



AGENDA
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
TUESDAY, MAY 21, 2024
6:30 PM

CALL TO ORDER

ROLL CALL

ANNOUNCEMENTS

PRESENTATIONS

1. Presentation of a proclamation to Cash America in recognition of their 30 year milestone anniversary.
2. Presentation of a proclamation to Famous Footwear in recognition of their 20 year milestone anniversary.
3. Presentation of a proclamation to Great Clips in recognition of their 25 year milestone anniversary.
4. Presentation of a proclamation to Pizza Hut in recognition of their 30 year milestone anniversary.
5. Presentation of a proclamation to Schlotzsky's in recognition of their 20 year milestone anniversary.
6. Presentation of a proclamation to Cost Plus World Market in recognition of their 20 year milestone anniversary.
7. Presentation of a proclamation to Half Price Books in recognition of their 20 year milestone anniversary.

8. Presentation of a proclamation to Wells Fargo Bank in recognition of their 20 year milestone anniversary.

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, 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 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 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 City Council may ask questions or discuss the item directly with the citizen during the citizen's testimony if necessary. Any discussion between a Council member and the citizen will not count toward the time limit and Council Members are encouraged not to speak until the citizen has first utilized their allocated time.

REPORTS FROM STAFF

CONSENT AGENDA All of the items on the consent agenda are considered to be self-explanatory by the Corporation and will be enacted with one motion, one second, and one vote. There will be no separate discussion of these items.

1. Consider action to approve the Monthly Financial Report for the period ending March 31, 2024
2. Consider action on acceptance of the Annual Audit Results for the period ending September 30, 2023
3. Consider approval of the minutes from the January 16, 2024 Watauga Economic Development Corporation Meeting.

PUBLIC HEARINGS

ACTION ITEMS

1. Discussion and possible action for the WRAP Incentive Program.
Lorenza Zavala, Administrative Assistant
2. Discussion and possible action on amending the WEDC Bylaws.
Lorenza Zavala, Administrative Assistant
3. Discussion and possible action on the WEDC Proposed Budget for FY2024-2025
Sandra Gibson, Director of Finance
4. Consider action on setting a Public Hearing date to discuss the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2024-2025 during the regular meeting scheduled for June 18, 2024 at 6:30 p.m.
Sandra Gibson, Director of Finance
5. Consider action on setting the date of the WEDC Budget Adoption for July 16, 2024 and submittal to the City Secretary's Office for inclusion on the Council agenda
Sandra Gibson, Director of Finance

EXECUTIVE SESSION The WEDC 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:

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

ITEMS OF EXECUTIVE SESSION DELIBERATION:

ITEMS FOR FUTURE AGENDAS

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 [City Council/Board/Commission/Committee] to address a subject matter on the agenda. Action, if any, will be taken in open session.

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, Linda Proskey, 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 May 17, 2024, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary





AGENDA MEMORANDUM

DATE: March 6, 2024

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action to approve the Monthly Financial Report for the period ending March 31, 2024

BACKGROUND/INFORMATION:

The monthly financial report for the period ending March 31, 2024 is attached for the Board's review and approval.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends approval of the Monthly Financial Report for the period ending March 31, 2024.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. EDC Monthly Financial Report -March 2024

REVIEWED BY:

Lorenza Zavala, Administrative Assistant
Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 5/15/2024

Final Approval - 5/15/2024



AGENDA MEMORANDUM

DATE: May 10, 2024

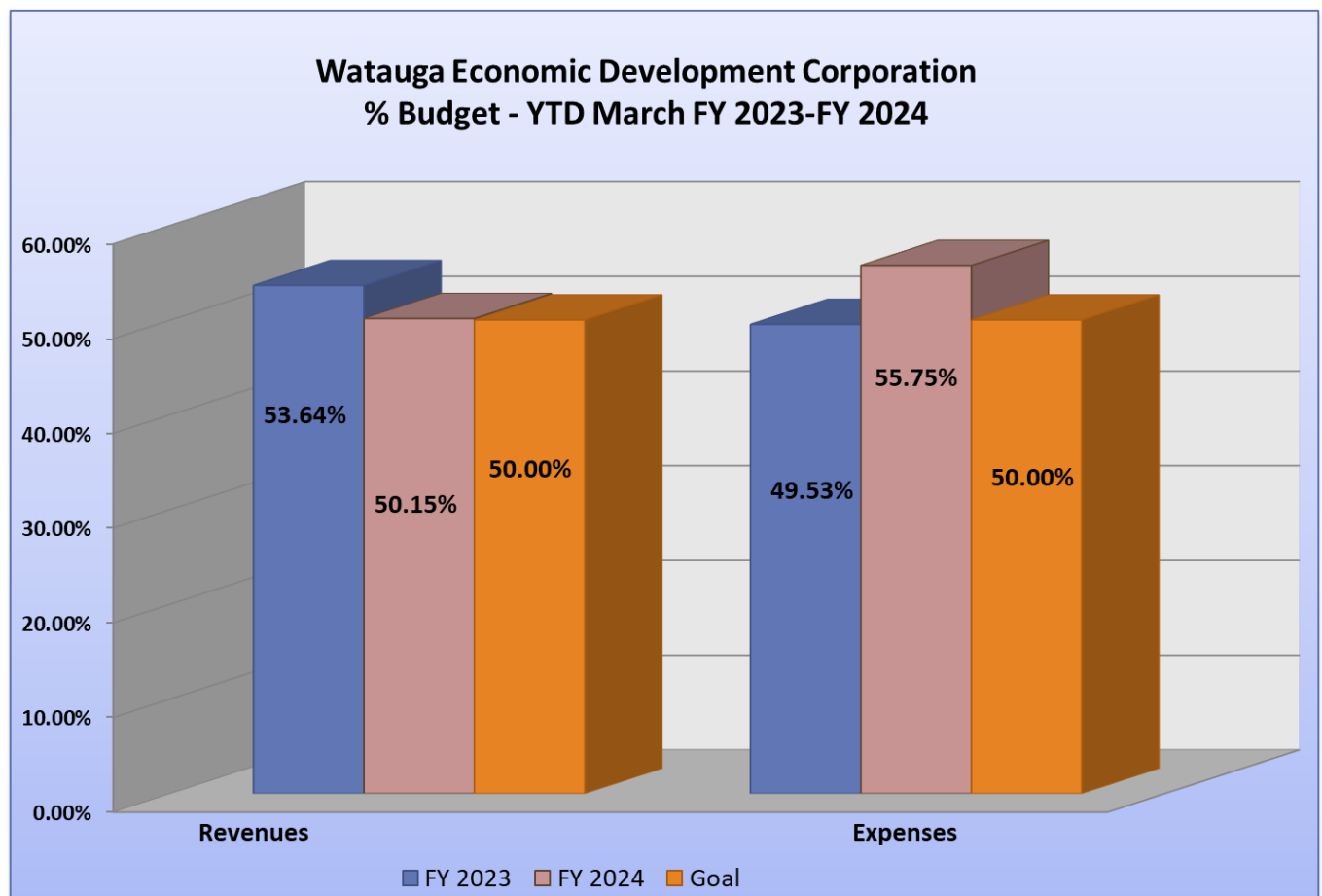
TO: Watauga Economic Development Board

FROM: Sandra Gibson, Director of Finance

SUBJECT: Financial Report for the Month of March, 2024

The attached report and below graph represent the results of transactions through March 31, 2024, which is 50% through the FY2023-FY2024 budget.

Year-to-date revenues are at 50.15% of the total budget at this time. Sales tax is trending down slightly by 1.8% in comparison to prior year and interest income is up significantly from prior year. Total year-to-date expenditures are \$287,277 which is 55.8% of the budget expended for the year.





CITY OF WATAUGA
BUDGET TO ACTUAL COMPARISON
FISCAL YEAR 2024
For the period ending: March 31, 2024 (2nd FY Qtr.)

WATAUGA ECONOMIC DEVELOPMENT CORP - 04

	CURRENT BUDGET	3/31/2024 YTD ACTUAL	% USED	% REMAINING	3/31/2023 YTD ACTUAL	\$ CHG 24 vs 23	% CHG 24 vs 23
REVENUE:							
SALES TAX	996,000	473,762	47.57%	52.43%	482,761	(8,999)	-1.86%
INTEREST EARNINGS	55,000	53,601	97.46%	2.54%	31,079	22,522	72.47%
INTEREST/ESCROW	-	-	-	-	-	-	-
CONTRIBUTIONS/OTHER	3,500	1,463	41.79%	58.21%	875	588	67.14%
TOTAL REVENUE	\$1,054,500	\$528,825	50.15%	49.85%	\$514,715	\$14,110	2.74%
PERSONNEL SERVICES	-	-	-	-	-	-	0.00%
NON-DEPARTMENTAL	-	-	-	-	-	-	0.00%
SUPPLIES	1,000	330	33.03%	66.97%	-	330	0.00%
MAINTENANCE	1,000	-	0.00%	100.00%	-	-	0.00%
CONTRACTUAL & SUNDRY	85,250	72,947	85.57%	14.43%	42,146	30,801	73.08%
TRANSFERS	428,000	214,000	50.00%	50.00%	209,850	4,150	1.98%
CAPITAL OUTLAY	-	-	-	-	-	-	0.00%
TOTAL EXPENDITURES	\$515,250	\$287,277	55.75%	44.25%	\$251,996	\$35,282	14.00%
EXCESS REVENUE OVER (UNDER) EXPENDITURES	\$539,250	\$241,548			\$262,720	(\$21,172)	



AGENDA MEMORANDUM

DATE: March 6, 2024

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action on acceptance of the Annual Audit Results for the period ending September 30, 2023

BACKGROUND/INFORMATION:

The City of Watauga's combined annual financial audit, including the Watauga Economic Development Corporation, has been completed for the fiscal year ending September 30, 2023.

