



**NOTICE OF
REGULAR MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION
REMOTE MEETING
1-888-475-4499
MEETING ID: 822 5180 1888
THURSDAY, MARCH 18, 2021, 6:00 PM**

AGENDA

In response to the coronavirus pandemic, effective March 16, 2020, Texas Governor Abbott suspended certain open meeting rules to allow meetings of government bodies that are accessible to the public to decrease large groups of people from assembling. The suspension temporarily removes the requirement that government officials and member of the public be physically present at a meeting location. [Remote Meeting Participation Information.](#)

Call to Order

Roll Call

Pledge of Allegiance to the U.S. And Texas Flags

Invocation

Items of Community Interest

Pursuant to Texas Government Code Section 551.0415 the Economic Development Corporation may report on the following: expressions of thanks, congratulations, or condolence; an honorary or salutary recognition of an individual; a reminder about an upcoming event organized or sponsored by the governing body; and announcements involving an imminent threat to the public health and safety of people in the municipality or county that has arisen after the posting of the agenda.

Public Comment

This item allows the public an opportunity to address the Economic Development Corporation. To comply with the provisions of the Open Meetings Act, the EDC cannot discuss or take action on items brought before them not posted on the agenda. Please complete a request if you wish to address the board. Comments will be limited to three minutes. Open Forum is for information only. No charges and/or complaints will be heard against any elected official, board member, the Town, or employee of the Town that are prohibited by law. Please submit a [Public Comment Form](#) at least five minutes prior to the meeting.

Consent Agenda

Items on the Consent Agenda are considered to be self-explanatory and will be enacted with one motion. No separate discussion of these items will occur unless so requested by at least one member of the Economic Development Corporation.

- [1.](#) January 2021 Meeting Minutes
- [2.](#) January 2021 Financials
- [3.](#) February 2021 Financials

Regular Agenda

- [4.](#) Monthly Performance Data
5. Conduct a public hearing regarding funding a fishing dock in Harbor Lane Park and consider and act on the same.
6. Conduct a public hearing regarding funding an equestrian and hike and bike trail in Sycamore Bend and consider and act on the same.
- [7.](#) Consider and act on a retail economic development contract between the Hickory Creek EDC and The Retail Coach, LLC.
- [8.](#) Consider and act on allocating marketing funds for digital advertising.
9. Discussion regarding a special election to be held on May 1, 2021 to submit a proposition on decreasing the sales and use tax of one-half (1/2) to one-fourth (1/4) of one percent for the benefit of the Type B Economic Development.

Adjournment

The Economic Development Corporation reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, Chapter 551.

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact Town Hall at 940-497-2528 or by fax 940-497-3531 so that appropriate arrangements can be made.

I, Kristina Smith, do hereby certify, that this meeting notice was posted on the bulletin board at Town Hall, 1075 Ronald Reagan Avenue, Hickory Creek, Texas on March 15, 2021 at 10:45 a.m.



Kristina Smith
Town of Hickory Creek

**REGULAR MEETING OF THE ECONOMIC DEVELOPMENT CORPORATION
REMOTE
THURSDAY, JANUARY 21, 2021**

MINUTES

In response to the coronavirus pandemic, effective March 16, 2020, Texas Governor Abbott suspended certain Open Meeting rules to allow meetings of government bodies that are accessible to the public to decrease large groups of people from assembling. The suspension temporarily removes the requirement that government officials and members of the public be physically present at a meeting location.

Call to Order

President Prevost called the meeting to order at 6:00 p.m.

Roll Call

The following directors were present:

Secretary Nancy Koket

President Nate Prevost

Director Tracee Elrod

Treasurer Lynn Clark

Director Sugene May

Vice President Bruce Enriquez

The following directors were absent:

Director Christina Pierson

Also in attendance were:

John Smith, Town Administrator

Kristina Smith, Administrative Assistant

Pledge of Allegiance to the U.S. And Texas Flags

Director Elrod led the Pledge of Allegiance to the U.S. And Texas Flags.

Invocation

Vice President Enriquez led the invocation.

Items of Community Interest

Don Camillo's will be open at the end of the month.

Public Comment

John Grosskopf, 131 Oakwood Lane, stated the Economic Development Corporation should select officers that support smart and sustainable growth in Hickory Creek. Mr. Grosskopf and other citizens are of the opinion that growth in Hickory Creek is neither smart nor sustainable.

Hickory Creek Economic Development Corporation

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Mr. Grosskopf requested the unspent marketing funds be applied to the parks. The parks are what make Hickory Creek unique and desirable. Mr. Grosskopf has done some research and Hickory Creek has the most park acreage per capita and per area than any town in Texas making people want to live and work here. In regards to the boat dock, Mr. Grosskopf recommended the design be for the environment and sustainable, meaning quality, long lasting, serve the public for generations to come. The fishing dock will be a nice attraction for Hickory Creek. In regards to the Sycamore Bend trail, it is quite long and Mr. Grosskopf suggested benches or rest stations be placed periodically. Mr. Grosskopf believes the trail is within the 100-year flood plan along Lewisville Lake.

Consent Agenda

1. November 2020 Meeting Minutes
2. November 2020 Financials
3. December 2020 Financials

Motion made by Treasurer Clark to approve consent agenda items 1-3, Seconded by Secretary Koket.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

Regular Agenda

4. Monthly Performance Data

Monthly Performance Data discussed.

5. Consider and act on election of officers for 2021.

Motion made by Director Elrod to approve Nate Prevost, President, Bruce Enriquez, Vice President, Nancy Koket, Secretary, and Lynn Clark, Treasurer, Seconded by Secretary May.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

6. Consider and act on designating the prior year unspent marketing funds in the amount of \$ 27,828.38.

Motion made by Director Elrod to approve designating the prior year unspent marketing funds in the amount of \$27,828.38, Seconded by Secretary Koket.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

7. Consider and act on assisting Hickory Creek businesses with road advertising signage.

Hickory Creek Economic Development Corporation

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Motion made by Director May to assist Rice Pot with road advertising signage, Seconded by Vice President Enriquez.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

8. Consider and act on allocating funds toward a fishing dock in Harbor Lane Park and moving forward as a Type B project, holding a public hearing and publishing a notice in the newspaper.

Motion made by Treasurer Clark to approve \$140,000 toward a fishing dock in Harbor Lane Park and moving forward as a Type B project, holding a public hearing and publishing a notice in the newspaper, Seconded by Secretary Koket.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

9. Consider and act on allocating funds toward the equestrian and hike and bike trail in Sycamore Bend and moving forward as a Type B project, holding a public hearing and publishing a notice in the newspaper.

Motion made by Treasurer Clark to approve funding in the amount of \$210,000 toward the equestrian and hike and bike trail in Sycamore Bend and move forward as a Type B project, holding a public hearing and publishing a notice in the newspaper, Seconded by Director May.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

Adjournment

Motion made by Director May to adjourn the meeting, Seconded by Secretary Koket.

Voting Yea: Secretary Koket, President Prevost, Director Elrod, Treasurer Clark, Director May, Vice President Enriquez. Motion passed unanimously.

The meeting adjourned at 6:37 p.m.

