

Notice of MEDC Meeting
Montgomery Economic Development Corporation (MEDC)
AGENDA

May 17, 2021 at 6:00 PM

NOTICE TO THE PUBLIC IS HEREBY GIVEN in accordance with the order of the Office of the Governor issued March 16, 2020, the Board of Directors will conduct its MEDC Meeting scheduled for **6:00 PM on Monday, May 17, 2021**, at the City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas via Zoom Teleconferencing.

This meeting will be **limited in-person** attendance by the public. A temporary suspension of the Open Meetings Act to allow telephone or videoconference public meetings has been granted by Governor Greg Abbott. These actions are being taken to mitigate the spread of COVID-19 by avoiding meetings that bring people into a group setting and in accordance with Section 418.016 of the Texas Government Code. Videoconferencing capabilities will be utilized to allow individuals to address the MEDC. Members of the public who wish to submit their written comments on a listed agenda item must submit them by email to rtramm@ci.montgomery.tx.us by 3:00 p.m. on May 17, 2021.

Citizens may join the Zoom Meeting by logging on: <https://us02web.zoom.us/j/89556065902> and using **Meeting ID: 895 5606 5902**. They may also join by calling (346) 248-7799 and entering the **Meeting ID: 895 5606 5902**.

The Meeting Agenda Pack will be posted online at www.montgomerytexas.gov. The meeting will be recorded and uploaded to the City's website the following day. *Notice - any person(s) using profane, abusive or threatening language may result in them being removed from the Teleconference Meeting.*

CALL TO ORDER

PUBLIC HEARING(S):

1. Hold Public Hearing on Grant Request from Reflective Life Ministries to Receive Public Comments.

Adjourn Public Hearing

Reconvene Regular Meeting

OPEN PUBLIC COMMENT

APPROVAL OF MINUTES

2. Consider approval of the April 19, 2021 Regular Meeting Minutes.

APPROVAL OF FINANCIAL REPORT

3. Finance Report - April 2021

CONSIDERATION AND POSSIBLE ACTION:

4. Consideration and possible action to conduct a photo contest featuring scenic sites in the City of Montgomery.
5. Consideration of Economic Development Grant Request from Reflective Life Ministries.
6. Consideration and possible action regarding Downtown Design and Streetscape Improvement Plan.
7. Consideration and possible approval of budget amendment and additional expenditure items.

ECONOMIC DEVELOPMENT REPORTS

- 8. City Administrator's Development Report
- 9. Engineer's Report - April 2021

EXECUTIVE SESSION

The MEDC Board of Directors reserves the right to discuss any of the items listed specifically under this heading or for any items listed above in executive closed session as permitted by law including if they meet the qualifications in Sections 551.071(consultation with attorney), 551.072 (deliberation regarding real property), 551.073 (deliberation regarding gifts), 551.074 (personnel matters), 551.076 (deliberation regarding security devices), and 551.087 (deliberation regarding economic development negotiations) of Chapter 551 of the Government Code of the State of Texas. (There are no items planned at this time.)

POSSIBLE ACTION FROM EXECUTIVE SESSION:

BOARD INQUIRY

ADJOURNMENT

/s/Richard Tramm _____

Richard Tramm, City Administrator for
Rebecca Huss, President of MEDC

I certify that the attached notice of meeting was posted on the bulletin board at City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas, on May 14, 2021 at 1:40 p.m. I further certify that the following news media was notified of this meeting as stated above: The Courier

This facility is wheelchair accessible and accessible parking spaces are available. Please contact the City Secretary's office at 936-597-6434 for further information or for special accommodations.

**Montgomery MEDC
AGENDA REPORT**

Meeting Date: May 17, 2021	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Hold Public Hearing on Grant Request from Reflective Life Ministries to Receive Public Comments.

Recommendation

Hold the Public Hearing to receive public comments. (Discussion by the MEDC Directors will be on the agenda item later in the meeting.)

Discussion

This item was first heard at the MEDC Meeting of April 19, 2021. At that time the MEDC Board of Directors determined there was enough interest in this item to call a Public Hearing to receive public comment on May 17, 2021, and to schedule it for consideration, also on May 17, 2021.

Approved By

		Date:
City Administrator	Richard Tramm	Date: May 13, 2021

MINUTES OF REGULAR MEETING

April 19, 2021

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

President Rebecca Huss called the Zoom Teleconference meeting to order at 6:00 p.m.

Present: Rebecca Huss – President
 Arnette Easley – Vice-President
 Carol Langley – Treasurer
 Ryan Londeen – Secretary
 Dan Walker – Board Member
 Jeff Angelo – Board Member

Absent: Tom Cronin – Board Member

Also Present: Richard Tramm – City Administrator
 Susan Hensley – City Secretary
 Amy Brown – Former MEDC Member
 Terry Weaver – Reflective Life Ministries

OPEN PUBLIC COMMENT

Public Hearing Opened at 6:00 PM.

Letter from Chronic Tacos in support of festivals dated April 16th. Chronic Tacos said that festivals provide an increase in sales for their business and that they would like them to see them continue to grow in the community.

Public Hearing Adjourned at 6:01 PM

APPROVAL OF MINUTES

1. Approval of Minutes of Public Hearing and Regular Meeting held on March 15, 2021

President Huss made a comment on Page 3 regarding the police radios. They could either get the radio paid under the 2019 / 2020 budget or the 2021 / 2022 budget—not the 2020 / 2021 budget. They submitted on the appropriate date regardless.

Motion to approve the Regular Meeting Minutes was made by Jeff Angelo and seconded by Dan Walker. All in favor. (6-0)

APPROVAL OF FINANCIAL REPORT

2. Approval of March 2021 Finance Report

Finance report was presented by Carol Langley.

The interest rate was 0.01%. The sales tax transfer of \$53,801.62 will show up on the next report. The 4th payment on property that was purchased by the City was made for \$63,052.03. Checks were made to the Mudbug Festival event. A payment to the downtown project was also made.

President Huss said the Mudbug Festival money was put into escrow account. Fees Included security, public works, and marketing. Instead of submitting receipts, they submitted bills for security. These bills were paid directly to the service providers. These people were mostly those who worked for the City but worked overtime.

Motion by Jeff Angelo, seconded by President Huss, to approve the March 2021 Financial Report as presented. All in favor. (6-0)

CONSIDERATION AND POSSIBLE ACTION

3. Consideration of Economic Development Grant Request from Reflective Life Ministries (Terry Weaver) and Consider Calling a Public Hearing, if necessary.

Presented by Terry Weaver with Reflective Life Ministries. The show is focused on reducing the rate of teen suicides. Current media has a damaging effect on the youth, specifically movies like 13 Reasons Why. The show will be filmed 95% in the City of Montgomery and will highlight iconic areas of the city that will help market the city. The show still has four episodes to film and they would like to really highlight the City on those episodes and incorporate some current events into the show (e.g. villain trying to destroy historic buildings in the City). They are working on a distribution deal with Netflix and Amazon Prime. They plan to get millions of viewers watching the show.

President Huss asked if there are any jobs being created in the city or purchases being made. Weaver said yes, both in the past and future. The cast premiere is done at a local business. Every

time they film in the City they make purchases. Moving into the viewing stage will bring more activity to the City.

President Huss asked if camera activity (e.g. film, cuts, etc.) can be given to City for the City to use. \$20,000 would typically be generated from a \$1,000,000 in sales tax, so the grand amount is a big number. Weaver said actors could do photoshoots. They also have a lot of B-roll that could potentially be shared to the City. Huss reiterated that \$1,000,000 is a lot of money (examples being Kroger and Chick-fil-A who produce high amounts of sales in that range)

Angelo said he hosted first fund raiser. They have highlighted every aspect of Montgomery. Surprised by number of iconic places that were highlighted. There were tons of food trucks at the premier. Angelo mentioned "cause marketing" and that he worked with faith-based film for awareness for adoption. After 2 or 3 developers took it up they all wanted to be a part it. He said that you can't imagine the number of viewers on Amazon Prime. Great opportunity to showcase the City's care for others.

Easley said he shares the same sentiments and that the show will be great for the City.

Londeen asked if the City will be represented as a positive place or a depressing place full of social issue, especially if they are using the City name. Weaver said the City takes on the characteristics of the people and they are, barring a few, good people. The movie will be portraying a positive message of hope and the City would take on that same message. The show is focused on teens but it is a family show. People will get interested in the quaint aspects of the town in the show and that will attract tourism.

Langley asked where the other money will come from. Does it take all of \$400,000 to do all of the scenes in Montgomery? Will more money be found to finish the project and will it take a year to four years from now to complete? Weaver said they have raised \$300,000 for the project and this is the last quarter of fundraising. They will release the first four episodes in the fall. Part 2 will be released in the spring. Filming of the last four episodes will be July through August and then they will go into post-production. The budget increased and it is now a little over \$500,000. They added additional editors.

Walker asked what the avenue will be for distribution. Weaver has presented to Amazon and Netflix. Initial launch will be organic. Montgomery will be nucleus of the showings including a showing at the stadium. Also wants to do theater showings. Marketing as well as organic premiers in the City and around the County. Businesses and churches will all join marketing this show.

President Huss agreed with Jeff and Arnette that the EDC is an economic development corporation, so the EDC is looking to drive the local economy. The EDC allocated half of the grant money including the \$9800 spent on the church fence. Only \$10,000 is left available. However, a B-roll and advertising will be economically beneficial to the City.

Weaver mentioned that a Season 2 is being planned and hopes this is a long-term project.

Easley asked how many total series will be included in the show. Weaver guaranteed that at least 8 episodes will be produced. Arnette asked if these episodes will be in the city or county. Weaver stated they will all be in the city.

Angelo asked if everything needs be completed for the distributors to accept the show. Weaver says the trailer was submitted to amazon and Netflix. The team of reviewers are still reviewing the show. Aggregator said there are no “no’s” yet.

Angelo asked how many awards the show has won. Weaver said the show won three awards. One was best director. The show was introduced to 6 or 7 more film festivals. At the first festival the show won a boost award, best actress, and supporting actress. Angelo stated that winning awards helps with marketing and getting it on platforms. Weaver noted that the show is even being shown at festivals in places as far as Canada.

Londeen acknowledged that the show could bring economic activity to the City, but its hard to put a number on that. He also noted that there is only \$10,000 in the budget and that he is hesitant to spend a lot of money on this.

Tramm noted that this cannot be voted on at this meeting. It needs to have at least one public hearing before the board can decide on it.

President Huss indicated that higher than expected sales tax may require the budget to be reworked which may affect certain funding categories.

Motion by Jeff Angelo to call a public hearing for Economic Development Grant Request from Reflective Life Ministries on May 17th at 6:00 PM, seconded by Dan Walker. All in favor. (6-0).

4. Consideration of Funding Specific Budget Items Under Existing Categories in Current MEDC Budget (Partly Tabled at March 15, 2021 Meeting).

Presented by Amy Brown who is coordinating the event.

This is a \$4.2 million industry including manufactures. A manufacturer has its corporate headquarters off FM 2854 and they produce 1000 quilting machines a year. There are 10 million quilters with 884,000 living in Texas. Montgomery is in a prime location. 72% are dedicated hobbyists. Hobbyists, on average, own \$13,000 worth of tools and supplies. There is an International Quilt Festival in Houston every year and it is the largest quilt show in the US with 55,000 attendees over 4 days. Similar shows as Montgomery include 1) Sister’s OR, with similar population as Montgomery, has 10,000 visitors every year contributing \$1.7M dollars to the economy. 2) Huntsville, with 5,000 visitors, is considered the largest guild show in Texas. They have stopped doing their show. St Mary’s quilt show in Plantersville had 2,500 visitors. The 2-day show was extended to 3-day show due to crowds. The show will be based in downtown but

the walking route includes the Nat Hart museum, historic homes, Clepper Dr, Fernland, and historic downtown. Quilts will be displayed outside the businesses and each business will be responsible for the quilts. Volunteers will hang the quilts. Business owners will take them in and rehang the next day. Event will be on a Friday and Saturday. Brown is planning on 99 tent vendors with 68 vendors renting tents. There are locations for 3 food trucks and 1 beverage truck. Brown pointed out that the MEDC sponsored other festivals that were \$10,000 (wine / antiques), \$8,000 for the Mudbugs / Music Festival, and \$5,000 for 8 years for the Christmas in Montgomery event. Brown is asking for \$3000 to fund City expenses plus photographers and advertising. %55 of the profit or up to contribution amount will be reimbursed to the EDC. All funds from a quilt raffle will be donated to the EDC to fund the December Snow Party event. Brown is expecting approximately \$5,000 in raffle tickets. Chick-fil-a will donate food to vendors and volunteers. Moda, largest quilt fabric distributor in north America, offered a non-monetary donation to support the event and working with two local businesses to sponsor different aspects of the event.