The Watauga Economic Development Corporation (WEDC) is a Special Revenue Fund within the City's combined financial statements. As of September 30, 2023, the fund balance in the WEDC Sales Tax fund (operating fund) is \$2,295,554 which is an increase of \$562,298 over the previous year. Total revenues were \$1,029,629 and were higher than the budget by 7%, or \$70,129. This was due primarily to increased interest income experienced during the year. Actual expenditures were under budget for the year by \$41,419 due to savings in various expense line items to include attorney fees, advertising, and training and travel. Expenditures for Fiscal Year 2023 include operating expenditures and transfers for administrative support and debt service payments for WEDC funded projects. The WEDC Capital Projects Fund balance as of September 30, 2023 is \$32,345 which is an increase of \$1,999 due to interest income and miscellaneous revenue.

Attached are excerpts from the City of Watauga Annual Comprehensive Financial Report for Fiscal Year October 1, 2022 – September 30, 2023, which is available at the Watauga City Secretary's Office, the Public Library, and on the City's website. The City's Auditors, Weaver and Tidwell, LLC, have issued an unmodified, or "clean" opinion for this report.

Staff recommends the Board's acceptance of this audit.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends acceptance of the annual audit results for the period ending September 30, 2023 for the Watauga Economic Development Corporation



AGENDA MEMORANDUM

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC Extract - Annual Comprehensive Financial Report 9-30-2023

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Joshua Jones, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 3/13/2024

Approved - 3/13/2024

Final Approval - 3/13/2024

City of Watauga, Texas
Combining Balance Sheet
Non-Major Governmental Funds
September 30, 2023

	WEDC Sales Tax Fund	Watauga Crime Control and Prevention Fund	Library Donation Fund	Municipal Court Security Fund	Municipal Court Technology Fund	Municipal Court Truancy Fund
ASSETS						
Cash and cash equivalents	\$ 1,819,140	\$ 1,151,059	\$ 69,420	\$ 57,482	\$ 140,741	\$ 54,487
Investments	312,725	24,890	-	-	-	-
Account receivable	164,208	326,804	125	-	-	-
Prepaid items	1,165	-	-	-	-	-
TOTAL ASSETS	\$ 2,297,238	\$ 1,502,753	\$ 69,545	\$ 57,482	\$ 140,741	\$ 54,487
LIABILITIES AND FUND BALANCES						
LIABILITIES						
Accounts payable	\$ 1,678	\$ 16,020	\$ -	\$ -	\$ -	\$ -
Accrued liabilities	6	22,484	-	673	-	814
Total liabilities	1,684	38,504	-	673	-	814
FUND BALANCE						
Nonspendable						
Prepaid items	1,165	-	-	-	-	-
Restricted:						
Capital acquisitions and contractual obligations	-	-	-	-	-	-
Culture and recreation	-	-	69,545	-	-	-
Economic development	2,294,389	-	-	-	-	-
Public works	-	-	-	-	-	-
Public safety	-	1,464,249	-	56,809	140,741	53,673
Total fund balance	2,295,554	1,464,249	69,545	56,809	140,741	53,673
TOTAL LIABILITIES AND FUND BALANCE	\$ 2,297,238	\$ 1,502,753	\$ 69,545	\$ 57,482	\$ 140,741	\$ 54,487

Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	Total Non major Governmental Funds
\$ 35,996	\$ 85,890	\$ 104,735	\$ 32,345	\$ 1,175	\$ 3,552,470
-	-	-	-	-	337,615
-	980	5,699	-	-	497,816
-	-	-	-	-	1,165
<u>\$ 35,996</u>	<u>\$ 86,870</u>	<u>\$ 110,434</u>	<u>\$ 32,345</u>	<u>\$ 1,175</u>	<u>\$ 4,389,066</u>
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,698
1,670	-	-	-	-	25,647
1,670	-	-	-	-	43,345
-	-	-	-	-	1,165
-	-	-	32,345	-	32,345
-	-	-	-	-	69,545
-	-	-	-	-	2,294,389
-	86,870	110,434	-	-	197,304
34,326	-	-	-	1,175	1,750,973
34,326	86,870	110,434	32,345	1,175	4,345,721
<u>\$ 35,996</u>	<u>\$ 86,870</u>	<u>\$ 110,434</u>	<u>\$ 32,345</u>	<u>\$ 1,175</u>	<u>\$ 4,389,066</u>

City of Watauga, Texas

Combining Statement of Revenues, Expenditures
and Changes in Fund Balance
Non-Major Governmental Funds
For the Fiscal Year Ended September 30, 2023

	WEDC Sales Tax Fund	Watauga Crime Control and Prevention Fund	Library Donation Fund	Municipal Court Security Fund	Municipal Court Technology Fund
REVENUES					
Taxes	\$ 952,990	\$ 1,897,062	\$ -	\$ -	\$ -
Interest income	73,826	56,498	3,098	2,620	6,833
Miscellaneous	2,813	83,521	5,080	13,167	10,888
Total revenues	1,029,629	2,037,081	8,178	15,787	17,721
EXPENDITURES					
Current:					
Public safety	-	1,688,445	-	6,871	4,710
Culture and recreation	-	-	759	-	-
Economic development	46,431	-	-	-	-
Public works	-	-	-	-	-
Capital outlay	1,200	145,318	-	-	10,487
Debt service					
Principal	-	22,623	-	-	-
Interest and other charges	-	7,781	-	-	-
Total expenditures	47,631	1,864,167	759	6,871	15,197
Excess (deficiency) of revenues over expenditures	981,998	172,914	7,419	8,916	2,524
OTHER FINANCING (USES)					
Transfers out	(419,700)	(37,827)	-	-	-
Total other financing sources (uses)	(419,700)	(37,827)	-	-	-
Net change in fund balance	562,298	135,087	7,419	8,916	2,524
Fund balance, beginning	1,733,256	1,329,162	62,126	47,893	138,217
FUND BALANCE, ending	\$ 2,295,554	\$ 1,464,249	\$ 69,545	\$ 56,809	\$ 140,741

Municipal Court Truancy Fund	Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	Total Non major Governmental Funds
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,850,052
3,402	236	25,667	4,334	1,543	-	178,057
13,597	-	-	24,813	456	262	154,597
16,999	236	25,667	29,147	1,999	262	3,182,706
34,329	-	-	-	-	-	1,734,355
-	-	-	-	-	-	759
-	-	-	-	-	-	46,431
-	-	104,305	-	-	-	104,305
-	-	474,508	4,934	-	-	636,447
-	-	-	-	-	-	22,623
-	-	-	-	-	-	7,781
34,329	-	578,813	4,934	-	-	2,552,701
(17,330)	236	(553,146)	24,213	1,999	262	630,005
-	-	-	-	-	-	(457,527)
-	-	-	-	-	-	(457,527)
(17,330)	236	(553,146)	24,213	1,999	262	172,478
71,003	34,090	640,016	86,221	30,346	913	4,173,243
\$ 53,673	\$ 34,326	\$ 86,870	\$ 110,434	\$ 32,345	\$ 1,175	\$ 4,345,721

Municipal Court Truancy Fund	Traffic Safety Fund	Street Maintenance Sales Tax Fund	PEG Fund	WEDC Construction Fund	Jury Fees Fund	Total Non major Governmental Funds
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,850,052
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13,597	-	-	24,813	456	262	154,597
16,999	236	25,667	29,147	1,999	262	3,182,706
34,329	-	-	-	-	-	1,734,355
-	-	-	-	-	-	759
-	-	-	-	-	-	46,431
-	-	104,305	-	-	-	104,305
-	-	474,508	4,934	-	-	636,447
-	-	-	-	-	-	22,623
-	-	-	-	-	-	7,781
34,329	-	578,813	4,934	-	-	2,552,701
(17,330)	236	(553,146)	24,213	1,999	262	630,005
-	-	-	-	-	-	(457,527)
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(17,330)	236	(553,146)	24,213	1,999	262	172,478
71,003	34,090	640,016	86,221	30,346	913	4,173,243
\$ 53,673	\$ 34,326	\$ 86,870	\$ 110,434	\$ 32,345	\$ 1,175	\$ 4,345,721