APPROVED:

Nate Prevost, President
Hickory Creek Economic Development Corporation

Hickory Creek Economic Development Corporation
January 21, 2021
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ATTEST:

Nancy Koket, Secretary
Hickory Creek Economic Development Corporation

Hickory Creek Economic Development Corporation
Balance Sheet
As of January 31, 2021

	<u>Jan 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Ciera-Economic Development	10,050.00
Logic Economic Development	1,759,250.84
Total Checking/Savings	<u>1,769,300.84</u>
Total Current Assets	1,769,300.84
Fixed Assets	
1070 Ronald Reagan Avenue	875,000.00
8394 S. Stemmons Freeway	241,977.97
SWC of IH-35E and Ventana Drive	361,236.62
Total Fixed Assets	<u>1,478,214.59</u>
TOTAL ASSETS	<u><u>3,247,515.43</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	3,098,525.78
Net Income	148,989.65
Total Equity	<u>3,247,515.43</u>
TOTAL LIABILITIES & EQUITY	<u><u>3,247,515.43</u></u>

Budget vs. Actual

October 2020 through January 2021

	Oct '20 - Jan 21	Budget	% of Budget
Ordinary Income/Expense			
Income			
3002 Sales Tax Collections	156,870.28	412,500.00	38.0%
3004 Logic Interest	854.40	20,000.00	4.3%
3006 Reserve Funds	0.00	74,150.00	0.0%
3008 Mineral Royalties	0.00	0.00	0.0%
3010 Responsive ED Lease	4,000.00	12,000.00	33.3%
Total Income	161,724.68	518,650.00	31.2%
Expense			
Debt Service			
5006 Ronald Reagan Avenue	0.00	46,000.00	0.0%
Total Debt Service	0.00	46,000.00	0.0%
Expense			
4002 Administrative	0.00	10,800.00	0.0%
4004 Attorney	460.00	7,500.00	6.1%
4006 Audit	0.00	2,000.00	0.0%
4008 Bank Service Charges	0.00	100.00	0.0%
4010 Dues & Subscriptions	0.00	500.00	0.0%
4012 Engineering	0.00	5,000.00	0.0%
4014 Marketing	11,845.03	44,450.00	26.6%
4018 Park Improvements	0.00	350,000.00	0.0%
4022 Professional Service	0.00	0.00	0.0%
4024 Public Notices/Advertising	0.00	300.00	0.0%
4028 Training	0.00	2,500.00	0.0%
4030 Travel Expense	0.00	2,500.00	0.0%
4032 Infrastructure Improvement	0.00	20,000.00	0.0%
4034 Land Holding Cost	430.00	2,000.00	21.5%
4036 Land Acquisitions	0.00	0.00	0.0%
4038 Incentives	0.00	25,000.00	0.0%
Total Expense	12,735.03	472,650.00	2.7%
Total Expense	12,735.03	518,650.00	2.5%
Net Ordinary Income	148,989.65	0.00	100.0%
Net Income	148,989.65	0.00	100.0%

Hickory Creek Economic Development Corporation

Budget vs. Actual

October 2020 through September 2021

	<u>Oct 20</u>	<u>Nov 20</u>	<u>Dec 20</u>	<u>Jan 21</u>
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections	35,361.29	44,093.65	39,515.41	37,899.93
3004 Logic Interest	247.70	207.93	210.20	188.57
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	1,000.00	1,000.00	1,000.00	1,000.00
Total Income	<u>36,608.99</u>	<u>45,301.58</u>	<u>40,725.61</u>	<u>39,088.50</u>
Expense				
Debt Service				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
Total Debt Service	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	460.00	0.00	0.00	0.00
4006 Audit	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	450.00	1,525.00	3,795.03	6,075.00
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	160.00	270.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
Total Expense	<u>910.00</u>	<u>1,685.00</u>	<u>4,065.03</u>	<u>6,075.00</u>
Total Expense	<u>910.00</u>	<u>1,685.00</u>	<u>4,065.03</u>	<u>6,075.00</u>
Net Ordinary Income	<u>35,698.99</u>	<u>43,616.58</u>	<u>36,660.58</u>	<u>33,013.50</u>
Net Income	<u><u>35,698.99</u></u>	<u><u>43,616.58</u></u>	<u><u>36,660.58</u></u>	<u><u>33,013.50</u></u>

Hickory Creek Economic Development Corporation

Budget vs. Actual

October 2020 through September 2021

	<u>Feb 21</u>	<u>Mar 21</u>	<u>Apr 21</u>	<u>May 21</u>	<u>Jun 21</u>
Ordinary Income/Expense					
Income					
3002 Sales Tax Collections	0.00	0.00	0.00	0.00	0.00
3004 Logic Interest	0.00	0.00	0.00	0.00	0.00
3006 Reserve Funds	0.00	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	0.00	0.00	0.00	0.00	0.00
Total Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
Debt Service					
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00	0.00
Total Debt Service	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
4002 Administrative	0.00	0.00	0.00	0.00	0.00
4004 Attorney	0.00	0.00	0.00	0.00	0.00
4006 Audit	0.00	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00	0.00
4014 Marketing	0.00	0.00	0.00	0.00	0.00
4018 Park Improvements	0.00	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	0.00	0.00	0.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00	0.00
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Ordinary Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

Hickory Creek Economic Development Corporation

Budget vs. Actual

October 2020 through September 2021

	<u>Jul 21</u>	<u>Aug 21</u>	<u>Sep 21</u>	<u>TOTAL</u> <u>Oct '20 - Sep 21</u>
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections	0.00	0.00	0.00	156,870.28
3004 Logic Interest	0.00	0.00	0.00	854.40
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	0.00	0.00	0.00	4,000.00
Total Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>161,724.68</u>
Expense				
Debt Service				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
Total Debt Service	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	0.00	0.00	0.00	460.00
4006 Audit	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	0.00	0.00	0.00	11,845.03
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	0.00	0.00	430.00
4036 Land Acquistions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>12,735.03</u>
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>12,735.03</u>
Net Ordinary Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>148,989.65</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>148,989.65</u></u>

Hickory Creek Economic Development Corporation
Budget vs. Actual
 October 2020 through September 2021

	<u>Budget</u>
Ordinary Income/Expense	
Income	
3002 Sales Tax Collections	412,500.00
3004 Logic Interest	20,000.00
3006 Reserve Funds	74,150.00
3008 Mineral Royalties	0.00
3010 Responsive ED Lease	12,000.00
Total Income	<u>518,650.00</u>
Expense	
Debt Service	
5006 Ronald Reagan Avenue	46,000.00
Total Debt Service	<u>46,000.00</u>
Expense	
4002 Administrative	10,800.00
4004 Attorney	7,500.00
4006 Audit	2,000.00
4008 Bank Service Charges	100.00
4010 Dues & Subscriptions	500.00
4012 Engineering	5,000.00
4014 Marketing	44,450.00
4018 Park Improvements	350,000.00
4022 Professional Service	0.00
4024 Public Notices/Advertising	300.00
4028 Training	2,500.00
4030 Travel Expense	2,500.00
4032 Infrastructure Improvement	20,000.00
4034 Land Holding Cost	2,000.00
4036 Land Acquisitions	0.00
4038 Incentives	25,000.00
Total Expense	<u>472,650.00</u>
Total Expense	<u>518,650.00</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>

