%	0
Give and Get Phase I (100% Grant)	0	0	25,000	0	0.0%	0
Give and Get Phase II (100% Grant)	0	0	0	25,000	100.0%	0
Small Business Dev. (50% Grant)	0	0	0	30,000	100.0%	0
Support Local (100% Grant)	0	0	0	20,000	100.0%	0
Business Attraction	49,775	28,250	28,510	36,750	30.1%	36,600
General Administration	36,549	84,510	84,496	89,030	5.3%	87,600
Parks Department	0	0	0	0	0.0%	0
Operating Expenditures	94,008	121,460	123,183	147,390	21.3%	161,900
<u>Operating Transfers-Out</u>						
To General Fund	194,292	222,281	222,281	254,800	14.6%	319,598
To Internal Service Fund	0	0	0	0	0.0%	0
To Debt Service	100,178	157,503	155,853	147,078	-6.6%	153,178
Total Operating Transfers-Out	294,470	379,784	378,134	401,878	5.8%	472,776
TOTAL OPERATING & TRANSFERS	\$ 388,478	\$ 501,244	\$ 501,317	\$ 549,268	9.6%	\$ 634,676
Fund Balance, September 30	\$1,242,173	\$1,419,160	\$1,504,356	\$1,737,089		\$1,902,913
CHANGE IN FUND BALANCE	\$361,287	\$244,556	\$262,183	\$232,733		\$165,825

*Includes debt service fund balance

SPECIAL REVENUE FUNDS

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:

To advance the economic strength of Watauga through business and community support programs, public education and strategic partnerships.

FY2020-2021 HIGHLIGHTS / ACHIEVEMENTS:

- Implemented monthly business retention site visits
- Launched an online open portal business directory hosted by Bludot Technologies
- Hired a Media Specialist to assist businesses with promotion and advertising
- Conducted “Explore Watauga” for the 2020 Holiday Season as a Shop Local Campaign
- Conducted “Takeout Tuesday” in the Spring of 2020 to encourage support of local restaurants during the pandemic
- Implemented Business Spotlight video series
- Implemented a business registration program
- Held strategic planning session to update the existing WEDC Strategic Plan and prepare for the future
- Submitted a grant application for a restaurant incubator to the EDA in January 2021
- Implemented Shop Small initiatives (installed shop local park amenities and CEVMS signs)

FY2021-2022 GOALS/ OBJECTIVES:

- Incorporate performance metrics in the monthly financial report provided to the WEDC Board
- Develop an Incentive Policy for Board consideration
- Develop and implement a Small Business Development Program
- Develop a Business Retention Program
- Develop a Business Mentor Program
- Complete a Food Business Park area included in Capp Smith Park
- Implement the Advertising Program for local businesses
- Continue support of Shop Small Business programs
- Continue Business Spotlight video series
- Seek tourism development opportunities
- Continue New Business Attraction through Retail Coach contract
- Complete the development and launch of the WEDC website

MAJOR BUDGETARY ISSUES AND OPERATIONAL TRENDS:

In November 2020, the City placed a measure on the ballot requesting voters consider reallocating funds dedicated to Street Maintenance to Economic Development (4B). The measures failed, thus some of the programs, in support of local business, were required to be scaled back due to the WEDC’s inability to fund without the additional revenue.

SPECIAL REVENUE FUNDS

DEPARTMENT: ECONOMIC DEVELOPMENT					
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04					
EXPENDITURES	2019-2020 ACTUAL	2020-2021 ORIGINAL BUDGET	2020-2021 REVISED BUDGET	2020-2021 PROJECTED	2021-2022 BUDGET
Non-Departmental	\$0	\$0	\$0	\$0	\$0
Personnel	\$0	\$0	\$0	\$0	\$0
Supplies	\$606	\$700	\$1,085	\$770	\$1,100
Maintenance	\$0	\$0	\$0	\$0	\$900
Contractual/Sundry	\$93,402	\$108,760	\$117,875	\$144,913	\$201,690
Capital Outlay	\$0	\$2,500	\$2,500	\$2,500	\$3,700
Transfers	\$294,470	\$389,284	\$379,784	\$378,134	\$401,878
ARPA Funds Credit				(\$25,000)	(\$60,000)
TOTAL	\$388,478	\$501,244	\$501,244	\$501,317	\$549,268
PERFORMANCE MEASURES / SERVICE LEVELS					
Input / Demand		Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
Staff Dedicated		N/A	N/A	N/A	N/A
Volunteers			5		
Inquiries Received			25		
Output/ Workload		Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
Project Files Opened			15		
Cilents Served			15		
Jobs Created			35		
Potential New Business Calls/Contacts			170		
Responses Submitted			155		
Board Meetings Held			12		
Efficiency Measures / Impact		Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
M & O percentage of City budget		0.70%	1.06%	1.06%	
M & O budget per capita		16	\$21.09	\$21.09	\$23.11
Effectiveness Measures / Outcomes	Strategic Goals	Actual 19-20	Budget 20-21	Projected 20-21	Budget 21-22
Business Closures			15		
Business Retention Visits			200		
Small Business Development			10		
New Businesses Opened			25		
Redevelopment Projects			10		
New Development Projects			5		