City of Watauga, Texas

Schedule of Revenues, Expenditures and Changes

In Fund Balances – Budget to Actual

WEDC Sales Tax Special Revenue Fund

For the Fiscal Year Ended September 30, 2023

	Budget Amounts Final Budget	Actual Amounts	Variance Positive/ (Negative)
REVENUES			
Taxes	\$ 952,000	\$ 952,990	\$ 990
Interest income	2,500	73,826	71,326
Miscellaneous	5,000	2,813	(2,187)
Total revenues	959,500	1,029,629	70,129
EXPENDITURES			
Current:			
Economic development	87,850	46,431	41,419
Capital outlay	1,200	1,200	-
Total expenditures	89,050	47,631	41,419
Excess of revenues over expenditures	870,450	981,998	111,548
OTHER FINANCING USES			
Transfers out	(419,700)	(419,700)	-
Total other financing uses	(419,700)	(419,700)	-
Net change in fund balance	450,750	562,298	111,548
Fund balance, beginning of year	1,733,256	1,733,256	-
FUND BALANCE, end of year	\$ 2,184,006	\$ 2,295,554	\$ 111,548



MINUTES
WATAUGA ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
TUESDAY, JANUARY 16, 2024
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:30 PM

CALL TO ORDER

President, Miner called the meeting to order at 6:43 p.m.

ROLL CALL

Arthur L. Miner
Calvin Lewis
Jan Hill
Malissa Minucci
Vacant
Vacant
Macy Forrester

Place 1, President
Place 2, Director- absent with notice
Place 3, Secretary
Place 4, VP
Place 5, Director
Place 6, Director
Place 7, Director

Others present include:

Joshua Jones
Lorenza Zavala

City Manager
Administrative Assistant

ANNOUNCEMENTS

No Announcements at this time.

PRESENTATIONS

1. Presentation of a proclamation to Texas Tool Traders in recognition of their 30 year milestone anniversary.
2. Presentation of a proclamation to One Main Financial in recognition of their 20 year milestone anniversary.
3. Presentation of a proclamation to Panda Express in recognition of their 20 year milestone anniversary.
4. Presentation and update from the Retail Coach

We analyze cell phone data to show where consumers dine and shop in our community. Watauga had a population increase of 1,252 which shows us a

healthy growth. Watauga is smaller than other cities, but the reach is what we show retailers. Retail in-person shopping is on the decline, but it is everywhere. There are still many businesses looking to expand.

Liquorland on Rufe Snow is looking to open in March, and HTea0 is looking to open in late February.

The ICSC Red River conference will showcase all the retailers attending at the end of January.

Director Macy raised a question about the golfing company interested in Watauga. What determines what companies you pursue, and what data do you use to continue prospecting?

Cary with Retail Coach replied that we utilize a lot of our back-end data and research team to run a void analysis to see what is on the market and what is not. We are also open to the city for any recommendations and add any prospects. But a lot of it is also relationship-based. The golfing and entertainment company was a casual conversation that turned into discussing different opportunities, and Watauga came up.

Director Macy asked what public support and how much would be needed to pursue one of those companies. She also asked if he could disclose who you have been speaking with.

Cary replied that he could not disclose that for the sake of competition. We've seen deals blow up once the name was released. We wait for deals to be signed and completed.

President Miner reiterated what Cary said. He agrees that the prices could significantly increase once the word gets out.

Cary with Retail Coach said we should try to protect confidentiality since he's seen deals fall through.

PUBLIC COMMENT

No requests to speak were received.

PUBLIC TESTIMONY FOR ACTION ITEMS

No requests to speak were received.

REPORTS FROM STAFF

None at this time.

CONSENT AGENDA

1. Consider approval of the minutes from the June 20 and the July 18, 2023 Watauga Economic Development Corporation Meetings.

Secretary Jan Hill to make a motion to approve as presented.

Director Minucci seconded the motion.

Motion Passed 3-0-0

Ayes: Macy Forrester, Malissa Minucci, Jan Hill

Nays: None

Absent: None

Abstain: None

PUBLIC HEARINGS

ACTION ITEMS

EXECUTIVE SESSION

RECONVENE

ITEMS OF EXECUTIVE SESSION DELIBERATION:

ITEMS FOR FUTURE AGENDAS

None at this time.

ADJOURNMENT

President Miner adjourned the meeting at 7:09 p.m.

APPROVED: this _____ day of _____, 2024.

SIGNED: this _____ day of _____, 2024.

APPROVED:

Arthur L. Miner, President

ATTEST:

Jan Hill, Secretary



AGENDA MEMORANDUM

DATE: April 10, 2024
TO: Honorable City Council Members
FROM: Lorenza Zavala, Administrative Assistant
THROUGH:
SUBJECT: Discussion and possible action for the WRAP Incentive Program.

BACKGROUND/INFORMATION:

The Watauga Economic Development Corporation is committed to keeping Watauga a dynamic economic community by supporting local businesses through our business retention programs. Our Watauga Revitalization Action Program (WRAP) is an incentive designed to provide existing local businesses as well as potential new businesses an avenue to apply for grants to aid in building improvement/beautification, landscape, parking improvements, and other areas that will help Watauga to be a more vibrant and safer community.

The mission is to be a driving force to attract, support, and sustain the economic progress of the Watauga Community by offering a matching grant for small business proprietors. If approved, WRAP will provide a matching grant of up to \$10,000 for five qualifying businesses a year for the next five years. The businesses should demonstrate an adequate return on investment for the city's beautification. The availability of WRAP funds will be reassessed and adjusted every five years.

FINANCIAL IMPLICATIONS:

\$50,000 will be budgeted to support the program.

RECOMMENDATION/ACTION DESIRED:

Staff recommends approval of the WRAP Incentive Program as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WRAP Presentation
2. Watauga EDC WRAP Grant Incentive Policy Reviewed
3. Watauga EDC Resolution Adopting Revitalization Program

REVIEWED BY:

Lorenza Zavala, Administrative Assistant
David Berman, City Attorney
Linda Proskey, City Secretary
Sandra Gibson, Director of Finance

Approved - 5/10/2024
Approved - 5/11/2024
Approved - 5/13/2024
Final Approval - 5/15/2024



AGENDA MEMORANDUM

Approved as to form for inclusion on Agenda

CITY OF WATAUGA

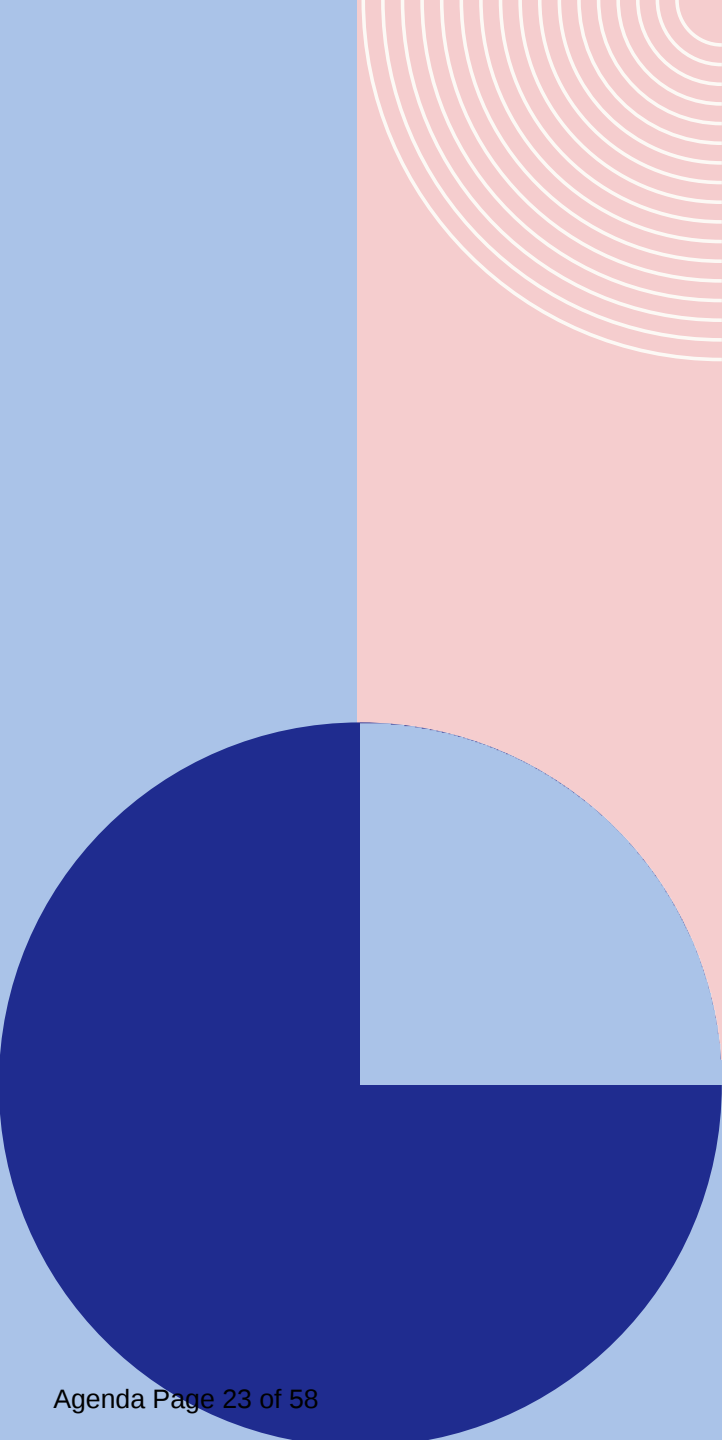
WRAP

Watauga Revitalization Action Program Incentive



WHAT ARE THE GOALS OF THE WEDC?