Angelo likes the opportunity of the MEDC being able to recoup the costs. Noted that potential visitors have disposable income that will benefit a tot of the City businesses. Angelo asked if there is any pushback from businesses or any issues with businesses displaying the quilts. Brown indicated that she has only spoken to a few businesses, but they are excited for the event.

Angelo said the demographic is good for the town and may even bring in younger people. Brown stated that there are a lot of quilters in their 20s and 30s who have visited her store. This will be a family friendly event.

Arnette liked the fact that the MEDC will be reimbursed. He asked how many visited the Plantersville show. Brown stated 2,500 and Huntsville got 5,000. Arnette supports anything that brings in that many people to the City.

Arnette expressed concern that it may be a burden to some businesses in town who have to take care of the quilts. Brown indicated that each business will have at most 2 quilts.

Brown hopes to make it an annual event. She expects 200 quilts this first event and the event will grow from there. The plan is to add more features in coming years.

Angelo asked if there is a contingency for rain. Brown said that volunteers and public works people out on that day tell businesses to take them inside if it looks like there is impending rain. People are loaning quilts so they will need to be taken care of.

Arnette asked if one quilt is being raffled? Brown said there will be one quilt plus a gift basket being raffled. Proceeds from the quilt raffle will be donated back MEDC for the snow party event.

Angelo asked if it is possible to create quilt with iconic spots throughout Montgomery? Brown said you can do any design you want.

Brown indicated that Chick-fil-a wants to help advertise the event including handing out fliers.

Walker said the demographics of people who attend these things can spend money. Brown indicated that people who do quilting treat it as an investment. Quilters can spend money and they will spend money around town when attending the event. The event will also show case the entire town and will cause them to bring friends and family back to the town.

Londeen asked how the event will be marketed. Brown said that marketing will include distributing marketing cards, contacting quilt guilds, and advertising on their Facebook page and website. Brown is focusing on vendors and sponsors right now but will focus on advertising as the event comes closer (July and August). Brown has contact info from the St Mary's event that she will use.

Londeen noted that festivals such as the wine festival and antique festival are an economic benefit to the City. He indicated that he is wary of having too many festivals though, but it appears that there is a strong interest in a festival like this. He also likes that the MEDC will be reimbursed.

Brown indicated that Chapel hill bluebonnet festival had 7,000 people, in part, due to being locked up during the pandemic.

President Huss indicated that there needs to be a balance between different interest groups with different types of festivals. Everyone won't come to every festival. Retail trade area for the City includes 60,000 to 80,000 people and you don't have to look that far to find a million different customers. Bringing 6,000 people into downtown most weekends of the year will change the dynamic of the downtown area and will attract more small businesses.

Angelo indicated that more people are starting to wake up to Montgomery and people talk on Facebook. This event is a great way to drive an extra demographic with disposable income to the City.

President Huss indicated that even big businesses such as chronic tacos and chick-fil-a benefit also benefit from these events.

Motion by Jeff Angelo to award \$3,000 to fund the Montgomery Quilt Walk Festival, seconded by Arnette Easley. All in favor. (6-0).

5. Consideration of Signage Grant Policy (Tabled at March 15, 2021 Meeting)

Presented by Tramm

Londeen noted that there is a \$20,000 budget line item in the policy. However, \$20,000 is the total MEDC grant budget amount and not just grants for signs. Tramm said a separate budget item could be assigned for this at the next budget meeting. Londeen asked if the item is needed

at all since the budget may change every year. President Huss agreed. She'd like to avoid having to change the document every time the budget is changed. Huss indicated to add language of "up to \$5,000 per grant" instead and leave the budget maximum amount out.

Londeen indicated that the policy doesn't mention anything about the required public hearing under the board determination section. Tramm said its located in the page before but that he will include it under the board determination section as well.

President Huss asked to include a clause under paragraph one stating "in compliance with applicable state laws regulating the EDC" after the statement about expanded business development or something to that effect.

Walker liked the policy and agrees with the amendments.

Carol liked the policy in that it provides a schedule and clarity.

Arnette indicated the policy is fine.

Motion by Rebecca Huss to approve Signage Grant Policy subject to the amendments provided by Rebecca Huss and Ryan Londeen, seconded by Dan Walker. All in favor. (6-0).

6. Consideration of Economic Development Grant from Troy Tep LLC for a sign at 22453 FM 1097 (Tabled at March 15, 2021 Meeting).

Tramm advised Mr. Tep of the time of the meeting and that Mr. Tep is not in attendance.

President Huss inquired if a permit has been granted for the sign. Tramm indicated that the owner was in contact with Mr. Dave McCorquodale and that a permit application has not been made.

Motion by Rebecca Huss to deny Economic Development Grant from Troy Tep LLC for a sign at 22453 FM 1097, seconded by Ryan Londeen. All in favor. (6-0).

7. Update on the Montgomery Music & Mudbugs Festival

Presented by Richard Tramm.

President Huss indicated that the crowd was well behaved, and police were happy with the setup. Tramm said the crowd was about as well behaved as could be for that size. It went off without any major incidents.

Angelo added that the event was disorganized on how local business owners could participate. It was not very professionally done to better allow local businesses to participate. Future events need to be buttoned up a little bit. His business backed out due to not knowing how to participate with any reasonable assurance. A basic tenant would be to ensure events are done professionally.

Walker said every single vendor said they'd come back. He indicated that it could have a better selection of vendors.

Angelo said they did good job of getting the big names in the event. Going forward the EDC needs to find a way for the EDC or the event organizers to get word out to local businesses on how to participate. Part of the event is to get local business names out there. Arnette asked if maybe the City or MEDC can manage that aspect and receive the fees for the booths. President Huss is concerned that that means the City inherits issues that come with vendors. Angelo said the EDC should maybe require promoters to provide a plan that is more comprehensive for vendors. The EDC needs to be more vigilant if the EDC is promoting the event.

President Huss noted that having an event in the middle of a field without services makes it more challenging, but agrees that more discussion needs to be had to do better in the future.

Angelo said he didn't see a big bump in business since attendees were dining at the event. The event did bring awareness to the City, but the local businesses didn't feel comfortable getting involved.

8. Consideration of Approving Transfer of Budgeted Funds to City of Montgomery for Capital Projects

Presented by Tramm.

Angelo asked if this is just redirecting a line item. Tramm said the EDC had set aside this money to go toward capital improvement projects as a reimbursement to the City's cost for the projects. The City has been invoiced for specific improvements to the City's water distribution system. President Huss indicated that the EDC has been paying toward debt services in past years. However, past minutes do not indicate that this was contractually agreed upon and has just been carried along every year. This year's budget was adjusted so that this item specifically goes toward growth in the City and water line facilities are important to growth in the City. This specific line item will be put towards a specific project that provides supports growth in the City.

Londeen asked if the dollar amount was a carryover from previous budget years. President Huss indicated that it is the same amount that was budgeted before for debt services.

Londeen indicated that the dollar amount could be discussed further in the next budget discussion. President Huss asked if it was too low or too low. Londeen and Huss agreed that further discussion could be had at another time. Londeen said this is a good investment back into the City.

Motion by Ryan Londeen to transfer budgeted funds of \$160,000 to City of Montgomery for Capital Improvement Projects, seconded by Arnette Easley. All in favor. (6-0).

ECONOMIC DEVELOPMENT REPORTS

9. City Administrator’s Development Report

Presented by Richard Tramm

Walker asked about the clearing on the J Alan Kent property. Tramm said there is a misunderstanding about what some of the land is usable for and that a meeting is occurring tomorrow about what can and cannot be done on that property.

Easley asked for an update on the HEB property. Tramm said owners of the tracts around the HEB site were inquiring about development and construction activity in the City. They are following up with HEB to reevaluate and determine what the likely building plan is. This implies that they are monitoring activity in this area.

Walker asked is they are dredging the canals on the north side of the Kent property. Tramm said they are dredging but he is not sure on the full extents of that activity is.

Londeen asked if the Gunda tract is going to present to the EDC soon. Tramm said he thinks they are about three months away from a significant presentation on to the EDC.

Londeen asked if the Kammerer tract is moving forward. Tramm said they are done with the feasibility and will be closing this week. At this point Tramm said the City is ready to work with them moving forward.

10. City Engineer’s Report

Presented by Richard Tramm

EXECUTIVE SESSION

CONSIDERATION AND POSSIBLE ACTION ON ITEMS FROM EXECUTIVE SESSION.

None

BOARD INQUIRY

President Huss asked what Tramm’s opinion on amending the budget. Tramm said it’s a good time to look at the budget for a budget amendment since the EDC is ahead for the year. The EDC has had more income than expected. Huss suggested instead of knocking it out into one day, to break it up into multiple discussion. Londeen asked when the new budget begins. Tramm said in September the EDC will adopt the budget. Staff will begin work in June or July with an EDC workshop around August. Huss noted that the budget needs to be approved by the City and we need to allow for enough time for the approval process. The budget should be completed early August. It would be good to start having budget discussions at the next meeting.

ACTION ITEMS FOR FUTURE MEETINGS

<i>ACTION ITEM</i>	<i>ASSIGNEE</i>	<i>DUE DATE</i>

ADJOURNMENT

Motion by Jeff Angelo, seconded by Ryan Londeen to adjourn the meeting at 7:55 p.m. All in favor. (6-0)

Submitted by: _____ Date Approved: _____

Richard Tramm, City Administrator

Rebecca Huss, MEDC President

**CITY OF MONTGOMERY - MEDC
ACCOUNT BALANCES REPORT
Through April 30, 2021 - For May 2021 Meeting**

	<u>MONEY MARKET ACCOUNTS</u>	<u>INVESTMENTS</u>	<u>TOTALS</u>
<u>MEDC</u>			
CHECKING ACCOUNT #1017938	\$ 463,699.14		\$ 463,699.14
TOTAL INVESTMENTS	\$ -	\$ 839,533.83	\$ 839,533.83
TOTAL MIDC	\$ 463,699.14	\$ 839,533.83	\$ 1,303,232.97

INVESTMENTS

	Issue Date	Maturity Date	Interest Rate	Balance
Texpool #00005			0.01%	\$ 146,736.21
Texpool #00006			0.01%	\$ 692,797.62
Certificates				
Total Investment Balance				\$ 839,533.83

** Notes:

The Sales Tax Transfer of \$110,048.17 was received and transferred on 05/14/2021. This will show on the next report

The fifth payment of \$63,052.03 was transferred on 05/03/2021. This will show on the next months report

City of Montgomery - MEDC

Cash Flow Report

As of April 30, 2021

Date	Num	Name	Memo	Amount	Balance
51100 - MEDC Checking					
04/01/2021	AL		Payment from General Fund for MISD Loan	63,052.03	514,692.20
04/09/2021	2049	Montgomery Historical Society	MEDC Grant - Fence by Old Cemetery	-9,500.00	577,744.23
04/09/2021	2050	Rebecca Huss	Reimbursement of Expense - Social Media Services	-1,102.46	568,244.23
04/09/2021	AL	First Financial Bank	Sales Tax Transfer 04/21	53,801.62	567,141.77
04/09/2021	AL	First Financial Bank	Monthly Admin Transfer April 2021	-3,958.33	620,943.39
04/09/2021	AL	First Financial Bank	Transfer to General Fund	-558.60	616,985.06
04/16/2021	2051	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8821	-2,467.50	616,426.46
04/22/2021	AL		Transfer to City Capital Projects - Downtown Waterline Project	-160,000.00	613,958.96
04/30/2021	AL		Interest on Checking - April 2021	15.18	453,958.96
Total 51100 - MEDC Checking				-60,718.06	453,974.14
TOTAL				-60,718.06	453,974.14

City of Montgomery - MEDC
Cash Flow Report - Texpool
As of April 30, 2021

Date	Num	Name	Memo	Amount	Balance
		51300 · Time Depositsl-MEDC			702,373.23
04/01/2021	AL		April 2021 Transfer to Texpool Reimbursement Account - Kroger Co.	-9,583.33	692,789.90
04/30/2021	Int		Interest on Texpool	7.72	692,797.62
		Total 51300 · Time Depositsl-MEDC		-9,575.61	692,797.62
		TOTAL		-9,575.61	692,797.62

City of Montgomery - MEDC
Cash Flow Report - Texpool Reimb
As of April 30, 2021

Date	Num	Name	Memo	Amount	Balance
		51301 · Texpool Reimbursement Acct			137,151.28
04/01/2021	AL		April 2021 Transfer to Texpool Reimbursement Account - Kroger Co.	9,583.33	146,734.61
04/30/2021	Int		Interest	1.60	146,736.21
		Total 51301 · Texpool Reimbursement Acct		9,584.93	146,736.21
TOTAL				9,584.93	146,736.21