SPECIAL REVENUE FUNDS

BUDGET CHANGES

Fiscal Year 2021-22 Compared to Fiscal Year 2020-21 Original Budget

DEPARTMENT: ECONOMIC DEVELOPMENT				
DIVISION / ACTIVITY: ECONOMIC DEVELOPMENT CORPORATION - FUND 04				
DESCRIPTION	CATEGORY	ONE-TIME	ON-GOING	CHANGE EXPLANATION
CHANGES:				
Business Retention - Special Services	Contractual/Sundry		(\$140)	Adjustment in Business Milestones
Business Retention - Contractual Svs	Contractual/Sundry		\$1,950	Bludot Subscription Addition
Business Retention - Contractual Svs	Contractual/Sundry		\$30,000	Small Business Dev. Program Addition
Business Retention - Contractual Svs	Contractual/Sundry		(\$3,000)	Retail Development In-House Deletion
Business Retention - Contractual Svs	Contractual/Sundry		\$20,000	Support Local Programs Addition
Business Retention - Contractual Svs	Contractual/Sundry	\$25,000		Give & Get Program Phase 2
Business Retention - Events	Contractual/Sundry		\$500	Business Expo/Small Bus. Week Increase
Business Attraction - Advertising	Contractual/Sundry		\$4,100	WEDC Logo Items Increase
Business Attraction - Advertising	Contractual/Sundry		\$2,400	Shop Small Saturday Addition
Business Attraction - Advertising	Contractual/Sundry		\$500	Small Business Week Campaign Addition
Business Attraction - Advertising	Contractual/Sundry		\$1,000	Luv Local Stickers Addition
Business Attraction - Advertising	Contractual/Sundry		\$500	Explore Watauga Campaign Addition
General Admin. - Wearing Apparel	Supplies		\$400	Apparel for Staff & Board Members
General Admin. - Software Maintenance	Maintenance		\$900	Adobe Suite for Media Specialist
General Admin. - Travel Expense	Contractual/Sundry		(\$600)	Economic Dev. Strategic Plan Deletion
General Admin. - Travel Expense	Contractual/Sundry		\$750	Retail Live Addition
General Admin. - Travel Expense	Contractual/Sundry		\$250	Sales Tax Workshop Addition
General Admin. - Travel Expense	Contractual/Sundry		\$3,900	TEDC Basic Training for Board Addition
General Admin. - Travel Expense	Contractual/Sundry		\$2,000	TML ED Conference Addition
General Admin. - Travel Expense	Contractual/Sundry		\$500	IEDC Conference Cost Adjustment
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$50	TEDC Membership Dues Cost Adjustment
General Admin. - Dues/Subscriptions	Contractual/Sundry		(\$505)	ED Marketing Deletion
General Admin. - Dues/Subscriptions	Contractual/Sundry		(\$505)	IEDC ED Strategies Deletion
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$300	Retail Live Addition
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$500	Sales Tax Workshop Addition
General Admin. - Dues/Subscriptions	Contractual/Sundry		\$500	TML ED Conference Addition
General Admin. - Training	Contractual/Sundry		\$700	ED Training for Board Members Adjustment
General Admin. - Printing & Binding	Contractual/Sundry		\$1,000	Strategic Plan Document Addition
General Admin. - Printing & Binding	Contractual/Sundry		\$30	General Costs Increase Adjustment
General Admin. - Contractual Services	Contractual/Sundry		(\$8,750)	GIC Consulting Services Deletion
General Admin. - Contractual Services	Contractual/Sundry		\$10,000	Gov Pilot Subscription Addition
General Admin. - Other Equipment	Capital Outlay	\$1,200		Camera for Media Specialist
Transfer to General Fund	Transfers	\$12,594		Allocation Adjustment
ARP Funds Credit		(\$60,000)		ARP Funding Adjustment
CHANGES TOTAL:		(\$21,206)	\$69,230	
TOTALS:		(\$21,206)	\$69,230	