- Increase taxable value of commercial properties in the City.
- Retention of current businesses.
- Boost appeal and occupancy levels of commercial properties.
- Assist small businesses with the expenses of updating and beautifying their space.



STAYING RELEVANT AND COMPETITIVE!

- What are other neighboring cities doing?
- How can we continue to attract and retain businesses?
- Is there a way we can help businesses?

CITY OF KELLER

Façade Improvement Grant Program

CITY OF SAGINAW

SAGINAW
T E X A S

ECONOMIC DEVELOPMENT
INCENTIVE POLICY

CITY OF NORTH RICHLAND HILLS

EZ Streets Program

NRH
EZ STREETS

*Revitalization
Made EZ!*

*Facilitating Revitalization on Davis
Boulevard and Boulevard 26*

City of North Richland Hills Business Improvement and Growth (BIG) Program Guidelines and Application

WHAT IS WRAP?

- **WRAP is a matching grant for small business proprietors.**
- It will provide a matching grant of up to \$10,000 for five qualifying businesses a year for the next five years.
- The availability of the WRAP funds will be reassessed and adjusted every five years.
- Budgeting \$50,000 annually to assist businesses.
- That's 25 businesses we can help in a 5 year time period!
- Must start within 45 days of approval then complete the project within 6 months.

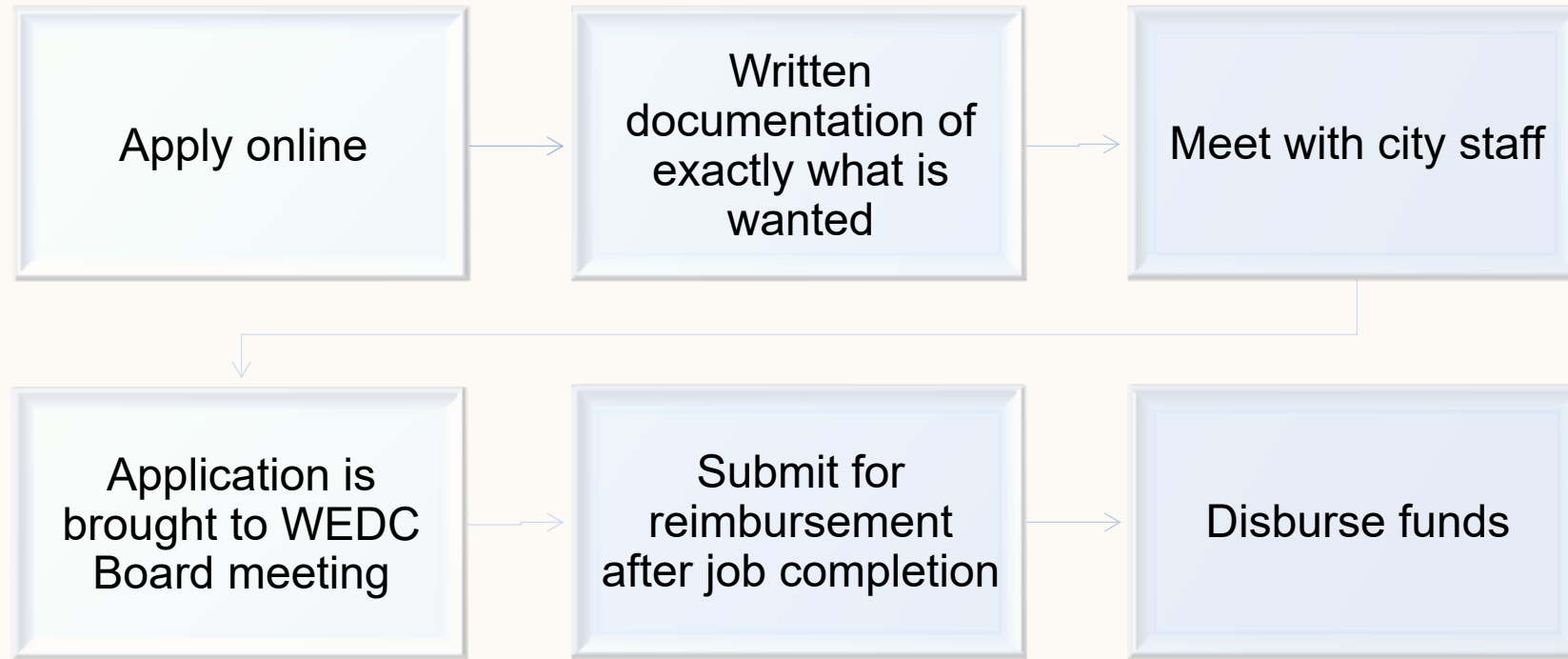
WHO IS ELIGIBLE

- Properties located within Watauga city limits.
- No outstanding issues related to liens, utilities, code violations, and taxes.
- No residential zoning designation.
- Applicant must show proof of ownership.
- Property must not have been awarded a grant for the same type of upgrade in the preceding 24 months.

WHAT ARE THE TYPES OF ENHANCEMENTS?

- Better accessibility to enter the establishment.
- Awnings or covered entrances.
- Appropriate or additional store signage.
- Removal of obstructions.
- Permit fee assistance.
- Replacement of windows, frames, or doors visible from the street.
- Assistance for paving or parking lot improvements.
- Cleaning, repainting, or residing.
- Landscaping improvements.
- Other requests upon approval.

HOW TO APPLY



**CLOSEOUT
APPLICATION**

WRAP Incentive Application

WATAUGA REVITALIZATION ACTION PROGRAM

Date: _____

PROJECT INFORMATION

Full Name of Owner: _____

Phone Number: _____ Email Address: _____

Contact Mailing Address: _____

Business Name: _____

Property Address: _____

Reason for Requesting Grant: _____

* Please provide proof of ownership

All must apply to qualify:

☐ Within Watauga City Limits ☐ Tax Paying Entity ☐ Commercially Zoned

☐ Taxes, Liens, Utilities in Good Standing ☐ No Code Violations

☐ Business Taxes in Good Standing

ENHANCEMENTS

Amount Requested: _____ Total Project Cost: _____

Detailed Enhancement Notes: _____

☐ Drawings, renderings, plans of the proposed enhancements

Upload Document

Choose File

No file chosen

☐ Current photos

Upload Document

Choose File

No file chosen

☐ Written description of the enhancements including materials and color schemes

Upload Document

Choose File

No file chosen

☐ Construction cost estimate

Upload Document

Choose File

No file chosen

☐ Contractor estimate

Upload Document

Choose File

No file chosen

CERTIFICATION

The undersigned hereby represents and certifies to the best of his/her knowledge and belief that the information contained on this statement and any exhibits or attachments hereto are true and complete and accurately describe the proposed project, and the undersigned agrees to promptly inform the City of Watauga Economic Development Department of any changes in the proposed project which may occur.

Signature of Building Owner

Printed Name

Date

Amount Approved: _____

Required Signature of WEDC

Printed Name







City of Watauga

WRAP-Watauga Revitalization Action Program Incentive

Objective:

The Watauga Economic Development Corporation is committed to keeping Watauga a dynamic economic community by supporting local businesses through our business retention programs. Our Watauga Revitalization Action Program (WRAP) is an incentive designed to provide existing local businesses as well as potential new businesses an avenue to apply for grants to aid in building improvement/beautification, landscape, parking improvements, and other areas that will help Watauga to be a more vibrant and safer community.

The mission is to be a driving force to attract, support, and sustain the economic progress of the Watauga Community by offering a matching grant for small business proprietors. WRAP will provide a matching grant of up to \$10,000 for five qualifying businesses a year for the next five years. The businesses should demonstrate an adequate return on investment for the city's beautification. The availability of WRAP funds will be reassessed and adjusted every five years.