City of Montgomery - MEDC
 Actual to Budget Performance
 April 2021

	Apr 21	Budget	\$ Over Budget	Oct '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Income							
55000 · Taxes & Franchise Fees							
55400 · Sales Tax	53,801.62	50,000.00	3,801.62	522,975.61	385,000.00	137,975.61	675,000.00
Total 55000 · Taxes & Franchise Fees	53,801.62	50,000.00	3,801.62	522,975.61	385,000.00	137,975.61	675,000.00
55300 · Other Revenues							
55391 · Interest Income	729.42	333.33	396.09	3,840.78	2,333.35	1,507.43	4,000.00
55399 · Misc Income	0.00			160.00	0.00	160.00	0.00
Total 55300 · Other Revenues	729.42	333.33	396.09	4,000.78	2,333.35	1,667.43	4,000.00
Total Income	54,531.04	50,333.33	4,197.71	526,976.39	387,333.35	139,643.04	679,000.00
Expense							
56000 · Pub Infrastructure - Category I							
56000.6 · Downtown Dev Improvements	2,467.50	9,333.33	(6,865.83)	34,990.71	65,333.35	(30,342.64)	112,000.00
56000.7 · Streets & Sidewalks	0.00	833.33	(833.33)	0.00	5,833.35	(5,833.35)	10,000.00
56000.8 · Utility Extensions	0.00	4,166.67	(4,166.67)	0.00	29,166.65	(29,166.65)	50,000.00
56000.B · City Capital Projects	160,000.00	160,000.00	0.00	160,000.00	160,000.00	0.00	160,000.00
Total 56000 · Pub Infrastructure - Category I	162,467.50	174,333.33	(11,865.83)	194,990.71	260,333.35	(65,342.64)	332,000.00
56001 · Business Dev & Ret -Category II							
56001.8 · Sales Tax Reimbursement	9,583.33	9,583.33	0.00	67,083.33	67,083.33	0.00	115,000.00
56001.9 · Economic Development Grant Prog	9,500.00	1,666.67	7,833.33	9,500.00	11,666.65	(2,166.65)	20,000.00
Total 56001 · Business Dev & Ret -Category II	19,083.33	11,250.00	7,833.33	76,583.33	78,749.98	(2,166.65)	135,000.00
56002 · Quality of Life - Category III							
56002.1 · Walking Tours	0.00			150.00	0.00	150.00	0.00
56002.2 · Removal of Blight	0.00	1,250.00	(1,250.00)	0.00	8,750.00	(8,750.00)	15,000.00
56002.3 · Events							
56100.1 · Neighborhood Water Party	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
56100.5 · Light up Montgomery	0.00	0.00	0.00	2,000.00	2,000.00	0.00	2,000.00
56100.6 · Southern Rum Runner	0.00	0.00	0.00	0.00	0.00	0.00	7,800.00
56100.7 · Mudbugs and Music	0.00	0.00	0.00	6,350.00	8,000.00	(1,650.00)	8,000.00
56100.8 · Christmas Parade	0.00	125.00	(125.00)	1,258.09	875.00	383.09	1,500.00
56100.9 · Contests/Prizes	0.00	333.33	(333.33)	0.00	2,333.35	(2,333.35)	4,000.00
56100.A · Events - Equipment	374.95			374.95			
56002.3 · Events - Other	0.00	1,391.67	(1,391.67)	514.94	9,741.65	(9,226.71)	16,700.00
Total 56002.3 · Events	374.95	1,850.00	(1,475.05)	10,497.98	22,950.00	(12,452.02)	41,000.00
56002.4 · Downtown Enhancement Projects	0.00	2,500.00	(2,500.00)	135.00	17,500.00	(17,365.00)	30,000.00
Total 56002 · Quality of Life - Category III	374.95	5,600.00	(5,225.05)	10,782.98	49,200.00	(38,417.02)	86,000.00
56003 · Marketing & Tourism-Category IV							
56003.5 · Brochures/Printed Literature	0.00	333.33	(333.33)	0.00	2,333.35	(2,333.35)	4,000.00
56003.C · Website	0.00	666.67	(666.67)	334.60	4,666.65	(4,332.05)	8,000.00
56003.F · Social Media Advertising	25.00	250.00	(225.00)	438.61	1,750.00	(1,311.39)	3,000.00
56003.G · Historical Signage	0.00	166.67	(166.67)	0.00	1,166.65	(1,166.65)	2,000.00

	Apr 21	Budget	\$ Over Budget	Oct '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Total 56003 · Marketing & Tourism-Category IV	25.00	1,416.67	(1,391.67)	773.21	9,916.65	(9,143.44)	17,000.00
56004 · Administration - Category V							
56004.1 · Admin Transfers to Gen Fund	3,958.33	3,958.33	0.00	27,708.33	27,708.33	0.00	47,500.00
56004.3 · Miscellaneous Expenses	74.00	41.67	32.33	74.00	291.65	(217.65)	500.00
56004.6 · Consulting (Professional servi)	1,000.00	4,083.33	(3,083.33)	7,708.89	28,583.35	(20,874.46)	49,000.00
56004.7 · Travel & Training Expenses	0.00	833.33	(833.33)	724.00	5,833.35	(5,109.35)	10,000.00
56004.9 · Technology	0.00	166.67	(166.67)	0.00	1,166.65	(1,166.65)	2,000.00
Total 56004 · Administration - Category V	5,032.33	9,083.33	(4,051.00)	36,215.22	63,583.33	(27,368.11)	109,000.00
Total Expense	186,983.11	201,683.33	(14,700.22)	319,345.45	461,783.31	(142,437.86)	679,000.00
Net Income	(132,452.07)	(151,350.00)	18,897.93	207,630.94	(74,449.96)	282,080.90	0.00

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Type	Date	Num	Name	Memo	Debit	Credit	Balance
51100 - MEDC Checking							94,716.29
General Journal	10/08/2020	AL		Light Up the Park - Transfer made 10/09/2020	125.00		94,841.29
Bill Pmt -Check	10/23/2020	2006	Rebecca Huss	Reimbursement of Expense - Website Marketing		25.00	94,816.29
Bill Pmt -Check	11/06/2020	2007	Rebecca Huss	October 2020 Social Media Services		1,000.00	93,816.29
Bill Pmt -Check	11/13/2020	2008	JK Graphics, Inc.	Inv 35177 - Graphics for Light up the Park		98.00	93,718.29
General Journal	11/16/2020	AL		Light Up the Park - Transfer made 11/17/2020	100.00		93,818.29
General Journal	11/19/2020	AL		Transfer to General Fund for Amount due from MEDC - Discount Mugs and McCoy's		549.49	93,268.80
Bill Pmt -Check	11/20/2020	2009	Rebecca Huss	Reimbursement of Expense - Website Marketing		75.00	93,193.80
Bill Pmt -Check	11/20/2020	2010	TEDC	Fall Basic ED Course for Richard Tramm		700.00	92,493.80
Bill Pmt -Check	12/04/2020	2011	City of Montgomery- Utility Fund	Utility Grant Application - The Ranchers Daughter		250.00	92,243.80
Bill Pmt -Check	12/04/2020	2012	Rebecca Huss	Reimbursement of Expense - Website / Social Media Marketing		1,016.87	91,226.93
Bill Pmt -Check	12/04/2020	2013	Megan Dodd	1st Place - Pole Decorating Contest		50.00	91,176.93
Bill Pmt -Check	12/04/2020	2014	Montgomery Junior High School	2nd Place - Pole Decorating Contest		25.00	91,151.93
Bill Pmt -Check	12/04/2020	2015	Jeff and Lisa Waddell	3rd Place - Pole Decorating Contest		10.00	91,141.93
Bill Pmt -Check	12/04/2020	2016	Lisa Martin	1st Place - Residential Lighting Contest		200.00	90,941.93
Bill Pmt -Check	12/04/2020	2017	Paul and Jennifer Brown	2nd Place - Residential Lighting Contest		150.00	90,791.93
Bill Pmt -Check	12/04/2020	2018	Cheryl King	3rd Place - Residential Lighting Contest		100.00	90,691.93
General Journal	12/10/2020	AL		Light Up the Park - Transfer made 12/11/2020	125.00		90,816.93
General Journal	12/10/2020	AL		Sales Tax Transfer 12/20	57,443.45		148,260.38
Bill Pmt -Check	12/11/2020	2019	TEDC	Webinars - Sales Tax / Financing Local Food Sys. / Membership Renewal		724.00	147,536.38
Bill Pmt -Check	12/18/2020	2020	McCoy's Building Supply	Goat Cutouts - Invoice 11353487		34.02	147,502.36
Bill Pmt -Check	12/18/2020	2021	Rebecca Huss	Reimbursement of Expense - String for Signs of Parade Winners		2.58	147,499.78
Bill Pmt -Check	12/23/2020	2022	Rebecca Huss	Reimbursement of Expense - Website Marketing		24.99	147,474.79
General Journal	12/29/2020	AL		Transfer to Checking for MISD Loan	750,000.00		897,474.79
General Journal	12/30/2020	AL	Old Republic Title Co.	Payment to Old Republic Title for MISD Purchase		750,512.50	146,962.29
Bill Pmt -Check	12/31/2020	2023	Bride & Bloom Floristry & Farm	Wreaths -12/5/20 (Light up Montgomery) Inv 0000012		135.00	146,827.29
General Journal	12/31/2020	AL	First Financial Bank	Wire Fee for Old Republic Title Co Transfer - To be refunded next month		25.00	146,802.29
General Journal	01/01/2021	AL		Payment from General Fund for MISD Loan	63,052.03		209,854.32
General Journal	01/01/2021	ALR	First Financial Bank	Reverse of GJE AL -- Wire Fee for Old Republic Title Co Transfer - To be refunded next month	25.00		209,879.32
General Journal	01/08/2021	AL	First Financial Bank	Monthly Admin Transfer January 2021		3,958.33	205,920.99
General Journal	01/08/2021	AL		Sales Tax Transfer 01/21	61,541.64		267,462.63
General Journal	01/12/2021	AL	First Financial Bank	Transfer from General Fund to pay Parade & Light Up the Park Expenses	1,084.45		268,547.08
General Journal	01/12/2021	AL	First Financial Bank	Transfer to General Fund to move back revenues for Parade & Light up the Park		350.00	268,197.08
General Journal	01/15/2021	AL	First Financial Bank	Transfer to General Fund for Expenses Paid - Fernland Video / Social Media Services		1,250.00	266,947.08
Bill Pmt -Check	01/29/2021	2024	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8652		11,627.74	255,319.34
Bill Pmt -Check	01/29/2021	2025	McCoy's Building Supply	Goat Cutouts - Invoice 11356069		100.98	255,218.36
Bill Pmt -Check	01/29/2021	2026	Rebecca Huss	Reimbursement of Expense - Website Marketing / Professional Services		150.00	255,068.36
General Journal	02/01/2021	AL		Payment from General Fund for MISD Loan	63,052.03		318,120.39
Bill Pmt -Check	02/12/2021	2027	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	317,120.39
Bill Pmt -Check	02/12/2021	2028	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8678		5,646.50	311,473.89
General Journal	02/12/2021	AL	First Financial Bank	Transfer back from General Fund for Goat Naming Contest Expenses	397.99		311,871.88
General Journal	02/12/2021	AL	First Financial Bank	Sales Tax Transfer 02/21	112,519.75		424,391.63
General Journal	02/12/2021	AL	First Financial Bank	Transfer to General Fund for Goat Naming Contest Contribution		514.94	423,876.69
General Journal	02/12/2021	AL	First Financial Bank	Transfer to General Fund for Light Up The Park Contribution		2,000.00	421,876.69
General Journal	02/12/2021	AL	First Financial Bank	Transfer to General Fund for Christmas Parade Contribution		1,258.09	420,618.60
General Journal	02/12/2021	AL	First Financial Bank	Monthly Admin Transfer February 2021		3,958.33	416,660.27
Bill Pmt -Check	02/26/2021	2029	Northwest Communications, Inc.	Radios for Events - MEDC Invoice 1035763		14,632.65	402,027.62
General Journal	03/01/2021	AL		Payment from General Fund for MISD Loan	63,052.03		465,079.65
Bill Pmt -Check	03/01/2021	2030	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	464,079.65
Bill Pmt -Check	03/05/2021	2031	Rebecca Huss	Reimbursement of Expense - Social Media Services		186.15	463,893.50
General Journal	03/12/2021	AL	First Financial Bank	Sales Tax Transfer 03/21	76,550.41		540,443.91
General Journal	03/12/2021	AL	First Financial Bank	Monthly Admin Transfer March 2021		3,958.34	536,485.57
Bill Pmt -Check	03/26/2021	2032	Rebecca Huss	Reimbursement of Expense - Social Media Services		125.00	536,360.57
Bill Pmt -Check	03/26/2021	2033	Albert Chambers	Security - Music and Mudbugs Festival		500.00	535,860.57
Bill Pmt -Check	03/26/2021	2034	George Hernandez	Security - Music and Mudbugs Festival		550.00	535,310.57
Bill Pmt -Check	03/26/2021	2035	Joe Belmares	Security - Music and Mudbugs Festival		500.00	534,810.57
Bill Pmt -Check	03/26/2021	2036	Kevin Bates	Security - Music and Mudbugs Festival		200.00	534,610.57
Bill Pmt -Check	03/26/2021	2037	Larry Evans	Security - Music and Mudbugs Festival		300.00	534,310.57
Bill Pmt -Check	03/26/2021	2038	Lucille Saah	Security - Music and Mudbugs Festival		500.00	533,810.57