\$48,024 **NET INCREASE/DECREASE**

Allocations Information



SCHEDULE A - Estimated Cost for Economic Development Corporation 2021-2022			
Prepared by: Finance Director Sandra Gibson		Phone #: 817-514-5822	
Salary/ Benefits Personnel			
Staff	Description	Annual hours	Salary + Benefits Calculation
City Secretary - TOTAL			\$17,306
City Secretary 25% Oct-Feb 15% March-September	Agenda Prep/Posting/Meetings		\$5,798
Records Secretary 10%	Records Retention/PIA	208	\$4,919
Deputy City Secretary 10%	Agenda Prep/Minutes/Resolutions	208	\$6,589
Finance - TOTAL			\$2,571
Finance Director & Asst. FD- Total 35 hours	Monthly Report	3	\$2,164
	EDC Attendance	12	
	Annual Budget	20	
Financial Analyst	Monthly Report	5	\$140
Purchasing personnel	Purchasing/Accounts Payable	10	\$267
Information Technology - TOTAL			\$54,130
Media Specialist 85% of total compensation	Marketing	1768	\$54,130
	Website/Updates/Projects		
Public Works - TOTAL	Projects - Food Truck, Branding Signs	95	\$4,356
	Project Coordination/Oversight		
	Food Truck, Branding Sign		
Admin Asst. - EDC 50% of total compensation			\$23,601
	Business Retention/Scheduling		
Business Retention Total	36 hours each for Police Department & Fire Department Staff	72	\$6,136
City Manager - TOTAL	50% of Salary & Benefits		\$141,923
EDC Director Role and 50% City Manager Role			
Sub-total			\$250,024
Other Items			
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			\$254,799

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

	HISTORY	PROJECTED YEAR		BUDGET	<i>BUDGET</i>
	2019-2020 Actual	2020-2021 Budget	2020-2021 Projected	2021-2022 Proposed	<i>2022-2023 Forecast</i>
Fund Balance, October 1	\$244,179	\$43,347	\$38,835	\$29,835	\$20,335
<u>Revenues:</u>					
Interest Earnings	989	1,000	1,000	500	500
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	\$ 989	\$ 1,000	\$ 1,000	500	500
Total Available Resources	\$ 245,167	\$ 44,347	\$ 39,835	30,335	20,835
<u>Expenditures:*</u>					
Shade Structure - BISD Park	0	0	0	0	0
Foster Village Improvements	0	0	0	0	0
Shade Structure - Indian Springs	0	0	0	0	0
Park Equipment (Picnic Pads, etc.)	0	0	0	0	0
Capp Smith Park Improvements	206,332	0	0	0	0
Capp Smith Improvements EDC	0	0	0	0	0
Contingency	0	40,000	10,000	10,000	15,000
Total Expenditures	206,332	40,000	10,000	10,000	15,000
<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	(\$205,343)	(\$39,000)	(\$9,000)	\$ (9,500)	\$ (14,500)
Fund Balance, September 30	\$38,835	\$4,347	\$29,835	\$20,335	\$5,835
CHANGE IN FUND BALANCE	(\$205,343)	(\$39,000)	(\$9,000)	(\$9,500)	(\$14,500)