Hickory Creek Economic Development Corporation

January 2021 Detail

02/10/21

Accrual Basis

Type	Date	Num	Name	Amount
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections				
Deposit	01/11/2021			37,899.93
Total 3002 Sales Tax Collections				37,899.93
3010 Responsive ED Lease				
Deposit	01/04/2021			1,000.00
Total 3010 Responsive ED Lease				1,000.00
Total Income				38,899.93
Expense				
Expense				
4014 Marketing				
Check	01/04/2021	2314	Christen Hunter	25.00
Check	01/04/2021	2315	Nichole Pilcher	25.00
Check	01/04/2021	2316	Dennis Sydloski	25.00
Check	01/04/2021	2317	Mark Ruyle	25.00
Check	01/04/2021	2318	Ian Theodore	25.00
Check	01/04/2021	2319	Christina Branch	25.00
Check	01/04/2021	2320	Cheryl Lane	25.00
Check	01/04/2021	2321	Erin Fitch	25.00
Check	01/04/2021	2322	John Dumas	25.00
Check	01/04/2021	2323	Jason Randolph	25.00
Check	01/04/2021	2324	Steve Bronnenberg	25.00
Check	01/04/2021	2325	John White	25.00
Check	01/04/2021	2326	Gay Martin	25.00
Check	01/04/2021	2327	Alexandra Bayer	25.00
Check	01/04/2021	2328	Victoria Flores	25.00
Check	01/04/2021	2329	Matt Hemann	25.00
Check	01/04/2021	2330	Kristi Leyden	25.00
Check	01/04/2021	2331	John Grosskopf	25.00
Check	01/04/2021	2332	Richard Zaczek	25.00
Check	01/04/2021	2333	Jennifer Brannon	25.00
Check	01/04/2021	2334	Darrell Johnson	25.00
Check	01/04/2021	2335	Alexander Valderrey	25.00
Check	01/04/2021	2336	DiAndrea Kessee	25.00
Check	01/04/2021	2337	Stephanie Hammer	25.00
Check	01/04/2021	2338	Harvey Lusk	25.00
Check	01/04/2021	2339	Barry Wagner	25.00
Check	01/04/2021	2340	Garrett Spears	25.00
Check	01/04/2021	2341	Amy Hiatt	25.00
Check	01/04/2021	2342	Nick Aguilar	25.00
Check	01/04/2021	2343	Bob Theriault	25.00
Check	01/04/2021	2344	Larrie Tarver	25.00
Check	01/04/2021	2345	Jeff Green	25.00
Check	01/04/2021	2346	Ian Theodore	25.00
Check	01/04/2021	2347	John Dillon	25.00
Check	01/04/2021	2348	Christen Hunter	25.00
Check	01/04/2021	2349	Mark Ruyle	25.00
Check	01/04/2021	2350	Ray Garlick	25.00
Check	01/04/2021	2351	John Luf	25.00
Check	01/04/2021	2352	William Mino	25.00
Check	01/04/2021	2353	Tracy Bonebrake	25.00
Check	01/04/2021	2354	Debbie Fuller	25.00
Check	01/04/2021	2355	Di Andrea Kessee	25.00
Check	01/04/2021	2356	Erika Sprabary	25.00
Check	01/04/2021	2357	Suzanne Pennington	25.00
Check	01/04/2021	2358	Kristi Leyden	25.00
Check	01/04/2021	2359	Kristina Smith	25.00
Check	01/04/2021	2360	Ashley Vinson	25.00
Check	01/04/2021	2361	Murphy Babb	25.00
Check	01/04/2021	2362	Jason Randolph	25.00
Check	01/04/2021	2363	Murphy Babb	25.00
Check	01/04/2021	2364	John Robertson	25.00
Check	01/04/2021	2370	Christina Branch	25.00

Hickory Creek Economic Development Corporation January 2021 Detail

02/10/21

Accrual Basis

Type	Date	Num	Name	Amount
Check	01/04/2021	2365	Alexander Valderrey	25.00
Check	01/04/2021	2366	Adam Luther	25.00
Check	01/04/2021	2367	Tracy Prent	25.00
Check	01/04/2021	2368	Carl Irby	25.00
Check	01/04/2021	2369	Mimi Hutchison	25.00
Check	01/15/2021	2371	Michael Vinson	25.00
Check	01/15/2021	2372	Paul Kenney	25.00
Check	01/15/2021	2373	Brian Andiuskiewicz	25.00
Check	01/15/2021	2374	Lynn Heath	25.00
Check	01/15/2021	2375	Judith Riley	25.00
Check	01/15/2021	2376	Julie Ball	25.00
Check	01/15/2021	2377	Robbie Aaron	25.00
Check	01/15/2021	2378	David Mc Entire	25.00
Check	01/15/2021	2379	Janet Marck	25.00
Check	01/15/2021	2380	Yong Hong	25.00
Check	01/15/2021	2381	Jason Miles	25.00
Check	01/15/2021	2382	Steven Matlock	25.00
Check	01/15/2021	2383	Janet Davenport	25.00
Check	01/15/2021	2384	Gary Parnell	25.00
Check	01/15/2021	2385	Melissa Banyaga	25.00
Check	01/15/2021	2386	Susan Schoemehl	25.00
Check	01/15/2021	2387	Kelly MCCoy	25.00
Check	01/15/2021	2388	Jan Bowman	25.00
Check	01/15/2021	2389	Joseph Lantz	25.00
Check	01/15/2021	2390	Mary Harmon	25.00
Check	01/15/2021	2391	Glenda Crenshaw	25.00
Check	01/15/2021	2392	Robert Davis	25.00
Check	01/15/2021	2393	Kristen McCarthy	25.00
Check	01/15/2021	2394	Lee Houghton	25.00
Check	01/15/2021	2395	John Smith	25.00
Check	01/15/2021	2396	Courtney Dutt-Mazu...	25.00
Check	01/15/2021	2397	Pat Moon	25.00
Check	01/15/2021	2398	Belinda Richardson	25.00
Check	01/15/2021	2399	Samantha Dapcic	25.00
Check	01/15/2021	2400	Marti Weakley	25.00
Check	01/22/2021	2401	William Mullis	25.00
Check	01/22/2021	2402	Brandy Jett	25.00
Check	01/22/2021	2403	Dwayne Brown	25.00
Check	01/22/2021	2404	Chet Williams	25.00
Check	01/22/2021	2405	Janet Pope	25.00
Check	01/22/2021	2406	Danny Barboza	25.00
Check	01/22/2021	2407	Dinah Stults	25.00
Check	01/22/2021	2408	Donna Spencer	25.00
Check	01/22/2021	2409	Jennifer Peattie	25.00
Check	01/22/2021	2410	Sharon Zachry-Wit...	25.00
Check	01/22/2021	2411	Edith Garrison	25.00
Check	01/22/2021	2412	Rick Couron	25.00
Check	01/22/2021	2413	Matt Gilliland	25.00
Check	01/22/2021	2414	Gerald Davis	25.00
Check	01/22/2021	2415	Charles Jimerson	25.00
Check	01/22/2021	2416	Jimmy Bryant	25.00
Check	01/22/2021	2417	Kim Black	25.00
Check	01/22/2021	2418	Carolyn Embree	25.00
Check	01/22/2021	2419	Tom Webber	25.00
Check	01/22/2021	2420	Sandra Ahlfinger	25.00
Check	01/22/2021	2421	Paul Jackson	25.00
Check	01/22/2021	2422	Jack Harrison	25.00
Check	01/22/2021	2423	Kathy Barton	25.00
Check	01/22/2021	2424	Jackie Walker	25.00
Check	01/22/2021	2425	Kevin Engel	25.00
Check	01/22/2021	2426	Lonestar Logos Man...	3,275.00
Total 4014 Marketing				6,075.00
Total Expense				6,075.00
Total Expense				6,075.00

11:35 AM
02/10/21
Accrual Basis

Hickory Creek Economic Development Corporation January 2021 Detail

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Amount</u>
Net Ordinary Income				32,824.93
Net Income				32,824.93



HICKORY CREEK ECONOMIC DEVELOP CORP
 ATTN KRISTI K ROGERS
 1075 RONALD REAGAN AVE
 HICKORY CREEK TX 75065-7633

MONTHLY STATEMENT OF ACCOUNT

ACCOUNT: 0638012001

ACCOUNT NAME: GENERAL FUND

STATEMENT PERIOD: 01/01/2021 - 01/31/2021

LOGIC MONTHLY SUMMARY: THE AVERAGE MONTHLY RATE WAS 0.1289%. THE AVERAGE WEIGHTED AVERAGE MATURITY WAS 55 DAYS AND THE NET ASSET VALUE FOR 1/31/21 WAS 1.000122.