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Type	Date	Num	Name	Memo	Debit	Credit	Balance
Bill Pmt -Check	03/26/2021	2039	Michael Voytko	Security - Music and Mudbugs Festival		500.00	533,310.57
Bill Pmt -Check	03/26/2021	2040	Nathaniel Graves	Security - Music and Mudbugs Festival		500.00	532,810.57
Bill Pmt -Check	03/26/2021	2042	Reed Edelman	Security - Music and Mudbugs Festival		400.00	532,410.57
Bill Pmt -Check	03/26/2021	2044	Thomas Baxter	Security - Music and Mudbugs Festival		200.00	532,210.57
Bill Pmt -Check	03/26/2021	2045	Timothy Bauer	Security - Music and Mudbugs Festival		500.00	531,710.57
Bill Pmt -Check	03/26/2021	2046	Trent Lozano	Security - Music and Mudbugs Festival		550.00	531,160.57
Bill Pmt -Check	03/26/2021	2041	Nurahda Manning	Security - Music and Mudbugs Festival		550.00	530,610.57
Bill Pmt -Check	03/26/2021	2043	Roland Reyes	Security - Music and Mudbugs Festival		550.00	530,060.57
Bill Pmt -Check	03/26/2021	2047	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8776		15,248.97	514,811.60
Bill Pmt -Check	03/26/2021	2048	Rebecca Huss	Reimbursement of Expense - Graphic Design Program		119.40	514,692.20
General Journal	04/01/2021	AL		Payment from General Fund for MISD Loan	63,052.03		577,744.23
Bill Pmt -Check	04/09/2021	2049	Montgomery Historical Society	MEDC Grant - Fence by Old Cemetery		9,500.00	568,244.23
Bill Pmt -Check	04/09/2021	2050	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,102.46	567,141.77
General Journal	04/09/2021	AL	First Financial Bank	Sales Tax Transfer 04/21	53,801.62		620,943.39
General Journal	04/09/2021	AL	First Financial Bank	Monthly Admin Transfer April 2021		3,958.33	616,985.06
General Journal	04/09/2021	AL	First Financial Bank	Transfer to General Fund		558.60	616,426.46
Bill Pmt -Check	04/16/2021	2051	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8821		2,467.50	613,958.96
General Journal	04/22/2021	AL		Transfer to City Capital Projects - Downtown Waterline Project		160,000.00	453,958.96
General Journal	04/30/2021	AL		Interest on Checking - April 2021	15.18		453,974.14
Total 51100 · MEDC Checking					1,365,937.61	1,006,679.76	453,974.14
51300 · Time Deposits-MEDC							1,360,430.91
General Journal	10/08/2020	AL		Sales Tax Transfer 10/20	56,979.38		1,417,410.29
General Journal	10/12/2020	AL		October 2020 Transfer to Texpool Reimbursement Account - Kroger Co.		6,625.00	1,410,785.29
General Journal	10/12/2020	AL		Monthly Admin Transfer October 2020		3,958.33	1,406,826.96
General Journal	10/23/2020	AL		Transfer to General Fund for Amount due from MEDC for Creedon		285.00	1,406,541.96
General Journal	10/31/2020	Int		Interest on Texpool	158.21		1,406,700.17
General Journal	11/09/2020	AL		Monthly Admin Transfer November 2020		3,958.33	1,402,741.84
General Journal	11/09/2020	AL		November 2020 Transfer to Texpool Reimbursement Account - Kroger Co.		6,625.00	1,396,116.84
General Journal	11/12/2020	AL		Sales Tax Transfer 11/20	104,139.36		1,500,256.20
General Journal	11/13/2020	AL		Oct / Nov 2020 Remaining Transfer to Texpool Reimbursement Account - Kroger Co.		5,916.66	1,494,339.54
General Journal	11/30/2020	Int		Interest on Texpool	147.43		1,494,486.97
General Journal	12/10/2020	AL		December 2020 Transfer to Texpool Reimbursement Account - Kroger Co.		9,588.34	1,484,898.63
General Journal	12/10/2020	AL		Monthly Admin Transfer December 2020		3,958.34	1,480,940.29
General Journal	12/29/2020	AL		Transfer to Checking for MISD Loan		750,000.00	730,940.29
General Journal	12/31/2020	Int		Interest on Texpool	99.44		731,039.73
General Journal	01/08/2021	AL		January 2021 Transfer to Texpool Reimbursement Account - Kroger Co.		9,583.33	721,456.40
General Journal	01/31/2021	Int		Interest on Texpool	48.74		721,505.14
General Journal	02/05/2021	AL		February 2021 Transfer to Texpool Reimbursement Account - Kroger Co.		9,583.33	711,921.81
General Journal	02/28/2021	Int		Interest on Texpool	23.59		711,945.40
General Journal	03/02/2021	AL		March 2021 Transfer to Texpool Reimbursement Account - Kroger Co.		9,583.34	702,362.06
General Journal	03/31/2021	Int		Interest on Texpool	11.17		702,373.23
General Journal	04/01/2021	AL		April 2021 Transfer to Texpool Reimbursement Account - Kroger Co.		9,583.33	692,789.90
General Journal	04/30/2021	Int		Interest on Texpool	7.72		692,797.62
Total 51300 · Time Deposits-MEDC					161,615.04	829,248.33	692,797.62
51301 · Texpool Reimbursement Acct							79,604.90
General Journal	10/12/2020	AL		October 2020 Transfer to Texpool Reimbursement Account - Kroger Co.	6,625.00		86,229.90
General Journal	10/31/2020	Int		Interest	9.51		86,239.41
General Journal	11/09/2020	AL		November 2020 Transfer to Texpool Reimbursement Account - Kroger Co.	6,625.00		92,864.41
General Journal	11/13/2020	AL		Oct / Nov 2020 Remaining Transfer to Texpool Reimbursement Account - Kroger Co.	5,916.66		98,781.07
General Journal	11/30/2020	Int		Interest	9.55		98,790.62
General Journal	12/10/2020	AL		December 2020 Transfer to Texpool Reimbursement Account - Kroger Co.	9,588.34		108,378.96
General Journal	12/31/2020	Int		Interest	8.13		108,387.09
General Journal	01/08/2021	AL		January 2021 Transfer to Texpool Reimbursement Account - Kroger Co.	9,583.33		117,970.42
General Journal	01/31/2021	Int		Interest	7.82		117,978.24
General Journal	02/05/2021	AL		February 2021 Transfer to Texpool Reimbursement Account - Kroger Co.	9,583.33		127,561.57
General Journal	02/28/2021	Int		Interest	4.21		127,565.78

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City of Montgomery - MEDC
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Type	Date	Num	Name	Memo	Debit	Credit	Balance
General Journal	03/02/2021	AL		March 2021 Transfer to Texpool Reimbursement Account - Kroger Co.	9,583.34		137,149.12
General Journal	03/31/2021	Int		Interest	2.16		137,151.28
General Journal	04/01/2021	AL		April 2021 Transfer to Texpool Reimbursement Account - Kroger Co.	9,583.33		146,734.61
General Journal	04/30/2021	Int		Interest	1.60		146,736.21
Total 51301 · Texpool Reimbursement Acct					67,131.31	0.00	146,736.21
51150 · Accounts Receivable Audit							161,118.74
Total 51150 · Accounts Receivable Audit							161,118.74
51170 · Due from General Fund - Loan							0.00
General Journal	12/30/2020	AL		Payment to Old Republic Title for MISD Purchase	750,512.50		750,512.50
General Journal	01/01/2021	AL		Payment from General Fund for MISD Loan		62,113.89	688,398.61
General Journal	02/01/2021	AL		Payment from General Fund for MISD Loan		62,191.53	626,207.08
General Journal	03/01/2021	AL		Payment from General Fund for MISD Loan		62,269.27	563,937.81
General Journal	04/01/2021	AL		Payment from General Fund for MISD Loan		62,347.11	501,590.70
Total 51170 · Due from General Fund - Loan					750,512.50	248,921.80	501,590.70
51171 · Due From Gen Fund							125.00
General Journal	10/08/2020	AL		Light Up the Park - Transfer made 10/09/2020		125.00	0.00
General Journal	10/08/2020	AL		To accrue sales tax revenue rec'd 10/20	56,979.38		56,979.38
General Journal	10/08/2020	AL		Sales Tax Transfer 10/20		56,979.38	0.00
General Journal	10/31/2020	Int		Light up the Park - October	100.00		100.00
Bill	11/10/2020	35177	JK Graphics, Inc.	Inv 35177 - Graphics for Light up the Park	98.00		198.00
General Journal	11/12/2020	AL		Sales Tax Transfer 11/20		104,139.36	-103,941.36
General Journal	11/12/2020	AL		To accrue sales tax revenue rec'd 11/20	104,139.36		198.00
General Journal	11/16/2020	AL		Light Up the Park - Transfer made 11/17/2020		100.00	98.00
Bill	11/17/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	50.00		148.00
General Journal	11/19/2020	AL		Amount due from MEDC for Discount Mugs -Purchase of Goat Cups	297.00		445.00
General Journal	11/19/2020	AL		Amount due from MEDC for Discount Mugs -Purchase of Goat Cups	198.00		643.00
General Journal	11/30/2020	Int		Light up the Park - November	125.00		768.00
Bill	12/01/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	2.80		770.80
Bill	12/01/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	0.82		771.62
Bill	12/01/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	13.25		784.87
Bill	12/04/2020	Light up the Pole	Megan Dodd	1st Place - Pole Decorating Contest	50.00		834.87
Bill	12/04/2020	Light up the Pole	Montgomery Junior High School	2nd Place - Pole Decorating Contest	25.00		859.87
Bill	12/04/2020	Light up the Pole	Jeff and Lisa Waddell	3rd Place - Pole Decorating Contest	10.00		869.87
Bill	12/04/2020	Light up the Pole	Lisa Martin	1st Place - Residential Lighting Contest	200.00		1,069.87
Bill	12/04/2020	Light up the Pole	Paul and Jennifer Brown	2nd Place - Residential Lighting Contest	150.00		1,219.87
Bill	12/04/2020	Light up the Pole	Cheryl King	3rd Place - Residential Lighting Contest	100.00		1,319.87
General Journal	12/10/2020	AL		Light Up the Park - Transfer made 12/11/2020		125.00	1,194.87
General Journal	12/10/2020	AL		Sales Tax Transfer 12/20		57,443.45	-56,248.58
General Journal	12/11/2020	AL		To accrue sales tax revenue rec'd 12/20	57,443.45		1,194.87
Bill	12/15/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - String for Signs of Parade Winners	2.58		1,197.45
Bill	12/21/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	24.99		1,222.44
Bill	12/30/2020	Inv 000012	Bride & Bloom Floristry & Farm	Wreaths -12/5/20 (Light up Montgomery) Inv 0000012	135.00		1,357.44
General Journal	01/08/2021	AL		To accrue sales tax revenue rec'd 01/21	61,541.64		62,899.08
General Journal	01/08/2021	AL		Sales Tax Transfer 01/21		61,541.64	1,357.44
General Journal	01/12/2021	AL		Transfer from General Fund to pay Parade & Light Up the Park Expenses		1,084.45	272.99
Bill	01/26/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Professional Services - Goat Naming Contest	125.00		397.99
General Journal	02/10/2021	AL		To accrue sales tax revenue rec'd 02/21	112,519.75		112,917.74
General Journal	02/12/2021	AL		Transfer back from General Fund for Goat Naming Contest Expenses		397.99	112,519.75
General Journal	02/12/2021	AL		Sales Tax Transfer 02/21		112,519.75	0.00
General Journal	03/10/2021	AL		To accrue sales tax revenue rec'd 03/21	76,550.41		76,550.41
General Journal	03/12/2021	AL		Sales Tax Transfer 03/21		76,550.41	0.00
General Journal	04/08/2021	AL		To accrue sales tax revenue rec'd 04/21	53,801.62		53,801.62
General Journal	04/09/2021	AL		Sales Tax Transfer 04/21		53,801.62	0.00