SPECIAL REVENUE FUNDS

ECONOMIC DEVELOPMENT CORPORATION BUDGET SUMMARY - FUND 04 REVISED TO REFLECT SALES TAX INCREASE

	HISTORY	PROJECTED YEAR		BUDGET	%CHANGE	BUDGET
	2019-2020 Actual	2020-2021 Current Budget	2020-2021 Projected	2021-2022 Budget	FY2021-2022 vs 2020-2021	2022-2023 Forecast
Fund Balance, October 1*	\$880,886	\$1,174,604	\$1,242,173	\$1,538,356		\$1,810,089
<u>Revenues:</u>						
Sales Taxes	744,464	705,000	794,000	814,000	15.5%	834,000
License Agreement - Property	0	28,800	0	0	-100.0%	0
Interest Earnings	5,301	5,000	1,500	2,000	-60.0%	2,500
License Agreement - Services	0	7,000	2,000	5,000	-28.6%	8,000
Operating Revenues	\$ 749,765	\$ 745,800	\$ 797,500	\$ 821,000	10.1%	\$ 844,500
Total Available Resources	\$ 1,630,651	\$ 1,920,404	\$ 2,039,673	\$ 2,359,356		\$ 2,654,589
<u>Expenditures:</u>						
Business Retention	7,684	8,700	10,177	6,610	-24.0%	37,700
Business Retention - ARPA	0	0	(25,000)	(60,000)	0.0%	0
Give and Get Phase I (100% Grant)	0	0	25,000	0	0.0%	0
Give and Get Phase II (100% Grant)	0	0	0	25,000	100.0%	0
Small Business Dev. (50% Grant)	0	0	0	30,000	100.0%	0
Support Local (100% Grant)	0	0	0	20,000	100.0%	0
Business Attraction	49,775	28,250	28,510	36,750	30.1%	36,600
General Administration	36,549	84,510	84,496	89,030	5.3%	87,600
Parks Department	0	0	0	0	0.0%	0
Operating Expenditures	94,008	121,460	123,183	147,390	21.3%	161,900
<u>Operating Transfers-Out</u>						
To General Fund	194,292	222,281	222,281	254,800	14.6%	319,598
To Internal Service Fund	0	0	0	0	0.0%	0
To Debt Service	100,178	157,503	155,853	147,078	-6.6%	153,178
Total Operating Transfers-Out	294,470	379,784	378,134	401,878	5.8%	472,776
TOTAL OPERATING & TRANSFERS	\$ 388,478	\$ 501,244	\$ 501,317	\$ 549,268	9.6%	\$ 634,676
Fund Balance, September 30	\$1,242,173	\$1,419,160	\$1,538,356	\$1,810,089		\$2,019,913
CHANGE IN FUND BALANCE	\$361,287	\$244,556	\$296,183	\$271,733		\$209,825

*Includes debt service fund balance



AGENDA MEMORANDUM

DATE: June 16, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action on a Staffing and Reimbursement Agreement between the Watauga Economic Development Corporation and the City of Watauga for personnel and services

BACKGROUND/INFORMATION:

The attached Staffing and Reimbursement Agreement and Attachment A estimates fees to be charged through an interfund transfer to the Watauga Economic Development Corporation based on an allocation prepared each fiscal year during the budget process for matters benefiting the WEDC. The Texas Constitution requires the City to recover any costs provided for the benefit of the Corporation through a contractual agreement.

The amount estimated for FY2021-2022 is \$254,800 and is included in the Proposed FY2021-2022 Economic Development Corporation Budget. Actuals will be calculated during the FY2021-2022 budget year and adjusted accordingly.

The Agreement would begin October 1, 2021 and terminate September 30, 2022 if approved by the Board.

FINANCIAL IMPLICATIONS:

The amount estimated for FY2021-2022 is \$254,800.

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend the Board review and take action to approve the agreement.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Staffing and Reimbursement Agreement Draft 2021-2022
2. EDC ALLOCATION WORKSHEET (2022)

REVIEWED BY:

Andrea Gardner, City Manager
George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/14/2021
Approved - 7/16/2021
Final Approval - 7/16/2021



AGENDA MEMORANDUM

**STAFFING AND REIMBURSEMENT AGREEMENT BETWEEN THE CITY
OF WATAUGA AND THE WATAUGA ECONOMIC DEVELOPMENT
CORPORATION FOR PERSONNEL AND SERVICES.**

This Agreement for Staffing and Reimbursement Agreement between the City of Watauga and the Watauga Economic Development Corporation for Personnel and Services (this "Agreement") is entered into by and between the following Parties; the City of Watauga, a Home Rule City located in Watauga, Texas, (the "City") and the Watauga Economic Development Corporation, Texas, (the "WEDC") a political subdivision of the State of Texas, Tarrant County, (individually a "Party" and collectively the "Parties").