MONTHLY ACTIVITY DETAIL

TRANSACTION DATE	DESCRIPTION	CONFIRMATION NUMBER	TRANSACTION AMOUNT	BALANCE
	BEGINNING BALANCE			1,646,368.31
01/04/2021	ACH DEPOSIT	6124544	80,000.00	1,726,368.31
01/14/2021	ACH DEPOSIT	6124872	80,000.00	1,806,368.31
01/14/2021	ACH DEPOSIT	6124875	36,568.96	1,842,937.27
01/14/2021	REV ACH DEPOSIT	63984	36,568.96 -	1,806,368.31
01/14/2021	REV ACH DEPOSIT	63984	80,000.00 -	1,726,368.31
01/26/2021	ACH DEPOSIT	6125238	32,693.96	1,759,062.27
01/29/2021	MONTHLY POSTING	9999888	188.57	1,759,250.84
	ENDING BALANCE			1,759,250.84

MONTHLY ACCOUNT SUMMARY

BEGINNING BALANCE	1,646,368.31
TOTAL DEPOSITS	112,693.96
TOTAL WITHDRAWALS	0.00
TOTAL INTEREST	188.57
ENDING BALANCE	1,759,250.84
AVERAGE BALANCE	1,724,954.24





MONTHLY STATEMENT OF ACCOUNT (continued)

ACCOUNT: 0638012001

ACCOUNT NAME: GENERAL FUND

STATEMENT PERIOD: 01/01/2021 - 01/31/2021

ACTIVITY SUMMARY (YEAR-TO-DATE)

ACCOUNT NAME	DEPOSITS	WITHDRAWALS	INTEREST
GENERAL FUND	112,693.96	0.00	188.57



8:25 AM

Hickory Creek Economic Development Corporation

03/12/21

Balance Sheet

Accrual Basis

As of February 28, 2021

	<u>Feb 28, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Ciera-Economic Development	57,970.33
Logic Economic Development	1,759,386.72
Total Checking/Savings	<u>1,817,357.05</u>
Total Current Assets	1,817,357.05
Fixed Assets	
1070 Ronald Reagan Avenue	875,000.00
8394 S. Stemmons Freeway	241,977.97
SWC of IH-35E and Ventana Drive	361,236.62
Total Fixed Assets	<u>1,478,214.59</u>
TOTAL ASSETS	<u><u>3,295,571.64</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	3,098,525.78
Net Income	197,045.86
Total Equity	<u>3,295,571.64</u>
TOTAL LIABILITIES & EQUITY	<u><u>3,295,571.64</u></u>

Hickory Creek Economic Development Corporation
Budget vs. Actual
October 2020 through February 2021

	Oct '20 - Feb 21	Budget	% of Budget
Ordinary Income/Expense			
Income			
3002 Sales Tax Collections	209,275.61	412,500.00	50.7%
3004 Logic Interest	990.28	20,000.00	5.0%
3006 Reserve Funds	0.00	74,150.00	0.0%
3008 Mineral Royalties	0.00	0.00	0.0%
3010 Responsive ED Lease	5,000.00	12,000.00	41.7%
Total Income	215,265.89	518,650.00	41.5%
Expense			
Debt Service			
5006 Ronald Reagan Avenue	0.00	46,000.00	0.0%
Total Debt Service	0.00	46,000.00	0.0%
Expense			
4002 Administrative	0.00	10,800.00	0.0%
4004 Attorney	520.00	7,500.00	6.9%
4006 Audit	2,000.00	2,000.00	100.0%
4008 Bank Service Charges	0.00	100.00	0.0%
4010 Dues & Subscriptions	0.00	500.00	0.0%
4012 Engineering	0.00	5,000.00	0.0%
4014 Marketing	15,270.03	44,450.00	34.4%
4018 Park Improvements	0.00	350,000.00	0.0%
4022 Professional Service	0.00	0.00	0.0%
4024 Public Notices/Advertising	0.00	300.00	0.0%
4028 Training	0.00	2,500.00	0.0%
4030 Travel Expense	0.00	2,500.00	0.0%
4032 Infrastructure Improvement	0.00	20,000.00	0.0%
4034 Land Holding Cost	430.00	2,000.00	21.5%
4036 Land Acquisitions	0.00	0.00	0.0%
4038 Incentives	0.00	25,000.00	0.0%
Total Expense	18,220.03	472,650.00	3.9%
Total Expense	18,220.03	518,650.00	3.5%
Net Ordinary Income	197,045.86	0.00	100.0%
Net Income	197,045.86	0.00	100.0%

Hickory Creek Economic Development Corporation

Budget vs. Actual

October 2020 through September 2021

	<u>Oct 20</u>	<u>Nov 20</u>	<u>Dec 20</u>	<u>Jan 21</u>
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections	35,361.29	44,093.65	39,515.41	37,899.93
3004 Logic Interest	247.70	207.93	210.20	188.57
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	1,000.00	1,000.00	1,000.00	1,000.00
Total Income	<u>36,608.99</u>	<u>45,301.58</u>	<u>40,725.61</u>	<u>39,088.50</u>
Expense				
Debt Service				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
Total Debt Service	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	460.00	0.00	0.00	0.00
4006 Audit	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	450.00	1,525.00	3,795.03	6,075.00
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	160.00	270.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
Total Expense	<u>910.00</u>	<u>1,685.00</u>	<u>4,065.03</u>	<u>6,075.00</u>
Total Expense	<u>910.00</u>	<u>1,685.00</u>	<u>4,065.03</u>	<u>6,075.00</u>
Net Ordinary Income	<u>35,698.99</u>	<u>43,616.58</u>	<u>36,660.58</u>	<u>33,013.50</u>
Net Income	<u><u>35,698.99</u></u>	<u><u>43,616.58</u></u>	<u><u>36,660.58</u></u>	<u><u>33,013.50</u></u>

Hickory Creek Economic Development Corporation

Budget vs. Actual

October 2020 through September 2021

	<u>Feb 21</u>	<u>Mar 21</u>	<u>Apr 21</u>	<u>May 21</u>	<u>Jun 21</u>
Ordinary Income/Expense					
Income					
3002 Sales Tax Collections	52,405.33	0.00	0.00	0.00	0.00
3004 Logic Interest	135.88	0.00	0.00	0.00	0.00
3006 Reserve Funds	0.00	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	1,000.00	0.00	0.00	0.00	0.00
Total Income	<u>53,541.21</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
Debt Service					
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00	0.00
Total Debt Service	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
4002 Administrative	0.00	0.00	0.00	0.00	0.00
4004 Attorney	60.00	0.00	0.00	0.00	0.00
4006 Audit	2,000.00	0.00	0.00	0.00	0.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00	0.00
4014 Marketing	3,425.00	0.00	0.00	0.00	0.00
4018 Park Improvements	0.00	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	0.00	0.00	0.00	0.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00	0.00
Total Expense	<u>5,485.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Expense	<u>5,485.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Ordinary Income	<u>48,056.21</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u><u>48,056.21</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