1. Assist small businesses with the expenses of updating and beautifying their space.
2. Initiate improvements to the shopping centers located on Watauga Road.
3. Improve the physical appearance of businesses by adding value.
4. Assist businesses with costs associated with complying with code enforcement.

Goals:

1. Provide incentives to local small businesses.
2. Retention of current businesses.
3. Increase the taxable value of commercial properties in the City.
4. Boost appeal and occupancy levels of commercial properties that are negatively affected by dilapidated appearance.

Eligibility:

1. Properties located within the Watauga city limits.
2. Properties with no outstanding issues relating to liens, utilities, code violations, and taxes.
3. Properties should not have a residential zoning designation.
4. Applicant must show proof of business ownership.
5. The property must not have been awarded a grant for the same kind of upgrade in the preceding 24 months.

Types of Enhancements:

1. Better accessibility for the public to enter the establishment.
2. Assistance for repaving and/or remarking parking lots that are visible to the road, to improve customer parking access.
3. Restoration of outside architectural details including functional and visually appealing awnings or covered entrances.
4. Appropriate or additional store signage.
5. Assistance with the removal of obstructions to visible signage.
6. Replacement of dilapidated windows, window frames, or doors visible from the street.
7. Upgrading the building with either cleaning, repainting, or residing.
8. Landscaping improvements that include approved trees and shrubbery, landscaping beds, irrigation, removal of vegetation debris.
9. Permit fee assistance.

Items or projects not mentioned must be specified and receive approval from the WEDC Board if they can be shown to fall within the WRAP Program's objectives.

Procedure to acquire the grant:

1. Applying online for desired assistance.
2. Provide written documentation of desired assistance.
3. Meet with city staff showing renderings, contractor's estimates, or professional quotes on the items needing replacement.
4. Application is brought to the WEDC Board meeting, held on the third Tuesday of the month, to be considered and approved.
5. Submit documentation for reimbursement after the job has been completed.
6. Must start project within 45 days of approval then complete project within 6 months.
7. Disburse funds and close out application.

General Provisions:

1. Termination: The City of Watauga reserves the right to cancel any WRAP agreement at its discretion.
2. Adjustments: The City of Watauga holds the authority to modify the conditions and criteria specified in these guidelines as needed.
3. Changes during construction after approval: The applicant shall meet with the city staff to discuss the desired change.
4. There is no entitlement to any grant under this policy; the EDC reserves the sole and exclusive right and authority to reject any application or limit any grant if, in the EDC's sole discretion, 1) the application or proposed project does not fulfill grant award criteria, 2) if any information contained in an application is false, or 3) the public interest is best served by limiting or rejecting a grant. A grant award may be revoked, or the EDC may demand a refund of any previously awarded grants, if the recipient fails to commence and diligently pursue to completion the proposed project or if any one or more of the criteria on which the grant was based (including but not limited to facts stated in the grant application) materially changes. If the EDC demands a refund, the EDC will provide the recipient with written notice, and the amount shall be refunded within 30 days of the date that the notice was deposited in the mail. All decisions made by the EDC regarding any grant are final and binding.





AGENDA MEMORANDUM

DATE: April 11, 2024
TO: Watauga Economic Development Corporation Directors
FROM: Lorenza Zavala, Administrative Assistant
SUBJECT: Discussion and possible action on amending the WEDC Bylaws.

BACKGROUND/INFORMATION:

Since the last amendments in 2022, City staff and/or WEDC Board members have submitted informal inquiries concerning several of the WEDC's Bylaws that may need to be reviewed and revised in order to improve efficiency, best practices and/or simplify the budgeting process. The most up-to-date bylaws are attached.

The sections that have been questioned are as follows:

- Article 2: Directors
 - Section 2.13, Attendance: Attendance log is now on the web page. May need to reflect the latest changes on reappointments on Council Rules of Procedure.
 - Section 2.16, Adjournment Notice: Confusing wording. May need to be simplified.
 - Section 2.20, Indemnification of Directors and Officers: Question on the lack of Council approval required.
 -
- Article 4: Fiscal Provisions:
 - Section 4.03 (Budget Calendar): Possible reduction in timeline of annual budget adoption to simply overall budget calendar.
 - Section 4.04: (Public Funds Investment Act): Question about compliance.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends amending the sections of the bylaws as listed in the background memorandum, as well as any other revisions as determined by the Board.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC Bylaws Amended April 2022

REVIEWED BY:



AGENDA MEMORANDUM

Lorenza Zavala, Administrative Assistant

Sandra Gibson, Director of Finance

David Berman, City Attorney

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 5/15/2024

Approved - 5/15/2024

Approved - 5/17/2024

Final Approval - 5/17/2024

WATAUGA ECONOMIC DEVELOPMENT CORPORATION
BYLAWS AMENDED APRIL 2022

ARTICLE ONE: POWERS & PURPOSES

- 1.01 In order to implement the purposes for which the Corporation was formed as set forth in the Articles of Incorporation, the Corporation is organized exclusively for the purposes of benefitting and accomplishing public purposes of, and to act on behalf of the City of Watauga, Texas and the specific purposes for which the Corporation is organized and may issue bonds on behalf of the City of Watauga, Texas for the promotion and development of commercial, industrial and manufacturing enterprises to promote and encourage employment and public welfare, pursuant to Chapter 501-505 of the Local Government Code, as now or hereafter amended.
- 1.02 The Corporation is not a political subdivision or political corporation of the State of Texas within the meaning of its Constitution, and no agreements, bonds, debts, or obligations or the lending of credit, or grant of public money or anything of value, of or by the City of Watauga, Texas or any other political corporation, subdivision, or agency of the State of Texas, or a pledge of faith and credit of any of them.
- 1.03 The registered office of the Corporation is located at 7105 Whitley Road, Watauga, Texas 76148, and the name of the registered agent of the Corporation at such address is Joshua Jones, City Manager. The principal office for the transaction of the business of the Corporation is located at 7105 Whitley Road, Watauga, Texas 76148.

ARTICLE TWO: DIRECTORS

Powers

- 2.01 The Directors shall act only as a Board, and an individual Director shall have no power to act for the Corporation. All corporate powers of the Corporation shall be exercised by the Board of Directors or under its authority. The business and affairs of the Corporation shall be controlled by the Board of Directors, subject, however, to such limitations as are imposed by law, the Articles of Incorporation or these Bylaws. The Board of Directors may, by contract or otherwise, give general, limited or special power and authority to the officers and employees of the Corporation to transact the general business or any special business of the Corporation and may give powers of attorney to agents of the Corporation to transact any special business requiring such authorization.
- 2.02 The Directors shall appoint and consent to the City Attorney for the City of Watauga to also serve as the General Counsel for the Corporation.

Number and Qualification of Directors

- 2.03 Each Director must be a resident of the City of Watauga at the time of appointment and maintain that residency during entire tenure on the Board. The authorized number of Directors of this Corporation shall be seven (7). The place numbers for the seven (7) Directors shall be known as Place 1, Place 2, Place 3, Place 4, Place 5, Place 6, and Place 7.

Appointment and Term

- 2.04 The Directors shall be appointed by the Watauga City Council and serve at the pleasure of the Watauga City Council. A director is appointed to hold office for two (2) year terms. The terms of Director Position 1, Director Position 3, Director Position 5 and Director Position 7 directors shall expire in August of each odd-numbered. The terms of Director Position 2, Director Position 4 and Director Position 6 shall expire in August of each even-numbered year.
- 2.05 Board Membership shall comply with Texas Local Government Code Subchapter B Sections 501.051, 505.052 and 505.053, with the exception that the number of members from the City's governing body serving as a Director/Board of the WEDC shall be limited to four (4).
- 2.06 Board members, who also serve on the governing body of the City, shall not cease to serve on Board of Directors at the time they cease to serve on the City Council; likewise, any board member who is also an employee of the City of Watauga shall cease to serve on the Board of Directors at the conclusion of their employment.

Vacancies

- 2.07 Vacancies on the Board of Directors may be filled by a majority vote of the Watauga City Council at a regular meeting or special meeting called for that purpose. A vacancy occurring on the Board of Directors may be filled by the City Council at any time. Any Director appointed by the City Council shall serve the remainder of the term of appointment of their predecessor. Nothing in this provision should be construed to prevent such a successor from being appointed and serving one or more subsequent terms.

Removal of Directors

- 2.08 The entire Board of Directors or any individual Director may be removed from their Director position with or without cause by majority vote of the Watauga City

Council, and a successor may then and there be elected to fill the vacancy thus created.

Place of Meetings

- 2.09 All meetings of the Board of Directors shall be held at the principal offices of the Corporation or at such other location as the Board of Directors may designate, within the City limits of Watauga.

Annual Meetings

- 2.10 The annual meeting of the Corporation shall be held in the month of March each year. At such meetings, officers shall be appointed, reports of the Corporation's affairs shall be considered and any other business may be transacted which falls within the power of the Directors. All provisions herein pertaining to the Board of Directors meetings shall also apply to the annual meeting.