WHEREAS, pursuant to The Texas Development Corporation Act, Texas Local Government Code Chapters 501, 502 and 505 (the "Act"), the City created the WEDC and collects, on behalf of the WEDC, a sales and use tax, a portion of which may be used by WEDC to pay certain administrative costs; and

WHEREAS, the WEDC desires to utilize the services and support of certain City staff and contractors in furtherance of its work and the projects it undertakes to eliminate duplication of services and to promote economy and efficiency; and

WHEREAS, the City is prohibited by Texas Local Government Code §501.007 from granting public money or another thing of value in aid to the WEDC, except as provided for by a contract authorized by §380.002 of the Texas Local Government Code; and

WHEREAS, during the FY2019 Budget process the Board of Directors of the WEDC requested the City to allocate the costs of the parks staff to the general fund; and

WHEREAS, to more effectively and efficiently fulfill the WEDC's purpose, its Board of Directors of the WEDC and the City Council have determined that the WEDC's staffing needs can best be met by utilization of certain City employees and contractors; and

WHEREAS, the WEDC and the City of Watauga have determined that providing certain personnel and services, including personnel management, professional services, administrative services, financial management, oversight services and legal services to the WEDC will be mutually beneficial to the City and the WEDC, will promote local economic development, and will stimulate business and commercial activity within the City, all in furtherance of the purposes of the WEDC; and

WHEREAS, the cost for such services by city employees will be

accounted for and presented to the WEDC based on an allocation prepared each fiscal year during the budget process for matters benefiting the WEDC and the actual costs for any contracted services and related expenses will be charged directly to the WEDC; and

WHEREAS, the WEDC Board of Directors and the City Council wish to enter into the agreement to memorialize the terms and conditions under which City personnel and contractors shall serve the WEDC; and

NOW, THEREFORE, in consideration of the promises and mutual agreements hereinafter set forth, the Parties hereby do mutually agree as follows:

1.0 Purpose

The purpose of this agreement is to set out the terms and conditions by which the City of Watauga shall provide personnel and services to serve the needs of the WEDC.

2.0 Employees of the City

All personnel who are designated as City employees shall at all times remain solely employees of the City and shall not employees of the WEDC in any capacity. All personnel servicing this contract shall be subject to the City's Charter, ordinances and City personnel policies. The WEDC Board shall coordinate any staff directive through the City Manager.

3.0 Personnel Assigned to the WEDC and Reimbursement of Costs

Certain City employee positions shall be assigned to serve the WEDC for all or part of the positions' work schedules as set forth within Schedule A, attached hereto and made a part hereof for all purposes. Schedule A further provides the allocated charge for each employee position's service. On or before the 10th day of month the City shall transfer from the WEDC Fund to the General Fund an amount equal to the allocated charge for the personnel services and other services dedicated to WEDC for the previous month.

4.0 Breach

The failure of either Party to comply with its obligations under the agreement shall be considered a breach of this agreement. Should such a breach occur, the non-breaching Party shall provide breaching Party with at least 30 days written notice to cure its breach.

5.0 Waiver

The waiver by either Party of a breach of this agreement shall not constitute a continuing waiver of such breach or of a subsequent breach of the same or a different provision, unless so stipulated by the Party not in breach of this agreement.

6.0 Term

This Agreement shall remain in effect until September 30, 202~~4~~² and renews annually thereafter unless terminated by either of the Parties. Any notice of termination is not effective until the first day of the fiscal year following notice.

7.0 Texas Law to Apply

This agreement shall be construed under and in accordance with the laws of the State of Texas and all obligations of the Parties created hereunder are performable in Tarrant County, Texas.

8.0 Notice

All notices, whether for reimbursement or otherwise, shall be in writing and may be hand delivered, or sent by registered or certified mail, postage prepaid, return receipt requested to the following addresses:

City of Watauga
Attn: City Manager
7105 Whitley Rd.
Watauga, TX 76148

City of Watauga Economic Development Corporation
Attn: WEDC Board Chair
7105 Whitley Rd.
Watauga, TX 76148

9.0 Legal Construction

If any one or more of the provisions contained in this agreement shall for any reason be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision hereof and this agreement shall be construed as if such invalid, illegal, or unenforceable provisions had never been contained herein.

This Agreement shall be for the sole and exclusive benefit of the City and the WEDC and shall not be construed to confer any benefit or right upon any other Parties.

10.0 Entire Agreement

This agreement supersedes any and all other agreements, either oral or in writing, between the Parties hereto with respect to the subject matter hereof and contains all of the covenants and agreements between the Parties with respect to said matter. Each Party to this agreement acknowledges that no representations, inducements, promises, or agreements, oral or otherwise, have been made by any Party or anyone acting on behalf of any Party which are not embodied herein and that no other agreements, statement, or promise not contained in this agreement shall be valid or binding. No modification concerning this instrument shall be of any force or effect, excepting a subsequent amendment in writing signed by the Parties. No official, representative, agent or employee of either entity, has any authority to modify this agreement except pursuant to express authority to do so granted by the governing body.