Hickory Creek Economic Development Corporation
Budget vs. Actual

October 2020 through September 2021

	<u>Jul 21</u>	<u>Aug 21</u>	<u>Sep 21</u>	<u>TOTAL</u> <u>Oct '20 - Sep 21</u>
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections	0.00	0.00	0.00	209,275.61
3004 Logic Interest	0.00	0.00	0.00	990.28
3006 Reserve Funds	0.00	0.00	0.00	0.00
3008 Mineral Royalties	0.00	0.00	0.00	0.00
3010 Responsive ED Lease	0.00	0.00	0.00	5,000.00
Total Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>215,265.89</u>
Expense				
Debt Service				
5006 Ronald Reagan Avenue	0.00	0.00	0.00	0.00
Total Debt Service	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense				
4002 Administrative	0.00	0.00	0.00	0.00
4004 Attorney	0.00	0.00	0.00	520.00
4006 Audit	0.00	0.00	0.00	2,000.00
4008 Bank Service Charges	0.00	0.00	0.00	0.00
4010 Dues & Subscriptions	0.00	0.00	0.00	0.00
4012 Engineering	0.00	0.00	0.00	0.00
4014 Marketing	0.00	0.00	0.00	15,270.03
4018 Park Improvements	0.00	0.00	0.00	0.00
4022 Professional Service	0.00	0.00	0.00	0.00
4024 Public Notices/Advertising	0.00	0.00	0.00	0.00
4028 Training	0.00	0.00	0.00	0.00
4030 Travel Expense	0.00	0.00	0.00	0.00
4032 Infrastructure Improvement	0.00	0.00	0.00	0.00
4034 Land Holding Cost	0.00	0.00	0.00	430.00
4036 Land Acquisitions	0.00	0.00	0.00	0.00
4038 Incentives	0.00	0.00	0.00	0.00
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>18,220.03</u>
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>18,220.03</u>
Net Ordinary Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>197,045.86</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>197,045.86</u></u>

Hickory Creek Economic Development Corporation

Budget vs. Actual

October 2020 through September 2021

	<u>Budget</u>
Ordinary Income/Expense	
Income	
3002 Sales Tax Collections	412,500.00
3004 Logic Interest	20,000.00
3006 Reserve Funds	74,150.00
3008 Mineral Royalties	0.00
3010 Responsive ED Lease	12,000.00
Total Income	<u>518,650.00</u>
Expense	
Debt Service	
5006 Ronald Reagan Avenue	46,000.00
Total Debt Service	<u>46,000.00</u>
Expense	
4002 Administrative	10,800.00
4004 Attorney	7,500.00
4006 Audit	2,000.00
4008 Bank Service Charges	100.00
4010 Dues & Subscriptions	500.00
4012 Engineering	5,000.00
4014 Marketing	44,450.00
4018 Park Improvements	350,000.00
4022 Professional Service	0.00
4024 Public Notices/Advertising	300.00
4028 Training	2,500.00
4030 Travel Expense	2,500.00
4032 Infrastructure Improvement	20,000.00
4034 Land Holding Cost	2,000.00
4036 Land Acquisitions	0.00
4038 Incentives	25,000.00
Total Expense	<u>472,650.00</u>
Total Expense	<u>518,650.00</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>

Hickory Creek Economic Development Corporation February 2021 Detail

03/12/21

Accrual Basis

Type	Date	Num	Name	Amount
Ordinary Income/Expense				
Income				
3002 Sales Tax Collections				
Deposit	02/25/2021			52,405.33
Total 3002 Sales Tax Collections				52,405.33
3004 Logic Interest				
Deposit	02/26/2021		Deposit	135.88
Total 3004 Logic Interest				135.88
3010 Responsive ED Lease				
Deposit	02/02/2021			1,000.00
Total 3010 Responsive ED Lease				1,000.00
Total Income				53,541.21
Expense				
Expense				
4004 Attorney				
Check	02/16/2021	2466	Brown & Hofmeister,...	60.00
Total 4004 Attorney				60.00
4006 Audit				
Check	02/16/2021	2468	Hankins, Eastup, Dea...	2,000.00
Total 4006 Audit				2,000.00
4014 Marketing				
Check	02/04/2021	2427	Tony Sandoval	25.00
Check	02/04/2021	2428	Debra Emerson	25.00
Check	02/04/2021	2429	Michael Raymond	25.00
Check	02/04/2021	2430	Robert Zensky	25.00
Check	02/04/2021	2431	Leigha Gillespie	25.00
Check	02/04/2021	2432	Valerie McLendon	25.00
Check	02/04/2021	2433	Isaiah Gonzalez	25.00
Check	02/04/2021	2434	Samantha Floyd	25.00
Check	02/04/2021	2435	Rick Fengler	25.00
Check	02/04/2021	2436	Judith Boyd	25.00
Check	02/04/2021	2437	Kelly Seng	25.00
Check	02/04/2021	2438	Richard Mc Donald	25.00
Check	02/04/2021	2439	Tracy Colburn	25.00
Check	02/04/2021	2440	Ebba Snyman	25.00
Check	02/04/2021	2441	Scott Nelson	25.00
Check	02/04/2021	2442	Tami Bogarth	25.00
Check	02/04/2021	2443	Greg Zebrauskas	25.00
Check	02/04/2021	2444	Amber Laird	25.00
Check	02/04/2021	2445	Jack Hamilton	25.00
Check	02/04/2021	2446	Rich Mamola	25.00
Check	02/04/2021	2447	Tom Czarnecki	25.00
Check	02/04/2021	2448	Cynthia L White- Ga...	25.00
Check	02/04/2021	2449	Jennifer McCraw	25.00
Check	02/04/2021	2450	Fernando Meneses-...	25.00
Check	02/04/2021	2451	Irv Veley	25.00
Check	02/04/2021	2452	Shanta Hudson-Fields	25.00
Check	02/04/2021	2453	Jan Herwick	25.00
Check	02/04/2021	2454	Steve King	25.00
Check	02/04/2021	2455	Jerrett Klar	25.00
Check	02/04/2021	2456	Martha Rann	25.00
Check	02/04/2021	2457	Joan Dober	25.00
Check	02/04/2021	2458	LD Vinson	25.00
Check	02/16/2021	2459	William Brewer	25.00
Check	02/16/2021	2460	Boxi Tao	25.00
Check	02/16/2021	2461	Jennifer Bryant	25.00
Check	02/16/2021	2462	Michael Wilson	25.00
Check	02/16/2021	2463	Yvonne Hunter	25.00
Check	02/16/2021	2464	Marvin Estes	25.00