Regular Meetings

- 2.11 Regular meetings of the Board of Directors shall be held on the third Tuesday of each month between annual meetings of the corporation, and at such dates and times as the Directors may determine. Meetings shall be held no less than quarterly. Roberts Rules of Order shall be used to conduct and govern meetings. The City of Watauga Council Rules of Procedure apply to the Board. Any action taken by the board which evidences the desired intent to approve, disapprove, or table an agenda item shall not be subject to challenge based on an alleged procedural violation regarding the way the meeting was conducted. All meetings shall be conducted in accordance with the Texas Open Meetings Act, Government Code Chapter 551, as now or hereafter amended.

Special Meetings - Call and Notices

- 2.12 Special meetings of the Board of Directors for any purpose shall be called at any time by the President or, if the President is absent or unable or refuses to act, by any two Directors. Written notices of the special meetings, stating the time and place and in general terms the purpose or purposes thereof, shall be mailed, electronically mailed or personally delivered to each Director not later than the day before the day selected for the meeting. All shall be conducted in accordance with the Texas Open Meetings Act, Government Code Chapter 551, as now or hereafter amended.

Attendance

- 2.13 Attendance at the Board meetings is required of each Director and the attendance record of each Director shall be submitted to the Council prior to any reappointment to the Board. Absences which are considered by Council to

indicate the inability or unwillingness to fulfill the duties of the Director may result in the removal and the replacement of the Director as provided in section 2.08 of these bylaws.

Quorum

- 2.14 (a) A majority of the authorized number of Directors shall be necessary to constitute a quorum for the transaction of business, except to adjourn or recess a meeting.
- (b) Every act or decision done or made by a majority of the Directors present shall be regarded as the act of the Board of Directors, unless a greater number is required by law or by the Articles of Incorporation.
- (c) Each Director who is present at a meeting will be deemed to have assented to any action taken at the meeting unless the Director's dissent to the action is entered in the minutes of the meeting.

Board Action

- 2.15 Any action required or permitted to be taken by the Board of Directors must be taken pursuant to a lawfully convened meeting.

Adjournment - Notice

- 2.16 A quorum of the Directors may adjourn or recess any Directors' meeting to meet again at a stated hour on a stated day. In the absence of a quorum, a majority of the Directors present at any Directors' meeting, either regular or special, may adjourn or recess from time to time until the time fixed for the next regular meeting of the Board. All meetings of the Board of Directors shall be conducted in accordance with the Texas Open Meetings Act, Government Code Chapter 551, as now or hereafter amended.

Conduct of Meetings

- 2.17 The President or, in the President's absence, the Vice President (or in the absence of both, any Director selected by the Directors present), shall preside at the meeting of the Board of Directors. The President, or presiding officer in the absence of the President, shall not make motions and shall vote only in case of a tie. The Secretary of the Corporation or, in the Secretary's absence, any person appointed by the presiding officer, shall act as Secretary of the Board of Directors' meetings.

Power of Eminent Domain

- 2.18 The Corporation may exercise the power of eminent domain only on approval of the action by the Watauga City Council. The power must be exercised with and subject to the laws applicable to the City of Watauga.

Liability

- 2.19 The Corporation, individual Directors, the City of Watauga, the individual Watauga City Council Members, employees of the City of Watauga or of the Corporation are not liable for damages arising from governmental function of the Corporation or the City of Watauga.

Indemnification of Directors and Officers

- 2.20 The Board of Directors may authorize the Corporation to indemnify and/or pay expenses incurred by, or to satisfy a judgment or settle a claim or pay a fine rendered or levied against present or former Directors, officers, employees or agents of this Corporation based upon his or her action as a Director, officer, employee or agent of the Corporation as authorized by State law.

ARTICLE THREE: OFFICERS

Title and Appointment

- 3.01 The officers of the Corporation shall be a President, one or more Vice Presidents, Secretary, Treasurer and such assistants and other officers as the Watauga City Council deems necessary to carry out the business and purposes of the Corporation. All officers shall be appointed by and hold office at the pleasure of the Board of Directors.

Powers and Duties of Officers

- 3.02 The officers of the Corporation shall have the powers and duties generally ascribed to the respective offices and such additional authority or duty as may from time to time be established by the Board of Directors. The Secretary is encouraged to furnish the telephone numbers of other WEDC board members and staff, the governing regulations, and any other pertinent information concerning the WEDC to board members within seven (7) days of their appointment.

ARTICLE FOUR: FISCAL PROVISIONS

- 4.01 The Corporation shall review and, upon approval by the Board, submit monthly financial reporting in a format utilized by the City of Watauga. All books and records of the Corporation shall be maintained by the City's Finance Department in accordance with Section 501.073 of the Texas Local Government Code. The

Watauga City Council and the Corporation acknowledge and agree that the management of the Corporation's financial records shall be administered by the City pursuant to the terms of the Financial Services Agreement.

- 4.02 All expenditures of the Corporation shall be preapproved by the City Council in accordance with Texas Local Government Code Chapter 501, Subchapter A, Section 501.073, and Chapter 505. The Corporation shall have its records and accounts audited annually and shall have an annual financial statement prepared based on the audit. The audit shall be completed by the same independent auditor selected by the City Council of Watauga who is selected to conduct the City of Watauga's annual fiscal audit.
- 4.03 The corporate fiscal year shall begin October 1st and end September 30th of each year. The Executive Director shall annually prepare each year an itemized budget to cover the proposed expenditures of the Corporation for the upcoming fiscal year. The proposed itemized budget shall be submitted to the Board the 60th day prior to the budget being considered by the Board. Once approved by the Board, the board shall submit its proposed Corporate itemized budget to the City Secretary, for record and placement on the Council agenda, for consideration and approval by the City of Watauga City Council. All expenditures shall be identified as either routine or contingent, and all routine expenditures shall be considered approved in accordance with Section 501.073 without further action by the City Counsel. All contingent expenditures must be preapproved by the City Council before any funds are disbursed. The itemized budget shall also provide as clear a comparison as practicable between expenditures included in the proposed budget and actual expenditures for the same or similar purposes made for the preceding year. The budget must contain a complete financial statement of the Corporation that shows: (1) the outstanding obligations of the Corporation; (2) the cash on hand to the credit of each fund; (3) the funds received from all sources during the preceding year; and (5) the estimated revenue available to cover the proposed budget. A public hearing shall be held by the City Council. The City Council shall set the public hearing date after the 15th day after the date the Board files the proposed budget with the City Secretary. The Corporation shall provide notice of the date, time and location of the hearing and the approval date by the City of Watauga's City Council on the Corporation's website.
- 4.04 Temporary or idle funds of the Watauga Economic Development Corporation which are undesignated, may be invested in any legal manner authorized by the Public Funds Investment Act and authorized by the Corporation's approved Investment Policy. The Corporation's Investment Policy must be reviewed and approved annually by the Board of Directors.

ARTICLE FIVE: EXECUTION OF INSTRUMENTS

- 5.01 The Board of Directors may, in its discretion, authorize an officer or officers, or other person or persons, to execute any Corporate instrument or document, or to sign the Corporate name without limitation, except where otherwise provided by law and such execution or signature shall be binding on the Corporation.

ARTICLE SIX: RECORDS AND REPORTS

Inspection of Books and Records

- 6.01 The Corporation shall keep at the principal place of business a book of minutes of all meetings, adequate business records and notices of all its transactions.
- 6.02 All books and records of the Corporation shall be open to inspection to the extent expressly provided by the Texas Open Records Act, Chapter 551 of the Government Code, as now or hereafter amended, and not otherwise. All books and records may be examined by Directors and Watauga City Council members at reasonable times.

ARTICLE SEVEN: AMENDMENT OF BYLAWS

Amendment of Bylaws

- 7.01 The power to alter, amend, or repeal these Bylaws is vested in the Directors, subject to the approval of the City Council or changes in State law.

ARTICLE EIGHT: MISCELLANEOUS PROVISIONS

Legal Authorities Governing Construction of Bylaws

- 8.01 The Bylaws shall be construed in accordance with the laws of the State of Texas. All references in the Bylaws to statutes, regulations, or other sources of legal authority shall refer to the authorities cited, or their successors, as they may be amended from time to time. It is expressly provided that the provisions of Chapter 501-505 of the Local Government Code, as now or hereafter amended, are incorporated within these Bylaws by reference. In the event of any conflict between the applicable provisions of such Act and these Bylaws, then the applicable provisions of such Act shall control.

Legal Construction

- 8.02 If any Bylaw provision is held to be invalid, illegal, or unenforceable in any respect, the invalidity, illegality or unenforceability shall not affect any other

provision and the Bylaws shall be construed as if the invalid, illegal, or unenforceable provision had not been included in the Bylaws.