11.0 Parties Bound

This agreement shall be binding upon and inure to the benefit of the Parties to it and their respective legal representatives, successors and assigns where permitted by this agreement.

IN WITNESS WHEREOF, the City of Watauga and the Watauga Economic Development Corporation, have hereby entered into this agreement.

City

WEDC:

By: _____
Mayor

By: _____
President

Date: _____

Date: _____



AGENDA MEMORANDUM

DATE: July 12, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Andrea Gardner, City Manager

SUBJECT: Discuss and consider action to approve a resolution adopting the Watauga Economic Development Corporation Strategic Plan for FY 2021-2026

BACKGROUND/INFORMATION:

The WEDC approved a Five Year Strategic Plan in February 2020 for years 2020-2025. In April 2021, City staff reviewed the plan and provide a progress report on the initiatives. The requested updates to the plan are included in the attached.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the WEDC Board approve Resolution No. 2021-05, approving the WEDC Five Year Strategic Plan for FY 2021-2026.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2021 WEDC Strategic Plan Design V2 DRAFT 7122021
2. Resolution Strategic Plan 2021-2026

REVIEWED BY:

George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/12/2021
Final Approval - 7/12/2021



WATAUGA ECONOMIC DEVELOPMENT CORPORATION

STRATEGIC PLAN

FISCAL YEAR 2021-2026

Delivered:
July 20th, 2021

Andrea Gardner

City Manager

Watauga Economic Development Corporation Board



Arthur L. Miner
President



Lissa Sieja
Vice-President



Jan Hill
Secretary



Malissa Minucci
Director



Mike Alexander
Director

City Staff



Andrea Gardner
City Manager/City Secretary



Sandra Gibson
Finance



Marcia Reyna
Human Resources



Shawn Fannan
Parks and Community Services



Dianely Luis
City Administration



Geroge Hyde
City Attorney



Bradley Fraley
Information Technology

Acknowledgements

The City of Watauga would like to recognize the members of the governing body and the following employees for contributing to the development of the City's Strategic Plan.

Board Members

Arthur L. Miner—President, Place 1

Vacant—Director, Place 2

Jan Hill—Secretary, Place 3

Malissa Minucci—Director, Place 4

Mike Alexander—Director, Place 5

Vacant—Director, Place 6

Lissa Sieja—Vice President, Place 7

Members of City Staff

Andrea Gardner—City Manager/City Secretary

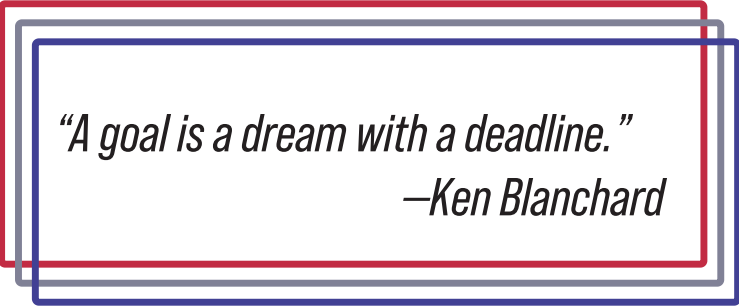
Sandra Gibson—Director of Finance

Sal Torres—Interim Parks & Community Services Director

Marcia Reyna—Human Resources & Civil Service Director

Bradley Fraley—Chief Information Officer

Dianely Luis—Media Specialist



*“A goal is a dream with a deadline.”
—Ken Blanchard*

Strategic planning is a systematic and continuous process where people make decisions about intended future outcomes, how those outcomes are to be accomplished and how success is measured and evaluated. This executive summary is intended to provide an overview of the Watauga Strategic Planning process.

Executive Summary

Each calendar year, the Watauga Economic Development Corporation meets to review the WEDC's Strategic Plan that includes goals and action items for the upcoming fiscal year. Prior to the upcoming fiscal year, the WEDC Board finalizes the WEDC's Strategic Plan by approval through a resolution. The approved Strategic Plan guides budget development and action plans for the upcoming fiscal year.

Mission

To advance the economic strength of the Watauga community through business support programs, public education and strategic partnerships.

Vision

The Watauga Economic Development Corporation is committed to building an economically vibrant community by supporting our local businesses through the development of business retention programs, completion of quality of life projects and new business attraction programs.