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City of Montgomery - MEDC
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Type	Date	Num	Name	Memo	Debit	Credit	Balance
Total 51171 · Due From Gen Fund					524,683.05	524,808.05	0.00
51174 · Due from Home Grant Funds							5,177.00
Total 51174 · Due from Home Grant Funds							5,177.00
52000 · Accounts Payable							-15,582.65
Bill	10/11/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		25.00	-15,607.65
Bill	10/21/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		25.00	-15,632.65
Bill Pmt -Check	10/23/2020	2006	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		-15,607.65
Bill	10/31/2020	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	-16,607.65
Bill	10/31/2020	12206	TEDC	Sales Tax Virtual ED Course for Richard Tramm		120.00	-16,727.65
Bill	11/02/2020	12248	TEDC	Webinar - Financing Local Food Systems for Richard Tramm		79.00	-16,806.65
Bill Pmt -Check	11/06/2020	2007	Rebecca Huss	October 2020 Social Media Services	1,000.00		-15,806.65
Bill	11/10/2020	35177	JK Graphics, Inc.	Inv 35177 - Graphics for Light up the Park		98.00	-15,904.65
Bill Pmt -Check	11/13/2020	2008	JK Graphics, Inc.	Inv 35177 - Graphics for Light up the Park	98.00		-15,806.65
Bill	11/17/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		75.00	-15,881.65
Bill Pmt -Check	11/20/2020	2009	Rebecca Huss	Reimbursement of Expense - Website Marketing	75.00		-15,806.65
Bill Pmt -Check	11/20/2020	2010	TEDC	Fall Basic ED Course for Richard Tramm	700.00		-15,106.65
Bill	11/30/2020	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	-16,106.65
Bill	11/30/2020	Inv 12216	TEDC	2021 Membership fees Inv #12216		525.00	-16,631.65
Bill	12/01/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		2.80	-16,634.45
Bill	12/01/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		0.82	-16,635.27
Bill	12/01/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		13.25	-16,648.52
Bill Pmt -Check	12/04/2020	2011	City of Montgomery- Utility Fund	Utility Grant Application - The Ranchers Daughter	250.00		-16,398.52
Bill Pmt -Check	12/04/2020	2012	Rebecca Huss	Reimbursement of Expense - Website / Social Media Marketing	1,016.87		-15,381.65
Bill	12/04/2020	Light up the Pole	Megan Dodd	1st Place - Pole Decorating Contest		50.00	-15,431.65
Bill	12/04/2020	Light up the Pole	Montgomery Junior High School	2nd Place - Pole Decorating Contest		25.00	-15,456.65
Bill	12/04/2020	Light up the Pole	Jeff and Lisa Waddell	3rd Place - Pole Decorating Contest		10.00	-15,466.65
Bill	12/04/2020	Light up the Pole	Lisa Martin	1st Place - Residential Lighting Contest		200.00	-15,666.65
Bill	12/04/2020	Light up the Pole	Paul and Jennifer Brown	2nd Place - Residential Lighting Contest		150.00	-15,816.65
Bill	12/04/2020	Light up the Pole	Cheryl King	3rd Place - Residential Lighting Contest		100.00	-15,916.65
Bill Pmt -Check	12/04/2020	2013	Megan Dodd	1st Place - Pole Decorating Contest	50.00		-15,866.65
Bill Pmt -Check	12/04/2020	2014	Montgomery Junior High School	2nd Place - Pole Decorating Contest	25.00		-15,841.65
Bill Pmt -Check	12/04/2020	2015	Jeff and Lisa Waddell	3rd Place - Pole Decorating Contest	10.00		-15,831.65
Bill Pmt -Check	12/04/2020	2016	Lisa Martin	1st Place - Residential Lighting Contest	200.00		-15,631.65
Bill Pmt -Check	12/04/2020	2017	Paul and Jennifer Brown	2nd Place - Residential Lighting Contest	150.00		-15,481.65
Bill Pmt -Check	12/04/2020	2018	Cheryl King	3rd Place - Residential Lighting Contest	100.00		-15,381.65
Bill Pmt -Check	12/11/2020	2019	TEDC	Webinars - Sales Tax / Financing Local Food Sys. / Membership Renewal	724.00		-14,657.65
Bill	12/14/2020	Inv 11353487	McCoy's Building Supply	Goat Cutouts - Invoice 11353487		34.02	-14,691.67
Bill	12/15/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - String for Signs of Parade Winners		2.58	-14,694.25
Bill Pmt -Check	12/18/2020	2020	McCoy's Building Supply	Goat Cutouts - Invoice 11353487	34.02		-14,660.23
Bill Pmt -Check	12/18/2020	2021	Rebecca Huss	Reimbursement of Expense - String for Signs of Parade Winners	2.58		-14,657.65
Bill	12/21/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		24.99	-14,682.64
Bill	12/21/2020	Inv 11356069	McCoy's Building Supply	Goat Cutouts - Invoice 11356069		100.98	-14,783.62
Bill Pmt -Check	12/23/2020	2022	Rebecca Huss	Reimbursement of Expense - Website Marketing	24.99		-14,758.63
Bill	12/30/2020	Inv 000012	Bride & Bloom Floristry & Farm	Wreaths -12/5/20 (Light up Montgomery) Inv 0000012		135.00	-14,893.63
Bill Pmt -Check	12/31/2020	2023	Bride & Bloom Floristry & Farm	Wreaths -12/5/20 (Light up Montgomery) Inv 0000012	135.00		-14,758.63
Bill	01/14/2021	8652	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8652		11,627.74	-26,386.37
Bill	01/15/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		75.00	-26,461.37
Bill	01/26/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		25.00	-26,486.37
Bill	01/26/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Professional Services - Goat Naming Contest		125.00	-26,611.37
Bill Pmt -Check	01/29/2021	2024	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8652	11,627.74		-14,983.63
Bill Pmt -Check	01/29/2021	2025	McCoy's Building Supply	Goat Cutouts - Invoice 11356069	100.98		-14,882.65
Bill Pmt -Check	01/29/2021	2026	Rebecca Huss	Reimbursement of Expense - Website Marketing / Professional Services	150.00		-14,732.65
Bill	01/31/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	-15,732.65
Bill	02/02/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		18.46	-15,751.11
Bill	02/09/2021	8678	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8678		5,646.50	-21,397.61
Bill Pmt -Check	02/12/2021	2027	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		-20,397.61
Bill Pmt -Check	02/12/2021	2028	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8678	5,646.50		-14,751.11

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Type	Date	Num	Name	Memo	Debit	Credit	Balance
Bill	02/12/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		86.15	-14,837.26
Bill	02/24/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		25.00	-14,862.26
Bill Pmt -Check	02/26/2021	2029	Northwest Communications, Inc.	Radios for Events - MEDC Invoice 1035763	14,632.65		-229.61
Bill	02/28/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	-1,229.61
Bill Pmt -Check	03/01/2021	2030	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		-229.61
Bill	03/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		5.10	-234.71
Bill	03/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		31.54	-266.25
Bill	03/03/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		19.90	-286.15
Bill Pmt -Check	03/05/2021	2031	Rebecca Huss	Reimbursement of Expense - Social Media Services	186.15		-100.00
Bill	03/14/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		25.00	-125.00
Bill	03/18/2021	8776	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8776		15,248.97	-15,373.97
Bill	03/22/2021	Security 03/27/21	Trent Lozano	Security - Music and Mudbugs Festival		550.00	-15,923.97
Bill	03/22/2021	Security 03/27/21	George Hernandez	Security - Music and Mudbugs Festival		550.00	-16,473.97
Bill	03/22/2021	Security 03/27/21	Thomas Baxter	Security - Music and Mudbugs Festival		200.00	-16,673.97
Bill	03/22/2021	Security 03/27/21	Kevin Bates	Security - Music and Mudbugs Festival		200.00	-16,873.97
Bill	03/22/2021	Security 03/27/21	Lucille Saah	Security - Music and Mudbugs Festival		500.00	-17,373.97
Bill	03/22/2021	Security 03/27/21	Nathaniel Graves	Security - Music and Mudbugs Festival		500.00	-17,873.97
Bill	03/22/2021	Security 03/27/21	Michael Voytko	Security - Music and Mudbugs Festival		500.00	-18,373.97
Bill	03/22/2021	Security 03/27/21	Albert Chambers	Security - Music and Mudbugs Festival		500.00	-18,873.97
Bill	03/22/2021	Security 03/27/21	Joe Belmares	Security - Music and Mudbugs Festival		500.00	-19,373.97
Bill	03/22/2021	Security 03/27/21	Timothy Bauer	Security - Music and Mudbugs Festival		500.00	-19,873.97
Bill	03/22/2021	Security 03/27/21	Larry Evans	Security - Music and Mudbugs Festival		300.00	-20,173.97
Bill	03/22/2021	Security 03/27/21	Roland Reyes	Security - Music and Mudbugs Festival		550.00	-20,723.97
Bill	03/22/2021	Security 03/27/21	Nurahda Manning	Security - Music and Mudbugs Festival		550.00	-21,273.97
Bill	03/22/2021	Security 03/27/21	Reed Edelman	Security - Music and Mudbugs Festival		400.00	-21,673.97
Bill	03/25/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Graphic Design Program		119.40	-21,793.37
Bill Pmt -Check	03/26/2021	2032	Rebecca Huss	Reimbursement of Expense - Social Media Services	125.00		-21,668.37
Bill Pmt -Check	03/26/2021	2033	Albert Chambers	Security - Music and Mudbugs Festival	500.00		-21,168.37
Bill Pmt -Check	03/26/2021	2034	George Hernandez	Security - Music and Mudbugs Festival	550.00		-20,618.37
Bill Pmt -Check	03/26/2021	2035	Joe Belmares	Security - Music and Mudbugs Festival	500.00		-20,118.37
Bill Pmt -Check	03/26/2021	2036	Kevin Bates	Security - Music and Mudbugs Festival	200.00		-19,918.37
Bill Pmt -Check	03/26/2021	2037	Larry Evans	Security - Music and Mudbugs Festival	300.00		-19,618.37
Bill Pmt -Check	03/26/2021	2038	Lucille Saah	Security - Music and Mudbugs Festival	500.00		-19,118.37
Bill Pmt -Check	03/26/2021	2039	Michael Voytko	Security - Music and Mudbugs Festival	500.00		-18,618.37
Bill Pmt -Check	03/26/2021	2040	Nathaniel Graves	Security - Music and Mudbugs Festival	500.00		-18,118.37
Bill Pmt -Check	03/26/2021	2042	Reed Edelman	Security - Music and Mudbugs Festival	400.00		-17,718.37
Bill Pmt -Check	03/26/2021	2044	Thomas Baxter	Security - Music and Mudbugs Festival	200.00		-17,518.37
Bill Pmt -Check	03/26/2021	2045	Timothy Bauer	Security - Music and Mudbugs Festival	500.00		-17,018.37
Bill Pmt -Check	03/26/2021	2046	Trent Lozano	Security - Music and Mudbugs Festival	550.00		-16,468.37
Bill Pmt -Check	03/26/2021	2041	Nurahda Manning	Security - Music and Mudbugs Festival	550.00		-15,918.37
Bill Pmt -Check	03/26/2021	2043	Roland Reyes	Security - Music and Mudbugs Festival	550.00		-15,368.37
Bill Pmt -Check	03/26/2021	2047	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8776	15,248.97		-119.40
Bill Pmt -Check	03/26/2021	2048	Rebecca Huss	Reimbursement of Expense - Graphic Design Program	119.40		0.00
Bill	03/29/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		77.46	-77.46
Bill	03/31/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	-1,077.46
Bill	04/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		11.36	-1,088.82
Bill	04/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		10.43	-1,099.25
Bill	04/02/2021	8821	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8821		2,467.50	-3,566.75
Bill	04/05/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing		3.21	-3,569.96
Bill	04/07/2021	MEDC Grant	Montgomery Historical Society	MEDC Grant - Fence by Old Cemetery		9,500.00	-13,069.96
Bill Pmt -Check	04/09/2021	2049	Montgomery Historical Society	MEDC Grant - Fence by Old Cemetery	9,500.00		-3,569.96
Bill Pmt -Check	04/09/2021	2050	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,102.46		-2,467.50
Bill Pmt -Check	04/16/2021	2051	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8821	2,467.50		0.00
Bill	04/19/2021	11HC-DLGX-T6TR	Amazon Capital Services, Inc	Rubber Cables for Antiques Festival		374.95	-374.95
Bill	04/30/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services		1,000.00	-1,374.95

Total 52000 · Accounts Payable 73,827.81 59,620.11 -1,374.95
 52001 · Accounts Payable Audit -79,500.00