8:47 AM

Hickory Creek Economic Development Corporation February 2021 Detail

03/12/21

Accrual Basis

Type	Date	Num	Name	Amount
Check	02/16/2021	2465	Michael Long	25.00
Check	02/16/2021	2467	Denton Record Chro...	1,750.00
Check	02/16/2021	2469	Derek Tijerina	25.00
Check	02/16/2021	2470	William Faraoni	25.00
Check	02/16/2021	2471	Lee Ann Powell	25.00
Check	02/16/2021	2472	Joseph Julian	25.00
Check	02/16/2021	2473	Matt Norwood	25.00
Check	02/16/2021	2474	Diane Isaacs	25.00
Check	02/16/2021	2475	James Waveka	25.00
Check	02/16/2021	2476	Lisa Bankston	25.00
Check	02/16/2021	2477	Chris Gordon	25.00
Check	02/16/2021	2478	Mike Hughes	25.00
Check	02/16/2021	2479	Richard Loy	25.00
Check	02/16/2021	2480	Susan Hieb	25.00
Check	02/16/2021	2481	William Brewer	25.00
Check	02/25/2021	2482	Jeffrey Podorsek	25.00
Check	02/25/2021	2483	Arthur Lenga	25.00
Check	02/25/2021	2484	Barbara Garlick	25.00
Check	02/25/2021	2485	Robert Clark	25.00
Check	02/25/2021	2486	Kristine Papaila	25.00
Check	02/25/2021	2487	Brenda Larkin	25.00
Check	02/25/2021	2488	Mark King	25.00
Check	02/25/2021	2489	Kelly Zane	25.00
Check	02/25/2021	2490	Russ DeFries	25.00
Check	02/25/2021	2491	Aaron Cronander	25.00
Check	02/25/2021	2492	Sang Yee Han	25.00
Check	02/25/2021	2493	Pam Ecker	25.00
Check	02/25/2021	2494	Gayla Berringer	25.00
Check	02/25/2021	2495	Matthew Steward	25.00
Check	02/25/2021	2496	Laura Scott	25.00
Total 4014 Marketing				3,425.00
Total Expense				5,485.00
Total Expense				5,485.00
Net Ordinary Income				48,056.21
Net Income				48,056.21



HICKORY CREEK ECONOMIC DEVELOP CORP
ATTN KRISTI K ROGERS
1075 RONALD REAGAN AVE
HICKORY CREEK TX 75065-7633

MONTHLY STATEMENT OF ACCOUNT

ACCOUNT: 0638012001

ACCOUNT NAME: GENERAL FUND

STATEMENT PERIOD: 02/01/2021 - 02/28/2021

LOGIC MONTHLY SUMMARY: THE AVERAGE MONTHLY RATE WAS 0.1007%. THE AVERAGE WEIGHTED AVERAGE MATURITY WAS 54 DAYS AND THE NET ASSET VALUE FOR 2/26/21 WAS 1.000121.

MONTHLY ACTIVITY DETAIL

TRANSACTION DATE	DESCRIPTION	CONFIRMATION NUMBER	TRANSACTION AMOUNT	BALANCE
	BEGINNING BALANCE			1,759,250.84
02/26/2021	MONTHLY POSTING	9999888	135.88	1,759,386.72
	ENDING BALANCE			1,759,386.72

MONTHLY ACCOUNT SUMMARY

BEGINNING BALANCE	1,759,250.84
TOTAL DEPOSITS	0.00
TOTAL WITHDRAWALS	0.00
TOTAL INTEREST	135.88
ENDING BALANCE	1,759,386.72
AVERAGE BALANCE	1,759,250.84

ACTIVITY SUMMARY (YEAR-TO-DATE)

ACCOUNT NAME	DEPOSITS	WITHDRAWALS	INTEREST
GENERAL FUND	112,693.96	0.00	324.45



Hickory Creek
2020-2021 Sales Tax Tracker

Month	Net Payment This Period	Comparable Period Last year	% change		Current YTD	Prior YTD	% Change
Jan-20	\$146,268.35	\$122,392.45	19.50%		\$146,268.35	\$122,392.45	19.50%
Feb-20	\$199,848.16	\$173,393.47	15.25%		\$346,116.51	\$295,785.92	17.01%
Mar-20	\$122,403.94	\$106,730.94	14.68%		\$468,520.45	\$402,516.86	16.39%
Apr-20	\$121,612.50	\$110,696.08	9.86%		\$590,132.95	\$513,212.94	14.98%
May-20	\$162,992.28	\$157,686.38	3.36%		\$753,125.23	\$670,899.32	12.25%
Jun-20	\$142,030.05	\$119,919.77	18.43%		\$895,155.28	\$790,819.09	13.19%
Jul-20	\$148,708.11	\$125,432.28	18.55%		\$1,043,863.39	\$916,251.37	13.92%
Aug-20	\$181,493.37	\$155,114.82	17.00%		\$1,225,356.76	\$1,071,366.19	14.37%
Sep-20	\$138,146.45	\$137,575.83	0.41%		\$1,363,503.21	\$1,208,942.02	12.78%
Oct-20	\$141,445.17	\$127,511.32	10.92%		\$1,504,948.38	\$1,336,453.34	12.60%
Nov-20	\$176,374.59	\$196,484.25	-10.23%		\$1,681,322.97	\$1,532,937.59	9.67%
Dec-20	\$158,061.62	\$133,429.68	18.46%		\$1,839,384.59	\$1,666,367.27	10.38%
Jan-21	\$151,599.73	\$146,268.35	3.64%		\$151,599.73	\$146,268.35	3.64%
Feb-21	\$209,621.30	\$199,848.16	4.89%		\$361,221.03	\$346,116.51	4.36%
Mar-21	\$142,228.61	\$122,403.94	16.19%		\$503,449.64	\$468,520.45	7.45%



Proposal For

February 25, 2021

Retail Market Analysis Update

Prepared for:

Hickory Creek Economic Development
Corporation

Prepared by:

Aaron Farmer | President



Scope Of Work



Analyzing The Market

Custom Retail Trade Area (2021 Update)

The Retail Trade Area (RTA) is the foundation of retail recruitment strategy, and its accuracy is critical. The Retail Trade Area is the geographical area from which a community's retailers derive a majority of their business. Drive times and radial analysis are not the best way to depict an accurate Retail Trade Area. To best confirm a community's Retail Trade Area, we will execute the following strategic steps:

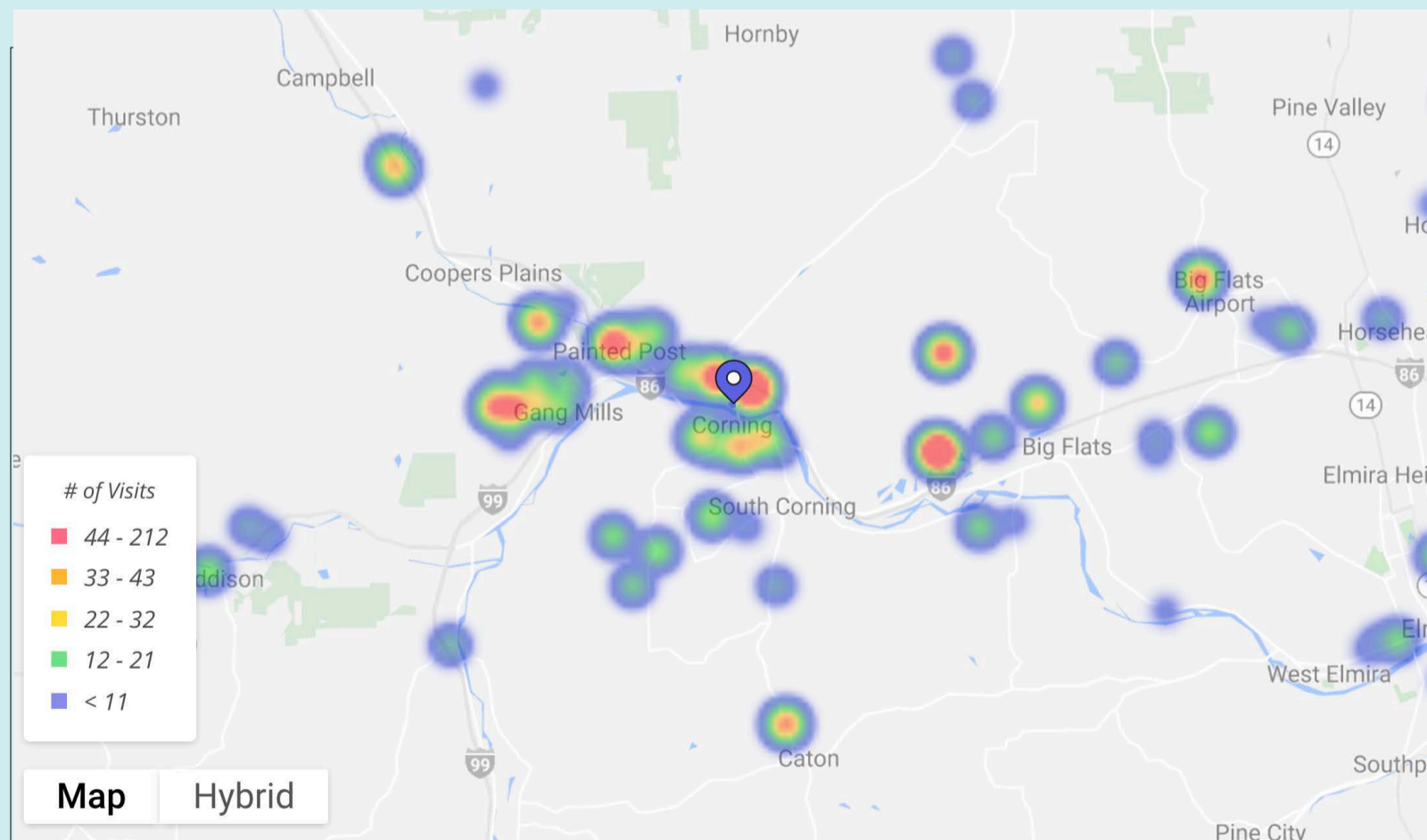
Mobile Data for Location Decisions

The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Hickory Creek. This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.

Retail Trade Area Mapping

The Retail Coach will delineate a boundary map of the Retail Trade Areas using mobile data collected.

Mobile Location Data & Retail Trade Area Mapping



SAMPLE CELL PHONE HEAT MAP



Analyzing The Market

Demographic Profiling

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection and site evaluation process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2020 Census (when available), 2021, and 2026 demographic profiles for the Retail Trade Area and Hickory Creek community. The profile includes population and projected population growth, race, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%	DESCRIPTION	DATA	%
Population			2020 Est. Population by Ancestry	410,759	
2025 Projection	450,460		Arab	2,905	0.71%
2020 Estimate	410,759		Czech	1,677	0.41%
2010 Census	271,001		Danish	1,236	0.30%
2000 Census	113,348		Dutch	3,142	0.77%
			English	34,271	8.34%
Growth 2020 - 2025		9.67%	French (except Basque)	7,647	1.86%
Growth 2010 - 2020		51.57%	French Canadian	2,545	0.62%
Growth 2000 - 2010		139.09%	German	48,007	11.69%
			Greek	884	0.22%
2020 Est. Population by Single-Classification Race	410,759		Hungarian	890	0.22%
White Alone	276,654	67.35%	Irish	29,926	7.29%
Black or African American Alone	44,137	10.75%	Italian	14,366	3.50%
Amer. Indian and Alaska Native Alone	2,673	0.65%	Lithuanian	315	0.08%
Asian Alone	50,618	12.32%	United States or American	46,998	11.44%
Native Hawaiian and Other Pacific Island Alone	341	0.08%	Norwegian	3,751	0.91%
Some Other Race Alone	21,178	5.16%	Polish	5,919	1.44%
Two or More Races	15,158	3.69%	Portuguese	336	0.08%
			Russian	1,628	0.40%
2020 Est. Population by Hispanic or Latino Origin	410,759		Scottish	7,370	1.79%
Not Hispanic or Latino	345,066	84.01%	Scotch-Irish	7,278	1.77%
Hispanic or Latino	65,694	15.99%	Slovak	27	0.01%
Mexican	49,495	75.34%	Subsaharan African	2,183	0.53%
Puerto Rican	2,627	4.00%	Swedish	4,224	1.03%
Cuban	898	1.37%	Swiss	610	0.15%
All Other Hispanic or Latino	12,674	19.29%	Ukrainian	489	0.12%
			Welsh	1,735	0.42%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	65,694		West Indian (except Hisp. groups)	502	0.12%
White Alone	38,944	59.28%	Other ancestries	104,160	25.36%
Black or African American Alone	997	1.52%	Ancestry Unclassified	75,738	18.44%
American Indian and Alaska Native Alone	782	1.19%			
Asian Alone	308	0.47%	2020 Est. Pop Age 5+ by Language Spoken At Home		
Native Hawaiian and Other Pacific Islander Alone	37	0.06%	Speak Only English at Home	293,743	76.93%
Some Other Race Alone	20,571	31.31%	Speak Asian/Pacific Island Language at Home	20,609	5.40%
Two or More Races	4,054	6.17%	Speak Indo-European Language at Home	16,523	4.33%
			Speak Spanish at Home	48,691	12.75%
2020 Est. Pop by Race, Asian Alone, by Category	50,618		Speak Other Language at Home	2,249	0.59%
Chinese, except Taiwanese	8,725	17.24%			
Filipino	4,082	8.06%			
Japanese	756	1.49%			
Asian Indian	22,619	44.69%			
Korean	3,833	7.57%			
Vietnamese	3,386	6.69%			
Cambodian	295	0.58%			
Hmong	0	0.00%			
Laotian	349	0.69%			
Thai	732	1.45%			
All Other Asian Races Including 2+ Category	5,842	11.54%			



Determining Retail Opportunities

Retail Demand Outlook Analysis

A Retail Demand Outlook Analysis will determine the level of retail demand for a designated Retail Trade Area for the current year and also project out demand for 5 years. This analysis analyzes 75+ retail sectors.