Effective Date

These Bylaws, and any subsequent amendments hereto, shall be effective as of and from the date on which approval has been given by both the Board of Directors and the City Council of the City of Watauga, Texas.

CERTIFICATE OF SECRETARY

I, the undersigned, certify that I am the elected and acting secretary of the Watauga Economic Development Corporation, a Texas corporation; and the preceding bylaws, comprising 8 pages, constitute a true and complete copy of the bylaws of the corporation as amended at a meeting of the board of directors of the corporation held on the 19th day of April 2022.

I have subscribed my name and affixed the seal of the corporation on this the 19th day of April 2020.

WATAUGA ECONOMIC DEVELOPMENT CORPORATION

By: _____
Secretary

[Seal]

Approved by City Council on the ____ day of May 2022.



AGENDA MEMORANDUM

DATE: April 17, 2024
TO: Watauga Economic Development Corporation Directors
FROM: Sandra Gibson, Director of Finance
SUBJECT: Discussion and possible action on the WEDC Proposed Budget for FY2024-2025

BACKGROUND/INFORMATION:

Staff will present highlights from the WEDC Proposed Budget for the Board's review and input.

FINANCIAL IMPLICATIONS:

Revenues and Expenditures are provided in the attached budget document.

RECOMMENDATION/ACTION DESIRED:

Staff recommends the Board review the WEDC Proposed Budget.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WEDC PROPOSED BUDGET FY2024-2025

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 5/15/2024

Final Approval - 5/15/2024

PROPOSED BUDGET



FISCAL YEAR 2024-2025

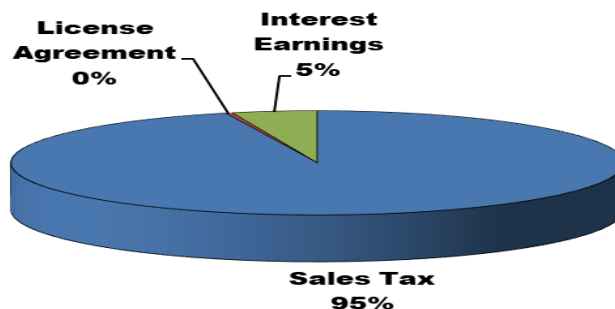
ECONOMIC DEVELOPMENT CORPORATION

(FORMERLY PARKS DEVELOPMENT CORPORATION)

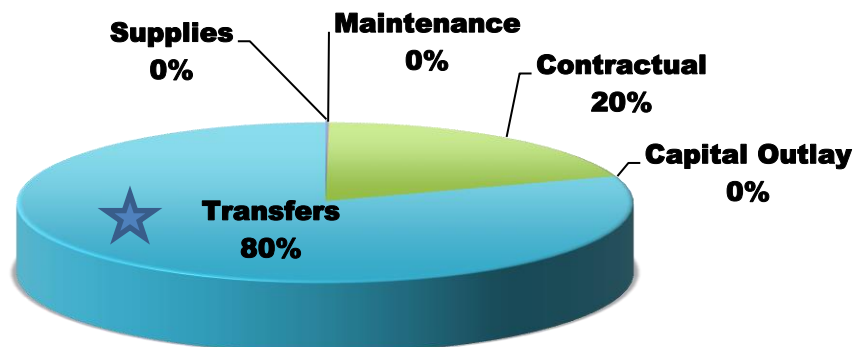
Voters established the Watauga Parks Development Corporation Sales Tax Fund to account for a ½ cent sales tax increase in May 1994 under the 4b Economic Development Legislation. The purpose of the increase in sales tax is to build city parks and improve existing parks under the supervision of the Watauga 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 FY2018-2019 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 FY2024-2025 are projected to be \$996,000.

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

Economic Development



Mission Statement

To make Watauga the best place to do business today and in the future by generating equitable economic growth opportunities, building strategic partnership, and maximizing resources.

Department Overview

To advance the economic strength of Watauga through business and community support programs, public education, and strategic partnerships. Economic Development provides emphasis on improving the business climate through new development, redevelopments, workforce development, business retention and expansion, and small business development.

To enhance the quality of life for residents and the sustainability of City businesses through the retention and revitalization of exiting business and neighborhoods, and promotion, recruitment, and coordination of new commercial and residential development in the City.

Highlights/Achievements for FY2024

- Researched and proposed the Watauga Revitalization Action Plan (WRAP) Incentive Policy designed to support local businesses by assisting with revitalization improvements.
- Economic development activity was strong for the 2024 fiscal year and included multiple business openings.
- Continued advertising efforts to include the Business Spotlight program and Shop Watauga social media platform to promote Watauga businesses.
- Continued to maintain economic development related databases to meet the needs of the development community.

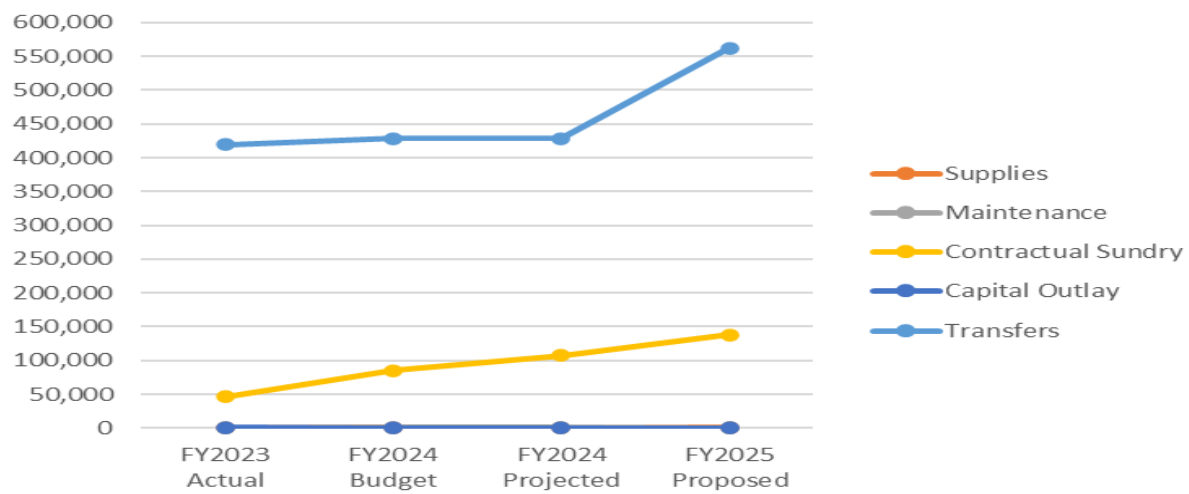
Goals/Objectives for FY2025

- Launch the WRAP program to support local business revitalization.
- Support the design and construction for the Food Business Park to support economic development efforts.
- Continue to promote Watauga businesses and stimulate participation in shop local programs.
- Prepare projects for development which allow for continued economic growth in the City.

Summary of Expenditures by Category

The Economic Development budget increased by \$185,990 primarily due to the Beautification program addition, attorney fees and allocation transfer adjustments. Transfer to EDC Capital Projects in the amount of \$100,000 includes \$90,000 for splashpad redesign and \$10,000 contingency. There were additional minor adjustments to the budget that also contributed to the overall change in the budget from 2023-2024.

	FY2023 Actual	FY2024 Adopted	FY2024 Projected	FY2025 Proposed
Supplies	308	1,000	650	1,000
Maintenance	0	1,000	1,000	300
Contractual/Sundry	46,124	85,250	107,300	138,300
Capital Outlay	1,200	0	0	0
Transfers	419,700	428,000	428,000	561,640
Total Economic Dev.	467,332	515,250	536,950	701,240



Performance Measures

Workload Indicators	FY2023 Actual	FY2024 Adopted	FY2024 Projected	FY2025 Target
Project files opened		10		
Jobs created		35		
Responses submitted	30	50	50	50
Board meetings held	4	12	8	8
Business retention visits	157	60	165	150
Economic Development agreements	1	3	1	3
Redevelopment projects	0	2	2	1
New development projects	2	2	4	2

Measurement	Strategic Goal	Measure Type	FY2023		FY2024		FY2025
			Goal	Actual	Goal	Actual	Goal
Clients served	# 3. Develop a sustainable economic development effort.	Quantitative	15	20	15	20	25
Potential new business calls/contacts	# 3. Develop a sustainable economic development effort.	Efficiency	100	29	50	20	30
New business openings	# 3. Develop a sustainable economic development effort.	Quantitative	5		2	12	
Small business development assistance	# 3. Develop a sustainable economic development effort.	Effectiveness	5	0	2	2	5