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Type	Date	Num	Name	Memo	Debit	Credit	Balance
General Journal	10/12/2020	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.33	-89,083.33
General Journal	11/09/2020	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.33	-98,666.66
General Journal	12/10/2020	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.34	-108,250.00
General Journal	01/08/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.33	-117,833.33
General Journal	02/05/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.33	-127,416.66
General Journal	03/02/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.34	-137,000.00
General Journal	04/01/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021		9,583.33	-146,583.33
Total 52001 · Accounts Payable Audit					0.00	67,083.33	-146,583.33
52712 · Due to Gen Fund							-285.00
General Journal	10/01/2020	AJE #16R		To Adjust due to / from in MEDC	160.00		-125.00
General Journal	10/12/2020	AL		To accrue Monthly Admin transfer - October 2020		3,958.33	-4,083.33
General Journal	10/12/2020	AL		Monthly Admin Transfer October 2020	3,958.33		-125.00
General Journal	10/21/2020	AL		Amount due from MEDC for Creedon		285.00	-410.00
General Journal	10/23/2020	AL		Transfer to General Fund for Amount due from MEDC for Creedon	285.00		-125.00
General Journal	10/31/2020	Int		Light up the Park - October		100.00	-225.00
General Journal	11/09/2020	AL		To accrue Monthly Admin transfer - November 2020		3,958.33	-4,183.33
General Journal	11/09/2020	AL		Monthly Admin Transfer November 2020	3,958.33		-225.00
General Journal	11/16/2020	AL		Amount due from MEDC for McCoys - Goat Cutouts - Downtown Businesses - Per Richard		54.49	-279.49
General Journal	11/19/2020	AL		Amount due from MEDC for Discount Mugs -Purchase of Goat Cups		495.00	-774.49
General Journal	11/19/2020	AL		Transfer to General Fund for Amount due from MEDC - Discount Mugs and McCoys	549.49		-225.00
General Journal	11/30/2020	Int		Light up the Park - November		125.00	-350.00
General Journal	12/10/2020	AL		Monthly Admin Transfer December 2020	3,958.34		3,608.34
General Journal	12/10/2020	AL		To accrue Monthly Admin transfer - December 2020		3,958.34	-350.00
General Journal	12/31/2020	AL		Rebecca Huss Reimbursements - Fermland / Social Media Expenses		1,250.00	-1,600.00
General Journal	01/08/2021	AL		To accrue Monthly Admin transfer - January 2021		3,958.33	-5,558.33
General Journal	01/08/2021	AL	First Financial Bank	Monthly Admin Transfer January 2021	3,958.33		-1,600.00
General Journal	01/12/2021	AL		Transfer to General Fund to move back revenues for Parade & Light up the Park	350.00		-1,250.00
General Journal	01/15/2021	AL		Transfer to General Fund for Expenses Paid - Fermland Video / Social Media Services	1,250.00		0.00
General Journal	02/10/2021	AL		To accrue Monthly Admin transfer - February 2021		3,958.33	-3,958.33
General Journal	02/10/2021	AL		MEDC Contribution for Goat Naming Contest		514.94	-4,473.27
General Journal	02/10/2021	AL		MEDC Contribution for Light up the Park		2,000.00	-6,473.27
General Journal	02/10/2021	AL		MEDC Contribution for Christmas Parade		1,258.09	-7,731.36
General Journal	02/12/2021	AL		Transfer to General Fund for Goat Naming Contest Contribution	514.94		-7,216.42
General Journal	02/12/2021	AL		Transfer to General Fund for Light Up The Park Contribution	2,000.00		-5,216.42
General Journal	02/12/2021	AL		Transfer to General Fund for Christmas Parade Contribution	1,258.09		-3,958.33
General Journal	02/12/2021	AL		Monthly Admin Transfer Febuary 2021	3,958.33		0.00
General Journal	03/12/2021	AL		Monthly Admin Transfer March 2021	3,958.34		3,958.34
General Journal	03/12/2021	AL		To accrue Monthly Admin transfer - March 2021		3,958.34	0.00
General Journal	03/31/2021	Int		Weebly - MEDC Web Domain		74.80	-74.80
General Journal	03/31/2021	Int		Weebly - MEDC Website Expenses		259.80	-334.60
General Journal	03/31/2021	Int		Beaconstac - QR Code Subscription		150.00	-484.60
General Journal	04/06/2021	Int		Name Plaques - Thomas Printing & Publishing		74.00	-558.60
General Journal	04/08/2021	AL		To accrue Monthly Admin transfer - April 2021		3,958.33	-4,516.93
General Journal	04/09/2021	AL		Monthly Admin Transfer April 2021	3,958.33		-558.60
General Journal	04/09/2021	AL		Transfer to General Fund	558.60		0.00
Total 52712 · Due to Gen Fund					34,634.45	34,349.45	0.00
53900 · Unrestricted Net Assets							-1,605,805.19
Total 53900 · Unrestricted Net Assets							-1,605,805.19
55000 · Taxes & Franchise Fees							0.00
55400 · Sales Tax							0.00
General Journal	10/08/2020	AL		To accrue sales tax revenue rec'd 10/20 - 25% of sales tax in GOF		56,979.38	-56,979.38
General Journal	11/12/2020	AL		To accrue sales tax revenue rec'd 11/20 - 25% of sales tax in GOF		104,139.36	-161,118.74
General Journal	12/11/2020	AL		To accrue sales tax revenue rec'd 12/20 - 25% of sales tax in GOF		57,443.45	-218,562.19
General Journal	01/08/2021	AL		To accrue sales tax revenue rec'd 01/21 - 25% of sales tax in GOF		61,541.64	-280,103.83
General Journal	02/10/2021	AL		To accrue sales tax revenue rec'd 02/21 - 25% of sales tax in GOF		112,519.75	-392,623.58

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Type	Date	Num	Name	Memo	Debit	Credit	Balance
General Journal	03/10/2021	AL		To accrue sales tax revenue rec'd 03/21 - 25% of sales tax in GOF		76,550.41	-469,173.99
General Journal	04/08/2021	AL		To accrue sales tax revenue rec'd 04/21 - 25% of sales tax in GOF		53,801.62	-522,975.61
Total 55400 · Sales Tax					0.00	522,975.61	-522,975.61
Total 55000 · Taxes & Franchise Fees					0.00	522,975.61	-522,975.61
55300 · Other Revenues							0.00
55391 · Interest Income							0.00
General Journal	10/31/2020	Int		Interest		9.51	-9.51
General Journal	10/31/2020	Int		Interest on Texpool	158.21		-167.72
General Journal	11/30/2020	Int		Interest		9.55	-177.27
General Journal	11/30/2020	Int		Interest on Texpool	147.43		-324.70
General Journal	12/31/2020	Int		Interest		8.13	-332.83
General Journal	12/31/2020	Int		Interest on Texpool		99.44	-432.27
General Journal	01/01/2021	AL		Interest Earned on Loan		938.14	-1,370.41
General Journal	01/31/2021	Int		Interest		7.82	-1,378.23
General Journal	01/31/2021	Int		Interest on Texpool		48.74	-1,426.97
General Journal	02/01/2021	AL		Interest Earned on Loan		860.50	-2,287.47
General Journal	02/28/2021	Int		Interest		4.21	-2,291.68
General Journal	02/28/2021	Int		Interest on Texpool		23.59	-2,315.27
General Journal	03/01/2021	AL		Interest Earned on Loan		782.76	-3,098.03
General Journal	03/31/2021	Int		Interest		2.16	-3,100.19
General Journal	03/31/2021	Int		Interest on Texpool		11.17	-3,111.36
General Journal	04/01/2021	AL		Interest Earned on Loan		704.92	-3,816.28
General Journal	04/30/2021	AL		Interest on Checking - April 2021		15.18	-3,831.46
General Journal	04/30/2021	Int		Interest		1.60	-3,833.06
General Journal	04/30/2021	Int		Interest on Texpool		7.72	-3,840.78
Total 55391 · Interest Income					0.00	3,840.78	-3,840.78
55399 · Misc Income							0.00
General Journal	10/01/2020	AJE #16R		Reverse of GJE AJE #16 -- To Adjust due to / from in MEDC		160.00	-160.00
Total 55399 · Misc Income					0.00	160.00	-160.00
Total 55300 · Other Revenues					0.00	4,000.78	-4,000.78
56000 · Pub Infrastructure - Category I							0.00
56000.6 · Downtown Dev Improvements							0.00
Bill	01/14/2021	8652	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8652	11,627.74		11,627.74
Bill	02/09/2021	8678	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8678	5,646.50		17,274.24
Bill	03/18/2021	8776	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8776	15,248.97		32,523.21
Bill	04/02/2021	8821	Gunda Corporation	Downtown Design & Streetscape Improvements Plan - Invoice 8821	2,467.50		34,990.71
Total 56000.6 · Downtown Dev Improvements					34,990.71	0.00	34,990.71
56000.B · City Capital Projects							0.00
General Journal	04/22/2021	AL		Transfer to City Capital Projects - Downtown Waterline Project	160,000.00		160,000.00
Total 56000.B · City Capital Projects					160,000.00	0.00	160,000.00
Total 56000 · Pub Infrastructure - Category I					194,990.71	0.00	194,990.71
56001 · Business Dev & Ret -Category II							0.00
56001.8 · Sales Tax Reimbursement							0.00
General Journal	10/12/2020	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.33		9,583.33
General Journal	11/09/2020	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.33		19,166.66
General Journal	12/10/2020	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.34		28,750.00
General Journal	01/08/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.33		38,333.33
General Journal	02/05/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.33		47,916.66
General Journal	03/02/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.34		57,500.00

City of Montgomery - MEDC
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Type	Date	Num	Name	Memo	Debit	Credit	Balance
General Journal	04/01/2021	AL	The Kroger Co.	To accrue Monthly Transfer to Texpool Reimbursement Account for Sales Tax Payable in 2021	9,583.33		67,083.33
Total 56001.8 · Sales Tax Reimbursement					67,083.33	0.00	67,083.33
56001.9 · Economic Development Grant Prog							0.00
Bill	04/07/2021	MEDC Grant	Montgomery Historical Society	MEDC Grant - Fence by Old Cemetery	9,500.00		9,500.00
Total 56001.9 · Economic Development Grant Prog					9,500.00	0.00	9,500.00
Total 56001 · Business Dev & Ret -Category II					76,583.33	0.00	76,583.33
56002 · Quality of Life - Category III							0.00
56002.1 · Walking Tours							0.00
General Journal	03/31/2021	Int		Beaconstac - QR Code Subscription	150.00		150.00
Total 56002.1 · Walking Tours					150.00	0.00	150.00
56002.3 · Events							0.00
56100.5 · Light up Montgomery							0.00
General Journal	02/10/2021	AL		MEDC Contribution for Light up the Park	2,000.00		2,000.00
Total 56100.5 · Light up Montgomery					2,000.00	0.00	2,000.00
56100.7 · Mudbugs and Music							0.00
Bill	03/22/2021	Security 03/27/21	Trent Lozano	Security - Music and Mudbugs Festival	550.00		550.00
Bill	03/22/2021	Security 03/27/21	George Hernandez	Security - Music and Mudbugs Festival	550.00		1,100.00
Bill	03/22/2021	Security 03/27/21	Thomas Baxter	Security - Music and Mudbugs Festival	200.00		1,300.00
Bill	03/22/2021	Security 03/27/21	Kevin Bates	Security - Music and Mudbugs Festival	200.00		1,500.00
Bill	03/22/2021	Security 03/27/21	Lucille Saah	Security - Music and Mudbugs Festival	500.00		2,000.00
Bill	03/22/2021	Security 03/27/21	Nathaniel Graves	Security - Music and Mudbugs Festival	500.00		2,500.00
Bill	03/22/2021	Security 03/27/21	Michael Voytko	Security - Music and Mudbugs Festival	500.00		3,000.00
Bill	03/22/2021	Security 03/27/21	Albert Chambers	Security - Music and Mudbugs Festival	500.00		3,500.00
Bill	03/22/2021	Security 03/27/21	Joe Belmares	Security - Music and Mudbugs Festival	500.00		4,000.00
Bill	03/22/2021	Security 03/27/21	Timothy Bauer	Security - Music and Mudbugs Festival	500.00		4,500.00
Bill	03/22/2021	Security 03/27/21	Larry Evans	Security - Music and Mudbugs Festival	300.00		4,800.00
Bill	03/22/2021	Security 03/27/21	Roland Reyes	Security - Music and Mudbugs Festival	550.00		5,350.00
Bill	03/22/2021	Security 03/27/21	Nurahda Manning	Security - Music and Mudbugs Festival	550.00		5,900.00
Bill	03/22/2021	Security 03/27/21	Reed Edelman	Security - Music and Mudbugs Festival	400.00		6,300.00
Bill	03/29/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Mudbugs & Music	50.00		6,350.00
Total 56100.7 · Mudbugs and Music					6,350.00	0.00	6,350.00
56100.8 · Christmas Parade							0.00
General Journal	02/10/2021	AL		MEDC Contribution for Christmas Parade	1,258.09		1,258.09
Total 56100.8 · Christmas Parade					1,258.09	0.00	1,258.09
56100.A · Events - Equipment							0.00
Bill	04/19/2021	11HC-DLGX-T6TR	Amazon Capital Services, Inc	Rubber Cables for Antiques Festival	374.95		374.95
Total 56100.A · Events - Equipment					374.95	0.00	374.95
56002.3 · Events - Other							0.00
General Journal	02/10/2021	AL		MEDC Contribution for Goat Naming Contest	514.94		514.94
Total 56002.3 · Events - Other					514.94	0.00	514.94
Total 56002.3 · Events					10,497.98	0.00	10,497.98
56002.4 · Downtown Enhancement Projects							0.00
Bill	12/14/2020	Inv 11353487	McCoy's Building Supply	Goat Cutouts - Invoice 11353487	34.02		34.02
Bill	12/21/2020	Inv 11356069	McCoy's Building Supply	Goat Cutouts - Invoice 11356069	100.98		135.00