Strategic Initiatives

1. Maintain sound fiscal management practices, conduct an annual review of the practices, and present the annual audit.
2. Continue monthly financial reporting.
3. Develop and implement a Business Retention & Expansion Plan.
4. Develop an incentive policy for Board recommendation to the City Council.
5. Create a food business park along Hightower Drive as a component of Capp Smith Park.
6. Develop and implement an advertising/marketing campaign.
7. Develop a Small Business Academy.
8. Seek tourism opportunities.
9. Increase Board Member participation at economic development conferences (ICSC and Retail Live) and include funding in the annual budget.
10. Create a public branding campaign that supports local business.
11. Identify and implement programs that create economic development opportunities.
12. Increase awareness and conduct public education of economic development programs.
13. Celebrate the successes of the WEDC.
14. Partner with the City to ensure the Mission of the WEDC is supported.
15. Partner with the City to improve the quality-of-life for Watauga businesses and residents.
16. Attract businesses that provide career development opportunities for Watauga residents.

“A Great Place to Live”



The Capp Smith Park Splash Pad enhances the outstanding quality of life by uniting the community in a central location. Funding for the new Splash Pad was provided by the Watauga Economic Development Corporation and the City of Watauga.

CITY OF WATAUGA, TEXAS
RESOLUTION NO. 2021-05

A RESOLUTION BY THE WATAUGA ECONOMIC DEVELOPMENT CORPORATION OF WATAUGA, TEXAS ADOPTING THE WATAUGA ECONOMIC DEVELOPMENT CORPORATION STRATEGIC PLAN FOR THE FISCAL YEAR 2021-2026; 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") and the Watauga Economic Development Corporation (hereinafter "the WEDC") are committed to strengthening the City of Watauga with economic development initiatives, future planning, improved business community relationships, creation of the WEDC Brand, new business recruitment and business retention efforts; and

WHEREAS, The WEDC Strategic Plan for Fiscal Year 2021-2026 provides for the administration of programs and initiatives to strengthen the Corporation and City, the creation of new business attraction and business retention programs for the purpose of continuing to make the City, "A Great Place to Live" ; and

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

I.

The proposed Program, "Watauga Economic Development Corporation Strategic Plan Fiscal Year 2021-2026," set forth in Exhibit "A," attached hereto and incorporated by reference, is hereby adopted.

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 WEDC Board and upon approval thereof by the President and the Watauga Economic Development Corporation Board.

PASSED AND ADOPTED by the Watauga Economic Development Corporation of the City of Watauga, Texas this 20th day of July 2021.

APPROVED:

Arthur L. Miner, President

ATTEST:

Lissa Sieja, Board Secretary

APPROVED AS TO FORM AND LEGALITY:

George Hyde, Board Attorney



AGENDA MEMORANDUM

DATE: July 8, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Raquel Guajardo, Deputy City Secretary

SUBJECT: Discuss and consider action to approve the meeting minutes of the WEDC Regular Meeting held June 15, 2021 and Juneteenth Proclamation event held June 18, 2021

BACKGROUND/INFORMATION:

Meeting minutes are attached for consideration.

FINANCIAL IMPLICATIONS:

None.

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends approval of meeting minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 061521 WEDC Regular Meeting
2. 061821 Juneteenth Proclamation

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 7/13/2021

Approved as to form for inclusion on Agenda

**MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, JUNE 15, 2021
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:00 PM**

CALL TO ORDER

President Miner called the meeting to order at 6:15 p.m.

ROLL CALL

Place 1, Arthur L. Miner, President
Place 2, Vacant
Place 3, Jan Hill, Secretary
Place 4, Malissa Minucci, Director
Place 5, Mike Alexander, Director (Absent with notice)
Place 6, Vacant
Place 7, Lissa Sieja, Vice-President

City Staff Present:

Andrea Gardner, Executive Director
Sandra Gibson, Finance Director
Deby Woodard, Assistant Finance Director
Brad Fraley, Chief Information Officer
Dianely Luis, Media Specialist

ANNOUNCEMENTS

1. **Juneteenth Day Proclamation will be presented by Mayor Miner on Friday June 18, 2021.**
2. **Will be presenting Baja Cantina their 15 Year Business Anniversary on June 22, 2021, at 11:00 a.m.**
3. **Will be presenting Bath & Body Works their 20 Year Business Anniversary on June 18, 2021, at 2:00 p.m.**

PRESENTATIONS

President Miner presented the following proclamations to businesses celebrating their milestone anniversaries:

Baja Cantina celebrating 15 years; Nail City celebrating 15 years; Bath & Body Works celebrating 20 years; Joe's Pasts & Pizza celebrating 20 years; and Allstate Insurance celebrating 25 years.