Primary Retail Trade Area • Retail Demand Outlook

Windham, Maine

NAICS	DESCRIPTION	2020 DEMAND	2025 DEMAND	GROWTH	CAGR (%)
44, 45, 722	Total retail trade including food and drinking places	\$635,264,551	\$730,437,801	\$95,173,250	2.83%
441	Motor vehicle and parts dealers	\$109,830,277	\$128,537,802	\$18,707,525	3.20%
4411	Automobile dealers	\$94,256,451	\$110,560,051	\$16,303,600	3.24%
4412	Other motor vehicle dealers	\$4,791,248	\$5,445,607	\$654,359	2.59%
4413	Automotive parts, accessories, and tire stores	\$10,782,578	\$12,532,144	\$1,749,566	3.05%
442	Furniture and home furnishings stores	\$7,900,525	\$9,362,032	\$1,461,507	3.45%
4421	Furniture stores	\$4,709,857	\$5,614,461	\$904,604	3.58%
4422	Home furnishings stores	\$3,190,668	\$3,747,571	\$556,903	3.27%
443	Electronics and appliance stores	\$14,340,381	\$16,532,038	\$2,191,657	2.89%
443141	Household appliance stores	\$2,701,004	\$3,155,946	\$454,942	3.16%
443142	Electronics stores	\$11,639,377	\$13,376,092	\$1,736,715	2.82%
444	Building material and garden equipment and supplies dealers	\$38,869,553	\$45,433,561	\$6,564,008	3.17%
4441	Building material and supplies dealers	\$34,219,048	\$40,005,713	\$5,786,666	3.17%
44411	Home centers	\$19,295,741	\$22,557,442	\$3,261,701	3.17%
44412	Paint and wallpaper stores	\$1,277,714	\$1,494,142	\$216,428	3.18%
44413	Hardware stores	\$2,863,755	\$3,342,590	\$478,836	3.14%
44419	Other building material dealers	\$10,781,838	\$12,611,539	\$1,829,702	3.18%
4442	Lawn and garden equipment and supplies stores	\$4,650,506	\$5,427,848	\$777,342	3.14%
44421	Outdoor power equipment stores	\$670,608	\$783,836	\$113,228	3.17%
44422	Nursery, garden center, and farm supply stores	\$3,979,897	\$4,644,012	\$664,114	3.13%
445	Food and beverage stores	\$98,004,515	\$111,922,784	\$13,918,270	2.69%
4451	Grocery stores	\$89,479,629	\$102,072,933	\$12,593,303	2.67%
44511	Supermarkets and other grocery (except convenience) stores	\$86,009,633	\$98,128,528	\$12,118,895	2.67%
44512	Convenience stores	\$3,469,997	\$3,944,405	\$474,408	2.60%
4452	Specialty food stores	\$3,459,435	\$3,938,318	\$478,882	2.63%
4453	Beer, wine, and liquor stores	\$5,065,450	\$5,911,534	\$846,084	3.14%
446	Health and personal care stores	\$18,399,398	\$21,481,594	\$3,082,196	3.15%
44611	Pharmacies and drug stores	\$13,507,557	\$15,721,138	\$2,213,581	3.08%
44612	Cosmetics, beauty supplies, and perfume stores	\$807,891	\$948,813	\$140,922	3.27%
44613	Optical goods stores	\$3,032,021	\$3,583,450	\$551,428	3.40%
44619	Other health and personal care stores	\$1,051,929	\$1,228,195	\$176,265	3.15%
447	Gasoline stations	\$55,047,090	\$63,472,738	\$8,425,648	2.89%

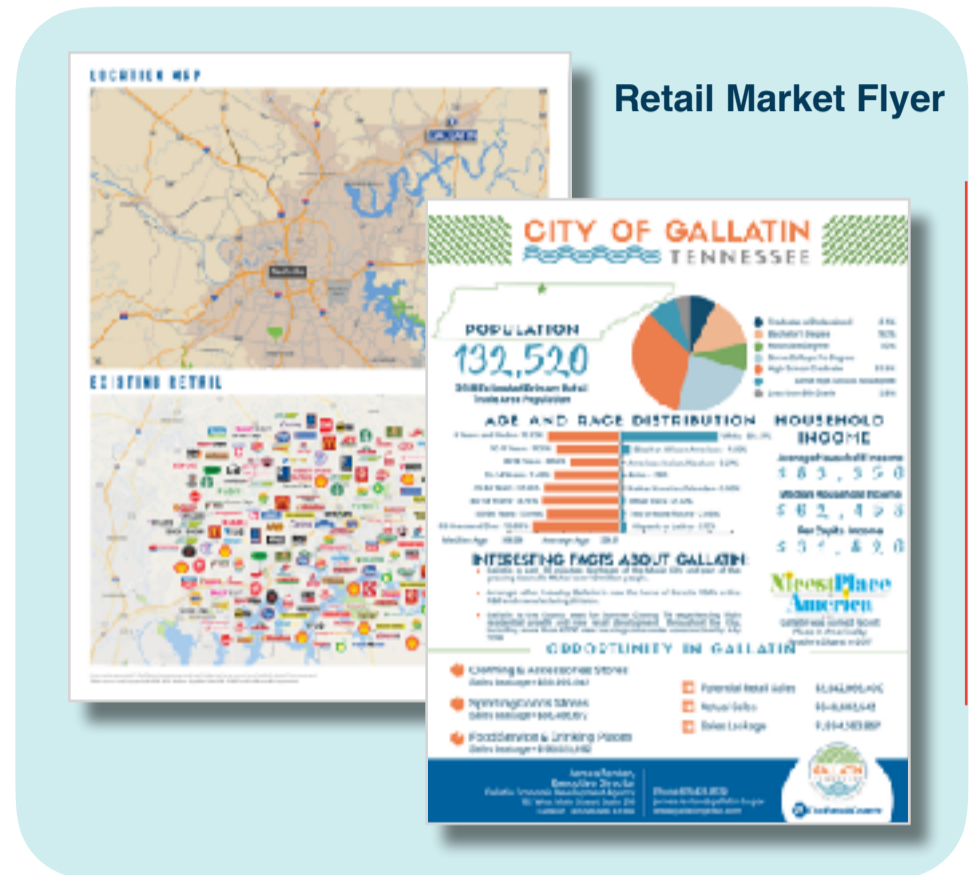


To attract targeted retailers, the most critical step is providing accurate, current, and site-specific information on the community and its Retail Trade Area. It is important that this marketing information positively reflects your community's attributes and brand to corporate site selectors, real estate brokers, and developers.

Retail Market Flyer

The Retail Coach will develop a Retail Market Flyer tailored to the specific needs of targeted retailers' essential site selection and location criteria. The profile serves as a community introduction and includes:

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate logo and contact information





Project **Timeline & Pricing**

Project Timeline & Pricing



Retail Market Analysis Update

Payments:

\$2,300

- \$2,300 upon completion of 2021 reports
- Reports will be completed within 30 business days.
- Retail360 website hosting included in cost.

Signatures

The Retail Coach, LLC.

Aaron Farmer, President

Hickory Creek Economic Development Corporation



Prepared For

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Hickory Creek EDC

Primary Contacts:

Aaron Farmer
President
662.231.0608
afarmer@theretailcoach.net





Description

DIGITAL BOARD located on super busy IH 35 East just minutes South of Denton and n/o Lake Lewisville.

Illuminated Digital Location

City: Lake Dallas, TX 75065
Face ID: 003-AD
Facing: South (RR)
Latitude/Longitude: 33.12096/-97.03274
Digital Face Size: 14'0 x 48'0 Pixel Size 208 H x 752 W
Geopath ID#: 30770926 Geopath Weekly Impressions 18+: 194,712

Phone (800) 500-6772 Fax (940) 498-2011
2002 S. Stemmons Frwy., Suite 100 Lake Dallas, TX 75065





Description

Located on Super Busy IH 35 East just before Lake Lewisville

Illuminated Digital Location

City: Lake Dallas, TX 75065

Face ID: 003-BD

Facing: North (CR)

Latitude/Longitude: 33.12096/-97.03274

Digital Face Size: 14'0 x 48'0 Pixel Size 208 H x 752 W

Geopath ID#: 30770927 Geopath Weekly Impressions 18+: 403,476

Phone (800) 500-6772 Fax (940) 498-2011
2002 S. Stemmons Frwy., Suite 100 Lake Dallas, TX 75065