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City of Montgomery - MEDC
General Ledger
 As of April 30, 2021

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Type	Date	Num	Name	Memo	Debit	Credit	Balance
Total 56002.4 · Downtown Enhancement Projects					135.00	0.00	135.00
Total 56002 · Quality of Life - Category III					10,782.98	0.00	10,782.98
56003 · Marketing & Tourism-Category IV							0.00
56003.C · Website							0.00
General Journal	03/31/2021	Int		Weebly - MEDC Web Domain	74.80		74.80
General Journal	03/31/2021	Int		Weebly - MEDC Website Expenses	259.80		334.60
Total 56003.C · Website					334.60	0.00	334.60
56003.F · Social Media Advertising							0.00
Bill	10/11/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		25.00
Bill	10/21/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		50.00
Bill	11/17/2020	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		75.00
Bill	01/15/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	75.00		150.00
Bill	01/26/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		175.00
Bill	02/02/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	18.46		193.46
Bill	02/12/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	86.15		279.61
Bill	02/24/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		304.61
Bill	03/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	5.10		309.71
Bill	03/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	31.54		341.25
Bill	03/03/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	19.90		361.15
Bill	03/14/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		386.15
Bill	03/29/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	2.46		388.61
Bill	03/29/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	25.00		413.61
Bill	04/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	11.36		424.97
Bill	04/01/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	10.43		435.40
Bill	04/05/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Website Marketing	3.21		438.61
Total 56003.F · Social Media Advertising					438.61	0.00	438.61
Total 56003 · Marketing & Tourism-Category IV					773.21	0.00	773.21
56004 · Administration - Category V							0.00
56004.1 · Admin Transfers to Gen Fund							0.00
General Journal	10/12/2020	AL		To accrue Monthly Admin transfer - October 2020	3,958.33		3,958.33
General Journal	11/09/2020	AL		To accrue Monthly Admin transfer - November 2020	3,958.33		7,916.66
General Journal	12/10/2020	AL		To accrue Monthly Admin transfer - December 2020	3,958.34		11,875.00
General Journal	01/08/2021	AL		To accrue Monthly Admin transfer - January 2021	3,958.33		15,833.33
General Journal	02/10/2021	AL		To accrue Monthly Admin transfer - February 2021	3,958.33		19,791.66
General Journal	03/12/2021	AL		To accrue Monthly Admin transfer - March 2021	3,958.34		23,750.00
General Journal	04/08/2021	AL		To accrue Monthly Admin transfer - April 2021	3,958.33		27,708.33
Total 56004.1 · Admin Transfers to Gen Fund					27,708.33	0.00	27,708.33
56004.3 · Miscellaneous Expenses							0.00
General Journal	04/06/2021	Int		Name Plaques - Thomas Printing & Publishing	74.00		74.00
Total 56004.3 · Miscellaneous Expenses					74.00	0.00	74.00
56004.6 · Consulting (Professional servi)							0.00
General Journal	10/21/2020	AL		Amount due from MEDC for Creedon	285.00		285.00
Bill	10/31/2020	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		1,285.00
General Journal	11/16/2020	AL		Amount due from MEDC for McCoys - Goat Cutouts - Downtown Businesses - Per Richard	54.49		1,339.49
Bill	11/30/2020	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		2,339.49
General Journal	12/31/2020	AL		Rebecca Huss Reimbursements - Social Media Expenses December 2020	1,000.00		3,339.49
General Journal	12/31/2020	AL		Rebecca Huss Reimbursements - Fernland Facebook YouTube Video	250.00		3,589.49
Bill	01/31/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		4,589.49
Bill	02/28/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		5,589.49
Bill	03/25/2021	Reimb of Exp	Rebecca Huss	Reimbursement of Expense - Graphic Design Program	119.40		5,708.89

City of Montgomery - MEDC
General Ledger
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05/11/21

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Bill	03/31/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		6,708.89
Bill	04/30/2021	Social Media Service	Rebecca Huss	Reimbursement of Expense - Social Media Services	1,000.00		7,708.89
Total 56004.6 · Consulting (Professional servi)					7,708.89	0.00	7,708.89
56004.7 · Travel & Training Expenses							0.00
Bill	10/31/2020	12206	TEDC	Sales Tax Virtual ED Course for Richard Tramm	120.00		120.00
Bill	11/02/2020	12248	TEDC	Webinar - Financing Local Food Systems for Richard Tramm	79.00		199.00
Bill	11/30/2020	Inv 12216	TEDC	2021 Membership fees Inv #12216	525.00		724.00
Total 56004.7 · Travel & Training Expenses					724.00	0.00	724.00
Total 56004 · Administration - Category V					36,215.22	0.00	36,215.22
56006 · Miscellaneous Expenses							0.00
General Journal	12/31/2020	AL	First Financial Bank	Wire Fee for Old Republic Title Co Transfer - To be refunded next month	25.00		25.00
General Journal	01/01/2021	ALR	First Financial Bank	Wire Fee for Old Republic Title Co Transfer - To be refunded next month		25.00	0.00
Total 56006 · Miscellaneous Expenses					25.00	25.00	0.00
TOTAL					3,297,712.22	3,297,712.22	0.00

City of Montgomery - MEDC
Balance Sheet

	Apr 30, 21
ASSETS	
Current Assets	
Checking/Savings	
51100 · MEDC Checking	453,974.14
51300 · Time Deposits-MEDC	692,797.62
51301 · Texpool Reimbursement Acct	146,736.21
Total Checking/Savings	1,293,507.97
Other Current Assets	
51150 · Accounts Receivable Audit	161,118.74
51170 · Due from General Fund - Loan	501,590.70
51174 · Due from Home Grant Funds	5,177.00
Total Other Current Assets	667,886.44
Total Current Assets	1,961,394.41
TOTAL ASSETS	1,961,394.41
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
52000 · Accounts Payable	1,374.95
52001 · Accounts Payable Audit	146,583.33
Total Accounts Payable	147,958.28
Total Current Liabilities	147,958.28
Total Liabilities	147,958.28
Equity	
53900 · Unrestricted Net Assets	1,605,805.19
Net Income	207,630.94
Total Equity	1,813,436.13
TOTAL LIABILITIES & EQUITY	1,961,394.41

**Montgomery MEDC
AGENDA REPORT**

Meeting Date: May 17, 2021	Budgeted Amount: \$4,000.00
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration and possible action to conduct a photo contest featuring scenic sites in the City of Montgomery.

Recommendation

Consider approval of this item.

Discussion

The MEDC has \$4,000.00 budgeted towards Contests/Prizes for this fiscal year. I would like to plan to use some of these funds for a photography contest that will feature iconic buildings and locations and well as scenic views within the City. Images submitted under this contest would also be used by the MEDC in Facebook posts and other possible uses on websites or other social media platforms.

I would set the prizes at \$100 for first place, \$50 for second place and \$25 for third place. We have a supply of Montgomery Cups featuring Monty the Goat that can be used for Honorable Mention prizes as well.

Approved By

City Administrator	Richard Tramm	Date: May 13, 2021

**Montgomery MEDC
AGENDA REPORT**

Meeting Date: May 17, 2021	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration of Economic Development Grant Request from Reflective Life Ministries.

Recommendation

Consider approval of the request as presented.

Discussion

This item was first heard at the Meeting of April 19, 2021 and had a public hearing scheduled for May 17, 2021, in addition to this agenda item. MEDC President Rebecca Huss, City of Montgomery Mayor Sara Countryman and City Administrator Richard Tramm met with Terry Weaver on May 4, 2021 to discuss the item in preparation of this meeting.

Please see my attached narrative attempting to quantify the value the MEDC could see from providing a grant for this project and describing additional ways there is value that is not easy to quantify in advance. In addition, you will find attached a recent local newspaper article regarding “Breaking Strongholds”, an additional supporting document describing their works “We Are Stronger”, an addendum to the standard MEDC Performance Agreement and “Breaking Strongholds” and the supporting documents attached last month.

Two items of note should the MEDC decide to fund this grant request:

- (1) There is \$10,500 remaining in this year’s budget for Economic Development Grants. The MEDC could choose to either amend the budget to add \$9,500 of additional funds into that budget line item or create a specific line item for this request. One consideration here could be to use the remaining \$10,500 from the Economic Development Grant line item and take the remaining amount from 56004.6 (Consulting) Professional Services, which was partly intended for producing videos for City tourism. While this was not the exact intended use, it does appear to fit the general intent of the use of funds.
- (2) MEDC Economic Development Grants are typically paid after a project is complete. Since this grant is to assist in production costs and the City will also be able to realize some of the tourism-related value prior to production being complete, the MEDC Board would need to approve this item being funded prior to project completion, if that is intended.

Approved By

City Administrator	Richard Tramm	Date: May 13, 2021

How to Quantify Value of the MEDC's Potential Grant of \$20,000 to Reflective Life Ministries

As I worked on preparing this item for the MEDC's Board of Directors Meeting, I came to see two distinct paths for items to consider in placing value on this request. Some items can be identified by a hard number (though may rely on estimates) and some items have a "soft" value that is distinguishable but hard to value economically.

Reflective Life Ministries previous full length movie production "We Are Stronger" has seen 4.5 million views through a variety of mediums, including Amazon Prime, and runs 120 minutes in length (for the ease of comparison I am using each of these as a single viewing while most are likely to have been more than one person). A \$20,000 grant applied to this project would have worked out to be \$0.0044 per viewing, with all viewings counting as one in this calculation. [The viewing count of 4.5 million for "We Are Stronger" is based on the period of November 2017 through May 5, 2021.] In addition, applying the \$20,000 grant to this based on run time would have been \$166.67 per minute of run time.

Where "We Are Stronger" addresses post-traumatic stress disorder (PTSD) in a single viewing film, "Breaking Strongholds" addresses a wider issue of teen suicide across multiple episodes. Both the topic and the format make it more likely for "Breaking Strongholds" to draw a larger number of views than "We Are Stronger".

By comparison, "Breaking Strongholds" will run eight 43-minute episodes for a total of 344 minutes across the series. This works out to be \$58.14 per minute for the \$20,000 grant being requested.

Reflective Life Ministries expects an audience of 4.5 million watching 8 episodes (36,000,000 episode views) with multiple opportunities for Montgomery to be recognized in each episode. A \$20,000 grant applied to 36,000,000 views is \$.0006 per viewing, with all viewings counting as one. Please note that each episode has multiple opportunities for Montgomery to be shown or highlighted.

Our most comparable data for reaching public views is boosting our posts on the Facebook social media platform. For a recent Facebook post, we had options that used a 5 mile radius of advertising that ranged from a cost of \$.0722 to \$.2093 per person, or a 10 mile radius that had a cost of \$.0189 to \$.0554 per person. Each of these is well above the cost of what Reflective Life Ministries experienced with "We Are Stronger". Given the wider range of audience targeted by the subject matter of "Breaking Strongholds", I expect the per person cost will be less. The online show format will provide an opportunity for the viewing of the show to occur over an extended period and remain fresh with new audiences that find the show for several years. I have tried to keep this on the conservative side with assumptions of one person for each viewing (which I believe is below real expectations). In addition, there are multiple opportunities for Montgomery to be emphasized during each show, plus the start and end credit sequences, therefore any effort to try to define the cost down to a per unit cost for each time Montgomery has a significant shot or background use would result in an even lower cost per view.

I believe the above items alone provide enough potential financial value upon which the MEDC would consider this grant request, especially in the more cost-efficient way that we can put Montgomery in front of a viewing audience and be a completely different way of reaching a wide audience from what

we have previously done. However, there are also several “soft” benefits that should be considered that also add to the value the MEDC would see from awarding this grant.

The MEDC/City would be listed as a sponsor on the “Breaking Strongholds” website in relation to this production. This provides the opportunity for additional recognition to the City for those using their website.

The MEDC/City would be listed in the episode credits as a sponsor and noted as the filming location for the episodes.

There are multiple ways “Breaking Strongholds” can add to our City’s tourism:

Reflective Life Ministries will fully produce a video up to two and a half minutes long for MEDC and City of Montgomery’s use that shows the direct association between Breaking Strongholds and Montgomery Texas, to be used by both the MEDC/City and Reflective Life Ministries to promote local tourism.

Reflective Life Ministries will provide a photoshoot with key Breaking Strongholds actors at several iconic sites in the City.

Reflective Life Ministries will provide digital copies of still images of iconic City sites and scenic views from unused or backdrop images of the Breaking Stronghold film footage.

Since Montgomery is a known area to most in the region and is the site of most of the show, the City can benefit from tourism resulting from fans of the show who wish to visit the sites seen during the show, including iconic landmarks that are shown. I would consider the MEDC/City developing a tour for the City website/Facebook page that would highlight areas included in episodes that would help to encourage such tourism.