N/A- new measure



**ECONOMIC DEVELOPMENT CORPORATION
BUDGET SUMMARY - FUND 04**

	HISTORY		PROJECTED YEAR		BUDGET	%CHANGE
	2021-2022 Actual	2022-2023 Actual	2023-2024 Original Budget	2023-2024 Projected	2024-2025 Proposed	FY2024-2025 vs 2023-2024
Fund Balance, October 1*	\$1,631,094	\$1,733,255	\$2,260,280	\$2,295,551	\$2,833,101	
<u>Revenues:</u>						
Sales Taxes	929,538	952,990	996,000	996,000	996,000	0.0%
Proceeds From Sale of Assets	0	0	0	0	0	0.0%
Interest Earnings	13,921	73,826	55,000	75,000	50,000	-9.1%
License Agreement - Services	250	2,813	3,500	3,500	3,500	0.0%
Operating Revenues	\$943,709	\$1,029,628	\$1,054,500	\$1,074,500	\$1,049,500	-0.5%
Total Available Resources	\$2,574,803	\$2,762,883	\$3,314,780	\$3,370,051	\$3,882,601	
<u>Expenditures:</u>						
Business Retention	3,518	3,783	6,650	43,400	56,650	751.9%
Business Attraction	25,650	20,614	24,300	23,900	34,300	41.2%
General Administration	44,502	23,236	56,300	41,650	48,650	-13.6%
Operating Expenditures	\$73,670	\$47,632	\$87,250	\$108,950	\$139,600	60.0%
<u>Operating Transfers-Out</u>						
To General Fund	245,800	266,500	279,000	279,000	311,640	11.7%
To Internal Service Fund	0	0	0	0	0	0.0%
To Capital Projects Fund	375,000	0	0	0	100,000	0.0%
To Debt Service	147,078	153,200	149,000	149,000	150,000	0.7%
Total Operating Transfers-Out	\$767,878	\$419,700	\$428,000	\$428,000	\$561,640	31.2%
TOTAL OPERATING & TRANSFERS	\$841,548	\$467,332	\$515,250	\$536,950	\$701,240	36.1%
Fund Balance, September 30	\$1,733,255	\$2,295,551	\$2,799,530	\$2,833,101	\$3,181,361	
CHANGE IN FUND BALANCE	\$102,161	\$562,296	\$539,250	\$537,550	\$348,260	

*Includes debt service fund balance



ECONOMIC DEVELOPMENT CORPORATION

BUDGET CHANGES

Fiscal Year 2024-2025 Compared to Fiscal Year 2023-2024 Budget

DESCRIPTION	CATEGORY	ONE-TIME	ON-GOING	CHANGE EXPLANATION
Business Retention:				
Incentive Fund	Contractual/Sundry		50,000	Beautification Program addition
Business Attraction:				
Incentive Fund	Contractual/Sundry	10,000		380 Agreement adjustment
General Administration:				
Software Maintenance	Maintenance		(700)	Adobe Suites License adjustment
Dues & Subscriptions	Contractual/Sundry		50	TEDC dues increase
Attorney Fees	Contractual/Sundry		(5,000)	Usage analysis adjustment
Contractual Services	Contractual/Sundry		(2,000)	Civic Plus annual fee removal
Transfers;				
Transfer to General Fund	Transfers	32,640		Allocation adjustment
Transfer to Capital Projects Fund	Transfers	90,000		Splashpad redesign (50%)
Transfer to Capital Projects Fund	Transfers	10,000		Contingency
Transfer to General Oblig. Debt	Transfers	1,000		Allocation adjustment
TOTALS:		\$143,640	\$42,350	

\$185,990 NET INCREASE/DECREASE

ALLOCATIONS INFORMATION



SCHEDULE A - Estimated Cost for Economic Development Corporation 2024-2025			
Salary/ Benefits Personnel			
Department	Tasks performed for the EDC	Estimated hours	Estimated Cost
City Secretary - TOTAL	Records Retention/PIA/Minutes/Resolutions/Agenda Posting	416	\$18,252
Asst. to the City Secretary 10%	Records Retention/PIA	208	\$6,529
City Secretary 10%	Agenda Prep/Minutes/Resolutions/Posting	208	\$11,723
Finance - TOTAL	Financial Reporting, Budget, Annual Report, Audit, Purchasing, Accounts Payable	62	\$3,979
Finance Director & Asst. FD- Total 45 hours	Monthly Report	5	\$3,242
	EDC Attendance	5	
	Annual Budget/Annual Report/Audit	30	
Financial Analyst	Monthly Report	12	\$429
Purchasing personnel	Purchasing/Accounts Payable	10	\$309
Information Technology - TOTAL	Marketing /Website/Projects/Updates	1768	\$69,223
Media Specialist	85% of Media Specialist Position	1768	
Public Works/Parks - TOTAL	Project Coordination/Oversight	125	\$8,464
City Manager's Office	EDC Director, Business Retention, Economic Development Duties		\$192,812
EDC Coordinator	100% Economic Development Coordinator position salary & benefits	2080	\$75,837
EDC Director (City Manager)	50% City Manager salary & benefits	1040	\$116,976
Sub-total			\$292,731
Other Items			
Annual Audit Allocation	4% of Total		\$2,500
Codification Fees	15% of Total		\$1,200
Mowing of EDC project sites	9 times per year		\$15,210
Sub-total			\$18,910
GRAND TOTAL			\$311,641

CAPITAL PROJECTS



ECONOMIC DEVELOPMENT CORPORATION
BUDGET SUMMARY
FUND 05 - CAPITAL PROJECTS

	HISTORY			PROJECTED YEAR		BUDGET
	2020-2021 Actual	2021-2022 Actual	2022-2023 Actual	2023-2024 Original Budget	2023-2024 Projected	2024-2025 Proposed
Fund Balance, October 1	\$38,835	\$38,660	\$30,346	\$21,146	\$32,345	\$24,345
<u>Revenues:</u>						
Interest Earnings	61	247	1,543	100	2,000	2,000
Proceeds from Sale of Assets	0	0	456	0	0	0
Transfer from EDC Sales Tax Fund	0	375,000	0	0	0	100,000
Other Financing Sources	0	0	0	0	0	0
Matching Grants	0	0	0	0	0	0
Total Revenues	\$61	\$375,247	\$1,999	\$100	\$2,000	\$102,000
Total Available Resources	\$38,896	\$413,907	\$32,345	\$21,246	\$34,345	\$126,345
<u>Expenditures:*</u>						
Purchase of Property	0	375,000	0	0	0	0
Foster Village Improvements	0	0	0	0	0	0
Shade Structure - Indian Springs	0	0	0	0	0	0
Park Equipment (Picnic Pads, etc.)	0	0	0	0	0	0
Capp Smith Park Improvements	236	0	0	0	0	90,000
Contingency	0	8,561	0	10,000	10,000	10,000
Total Expenditures	\$236	\$383,561	\$0	\$10,000	\$10,000	\$100,000
<u>Other Expenditures</u>						
Transfer to PDC Debt Service	0	0	0	0	0	0
Total Other Sources (Uses)	0	0	0	0	0	0
REVENUES OVER (UNDER) EXPENSES	(\$175)	(\$8,314)	\$1,999	(\$9,900)	(\$8,000)	\$2,000
Fund Balance, September 30	\$38,660	\$30,346	\$32,345	\$11,246	\$24,345	\$26,345
CHANGE IN FUND BALANCE	(\$175)	(\$8,314)	\$1,999	(\$9,900)	(\$8,000)	\$2,000



AGENDA MEMORANDUM

DATE: April 26, 2024

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action on setting a Public Hearing date to discuss the Watauga Economic Development Corporation Proposed Budget for Fiscal Year 2024-2025 during the regular meeting scheduled for June 18, 2024 at 6:30 p.m.

BACKGROUND/INFORMATION:

As part of the budget process, the Board should hold a public hearing for citizens to express their views on the proposed budget. It is recommended this date be set for June 18, 2024 at 6:30 p.m.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends the public hearing date be set for June 18, 2024 at 6:30 p.m.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 5/15/2024

Final Approval - 5/15/2024



AGENDA MEMORANDUM

DATE: April 26, 2024

TO: Watauga Economic Development Corporation Directors

FROM: Sandra Gibson, Director of Finance

SUBJECT: Consider action on setting the date of the WEDC Budget Adoption for July 16, 2024 and submittal to the City Secretary's Office for inclusion on the Council agenda

BACKGROUND/INFORMATION:

The EDC Board must adopt the budget before it is presented to City Council for acceptance and adoption. It is recommended that the EDC Board adopt the Economic Development Corporation Budget on July 16, 2024. The Board may make changes to the budget up until the time of adoption.

The EDC bylaws require that the Board submit the proposed budget to the City Secretary, for record and placement on the Council agenda, before the 30th day the City of Watauga City Council is scheduled to approve the Corporation's Budget. It is recommended that the EDC submit the proposed budget to the City Secretary after adoption on July 16, 2024.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Staff recommends the EDC set the date of July 16, 2024 for WEDC Budget adoption and submission to the City Secretary's office for inclusion on the council agenda

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Lorenza Zavala, Administrative Assistant

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 5/15/2024

Final Approval - 5/15/2024