REPORTS FROM STAFF

1. **Monthly Financial Report for the month of April, 2021**

Ms. Gibson presented the item to the Board.

PUBLIC COMMENT

Requests for public comment were not received.

PUBLIC TESTIMONY FOR ACTION ITEMS

Requests for public testimony were not received.

PUBLIC HEARINGS / ACTION

1. Public Hearing on the Watauga Economic Development Corporation Proposed Budget for the Fiscal Year 2021-2022

President Miner opened the public hearing at 6:24 p.m.

Ms. Gibson reminded the Board of the last presentation.

As there were no questions from the Board or citizens present requesting to speak, President Miner closed the public hearing at 6:25 p.m.

ACTION ITEMS

1. Discuss and consider action to approve the meeting minutes for the WEDC Regular Meeting held May 18, 2021

Director Minucci made a motion to accept the minutes as presented. Motion seconded by Secretary Hill. President Miner called for discussion and hearing none, called for the Board to vote by a show of right hand. Motion carried 3-0-1.

Ayes: Hill, Minucci, Sieja
Nays: None
Absent: Alexander

ADJOURNMENT

President Miner adjourned the meeting at 6:26 p.m.

APPROVED: _____ this _____ day of _____, 2021

SIGNED: _____ this day of _____, 2021

APPROVED:

Arthur L. Miner, President

ATTEST:

Jan Hill, Secretary

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

**MINUTES
JUNETEENTH PROCLAMATION
WATAUGA ECONOMIC DEVELOPMENT CORPORATION &
CITY COUNCIL
CITY HALL LOBBY
7105 WHITLEY ROAD, WATAUGA, TX 76148
JUNE 18, 2021
1:00 PM**

The following members of the Watauga Economic Development Corporation and City Council attended the presentation of the Juneteenth Proclamation on June 18, 2021:

Arthur L. Miner
Jan Hill
Malissa Minucci

WEDC President/Director Place 1
WEDC Secretary/Director Place 3
WEDC Director Place 4

and

Arthur L. Miner
Andrew Neal
Pat Shelbourne
Mark Taylor
Jan Hill

Mayor
Mayor Pro Tem/Council Member Place 4
Council Member Place 1
Council Member Place 6
Council Member Place 7

There was no discussion, debate or action taken on any city business by the WEDC Directors or City Council at this event.

APPROVED: _____ this the _____ day of _____, 2021

SIGNED: _____ this the _____ day of _____, 2021

APPROVED:

Arthur L. Miner, President

ATTEST:

Jan Hill, Secretary



AGENDA MEMORANDUM

DATE: July 14, 2021

TO: Watauga Economic Development Corporation Directors

FROM: Arthur Miner, Mayor

SUBJECT: Discuss and consider action to authorize the Finance Department to conduct a request for proposals, or alternative procurement method considered appropriate for legal services

BACKGROUND/INFORMATION:

During the discussion of the 2022 and 2023 budgets at the April 2021 Strategic Planning Session, the Board indicated an interest in conducting an RFP for legal services.

Conducting a request for proposals or other approved form will allow the Board to seek information regarding legal services for the Corporation.

FINANCIAL IMPLICATIONS:

Advertisement fees associated with the procurement process will be minimal and sufficient funds exist in the budget.

RECOMMENDATION/ACTION DESIRED:

The Mayor respectfully requests the Board authorize the Finance Department to conduct a RFP or alternative procurement method for legal services.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

George Hyde, Legal
Andrea Gardner, City Manager
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/16/2021
Approved - 7/16/2021
Final Approval - 7/16/2021



AGENDA MEMORANDUM

DATE: July 12, 2021

TO: Watauga Economic Development Corporation Directors

FROM:

SUBJECT: Pursuant to Texas Government Code 551.072, the Watauga Economic Development Corporation Board will meet in closed session to discuss real property negotiations - Corner of Lalagray Lane and Watauga Road (Block 36, Lot 3 of the Browning Heights Addition)

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

George Hyde, Legal
Raquel Guajardo, Deputy City Secretary
Approved as to form for inclusion on Agenda

Approved - 7/12/2021
Final Approval - 7/12/2021