In the cooperative marketing of “Breaking Strongholds”, Reflective Life Ministries and their related Facebook groups have a combined 13,600+ followers that will see their marketing efforts related to this project, including the materials featuring the City of Montgomery. This will significantly add to the City’s reach of just over 6,000 followers on Facebook.

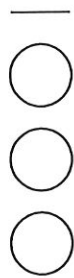
An additional “soft” value that is more difficult to quantify is how this production adds to the quality of life for the City of Montgomery. While it is no secret that teen depression and suicide can hit families and communities hard, “Breaking Strongholds” takes on the mission to shed light on these items to help those who may be in need and better equips them to seek assistance with their situation, contributing to the positive well-being of our community.

Outlined above are several ways I believe the City of Montgomery would benefit from this project with the provision of this grant. These include direct promotion of City sites and landmarks through placement in the shows, tourism benefits and access to additional advertising materials and additional pathways to use those, and potential contributions to the quality of life for those viewing the episodes.

NEWS

Series produced in Montgomery works to combat teen suicide

Sondra Hernandez, Staff writer
Updated: April 20, 2021 11:09 a.m.



The eight-episode series from locally based Reflective Media is being filmed in Montgomery and it shines a light on teen suicide, depression, abandonment, spiritual darkness and more.

The cast and crew recently wrapped on filming Part 1 of the series, which includes episodes 1-4. The series has been submitted to Netflix and Amazon Prime hoping to get the series on one of their streaming services.

The series could be available for streaming as early as the fall. Last week, the pilot was accepted into a major international film festival in Canada, Weaver said.

Reflective Media Productions is a faith-based organization focused on creating impactful media resources that promote mental and spiritual wellness. The production group already has the films "We Are Stronger" and "First Love" to its credit.

Author, speaker, and film producer, Carla McDougal, is the founder of Reflective Life Ministries, Reflective Media Productions and the Stronger Alliance. Weaver said it was put on McDougal's heart to address the topic of teen suicide.

"It's a very dark issue that's not talked about a whole lot, but there are a lot of people who have been effected by it," Weaver said.

He has a notebook that he writes in everyday. He has a list of 10 friends from this area who have lost people to suicide.

So this project was an answer to his prayer of how to help with this community issue.

He met McDougal by chance while volunteering at an event. Then out of the blue, seven months later she called him and asked him to audition for the part of a detective in a new series she was working on that addresses teen suicide.

“What she didn’t know was I was praying the simple prayer, ‘God use me to shine your light,’” he said.

McDougal had seen one of his promotional videos and sought him out.

“I believe this is a God connection and an answer to my prayer,” he said.

In the series, when a teen’s plan to end his life is interrupted by a mysterious stranger, he finds an unlikely mentor and uncovers the dark secret motives of the town’s newest celebrity.

MOST POPULAR

BOYS SOCCER: Who should be The Courier's Newcomer of the Year?

Water bottling company backs out of deal with Conroe

Couple recovered from Friday’s Lake Conroe drowning

Search for drowned couple on Lake Conroe continues for fourth day

BOYS SOCCER: Who should be The Courier's Coach of the Year

GIRLS GOLF: Montgomery places second in state tournament

Montgomery man jailed after admitting to fatally shooting dog for defecating on yard

Weaver plays detective and father Ethan James. John Chance plays his teen son, Ryan James. Amy Kramr plays James’ daughter, Riley.

Teenagers, Ryan and Riley James, are left with unanswered questions after their mother's death five years before. Their father, Ethan, numbs the pain by pouring himself in to his work as a police detective, but misses the mark within the walls of his own home.

Ryan struggles with depression and thoughts of suicide. With his mom's death, an absent father, and rejection from his childhood sweetheart — in his mind, there is no other way out. Is this the end for Ryan? NO! In his attempt to end it all, the most unlikely person halts his exit strategy.

Riley is popular and out-going, but has her own identity issues that leave her susceptible to the dark side. Redman Quinn, the well-known ego-centered author and "Thought Leader" has recently moved his multimillion-dollar company to town. Despite the surge in prosperity, spiritual darkness settles over this quiet little community. Slowly, Riley is drawn into his self-help ideology that leads her down the path to isolation and denial. Then Grace, the school counselor, enters her life.

Community donations from corporations and individuals have funded the project thus far. Major corporate support has come from Spirit of Texas Bank, TWFG Insurance, Woodforest National Bank, The Rieser Family Foundation and HFG Wealth Management.

Weaver said the young actors in the series are purpose-driven in their roles and carrying out their ministry through this project.

"Everyone on set is a part of this mission to make an impact and do something about this teen suicide epidemic," Weaver said.

Visit <https://www.breakingstrongholds.com/> and <https://www.reflectivemedia.org/> for more about this project.

shernandez@hcnonline.com

Written By
Sondra Hernandez

Breaking Strongholds Case Study

Prepared for The City of Montgomery, Texas.

'We Are Stronger,' Reflective Media Production's most recent full length film, was released in November of 2017. It has been viewed over 4.5 million times through Amazon Prime, Pureflix, Vimeo, DVD sales, and national organizations such as CRU Military, Mighty Oaks, Counselors who work with PTSD patients, Reboot Recovery, and many military resiliency training programs that use it to prepare them for deployment. This is a huge number for an independent film.

We expect the viewership for Breaking Strongholds to be much greater for many reasons. Listed below are just a few.

Our media properties have grown significantly since 2017. Just between our Facebook media properties: [Reflective Media Productions](#), [We Are Stronger](#), [Breaking Strongholds](#), [Reflective Life Ministries](#), and [The Stronger Alliance](#) we have over 17,000 followers.

We have also increased our marketing efforts by hiring a marketing director, which is a role that has never been filled in our organization's history.

We Are Stronger is 120 minutes long. Our latest project, Breaking Strongholds, will be an estimated 344 minutes long. Each episode of the show builds on the last by leaving cliffhangers at the end of each episode.

Our cinematic capabilities have increased drastically over the past three years and continue to improve.

Our overall budget has increased for the project. We have raised in excess of \$300,000, which is five times the budget of We Are Stronger.

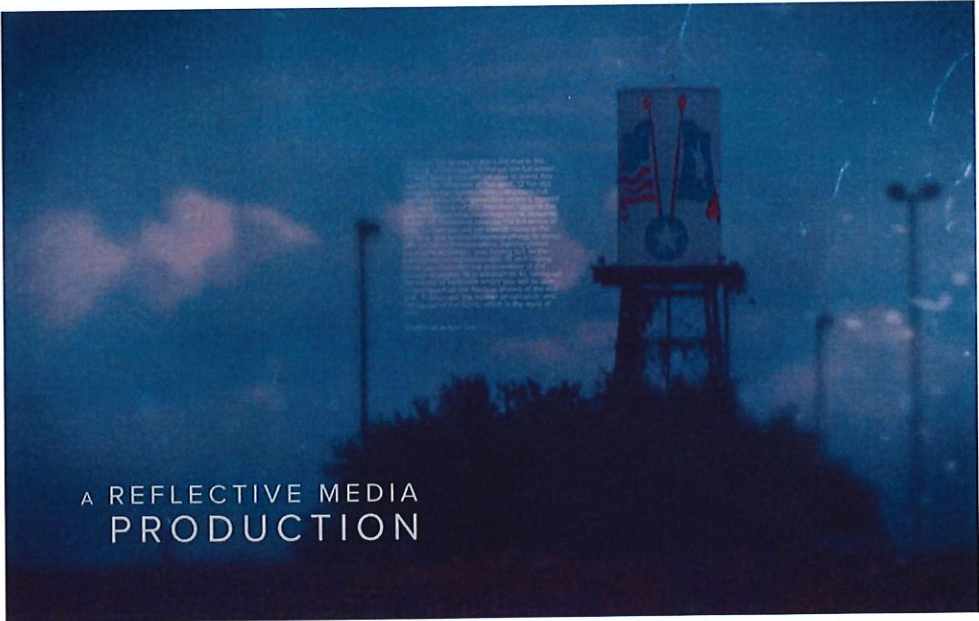
Other noteworthy factors:

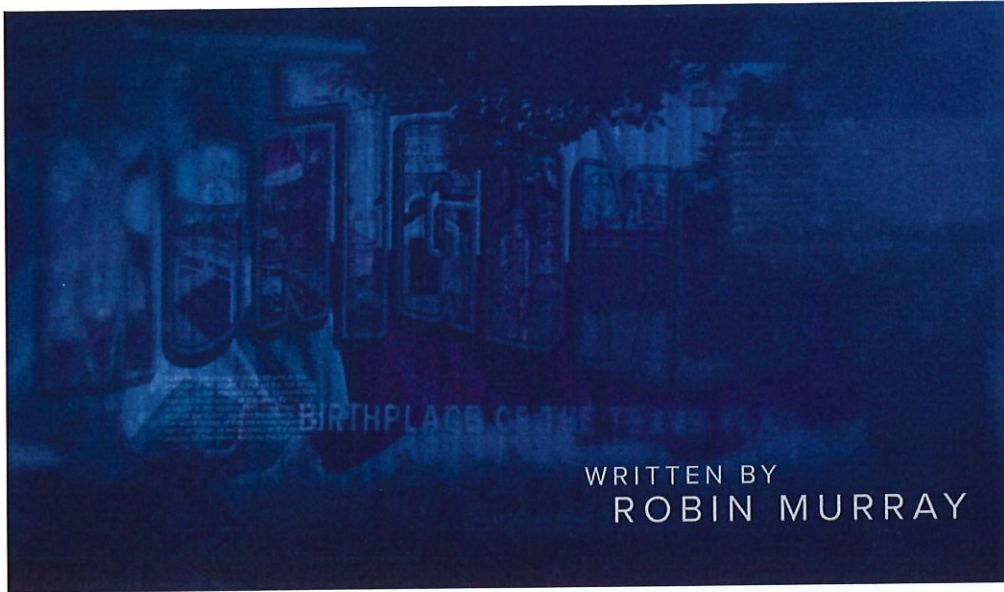
Because Breaking Strongholds centers around Montgomery, Texas and uses the actual city name as the setting for the show, it will lead to a direct association between Breaking Strongholds and The City of Montgomery; therefore, Montgomery becomes a centerpiece of the show.

Breaking Strongholds, episode one, is an award winner, selected as the "Best Television Series" at the Branson International Film Festival. The pilot episode has also won awards at Content 2020 Christian Film Conference, The Waco Family and Faith Film Festival, BIFF, and has been

selected for upcoming festivals: Kingdomwood Film Festival, Dreams Come True Film Festival, and the ClIFF.

The Breaking Strongholds Title Sequence, which runs at the front of all eight episodes, highlights iconic areas in Montgomery (Examples below from actual Title Sequence).





Because Breaking Strongholds has such a long production time, we have a much greater opportunity to market the show and build an audience before the show releases. Below are just a few examples of the media coverage we have already received.

[The Courier of Montgomery County Article](#)

[Community Impact Article](#)

Comparison Analysis: An Increase in tourism due to streaming series, 'Stranger Things.'

There is an endless list of websites that now host tourist information about the small town of Jackson Georgia, the location where the streaming series, 'Stranger Things' is being filmed. It has become a hotspot for travelers coming from all over the country to visit the small town. Below are just a few of the articles about the phenomenon that is taking place there.

[Video on Tourism due to Stranger Things - Inside Edition](#)

<https://www.insideedition.com/tourists-flock-to-stranger-things-series-location-in-small-georgia-to-wn-55502>

<https://patch.com/georgia/dacula/new-netflix-show-stranger-things-films-georgia>

<https://thetvtraveler.com/where-is-stranger-things-filmed-road-trip-to-filming-locations/>

<https://www.narcity.com/atlanta/9-stranger-things-filming-locations-in-georgia-you-can-visit-right-now>

<https://www.atlantamagazine.com/news-culture-articles/a-map-of-all-the-places-stranger-things-has-filmed-near-metro-atlanta/>

<https://www.thisismysouth.com/stranger-things-locations-in-georgia/>

<https://localadventurer.com/stranger-things-filming-locations/>

We called a local cafe in Jackson Georgia and received this direct quote.

"We have seen a significant increase in tourism due to 'Stranger Things' being filmed in our town." Jaycee - employee at Lucy Lu's Coffee Cafe, Jackson, GA.

Additional Media Properties

[Breaking Strongholds](#)

[Reflective Media Productions](#)

[Reflective Life Ministries](#) (501 c3 parent organization)

[We Are Stronger](#)

[The Stronger Alliance](#)

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: April 19, 2021	Budgeted Amount: \$20,000 for all EconDev Grants for 2020-2021 Fiscal Year
Prepared By: Richard Tramm	Exhibits: MEDC Grant Application, Breaking Strongholds Sponsor Booklet, JAMA Article

Subject

Consideration of Economic Development Grant Request from Reflective Life Ministries (Terry Weaver) and Calling a Public Hearing, if necessary.

Discussion

Economic Development Grants fall within the authority of the MEDC to grant where the Board of Directors feels they are appropriate. MEDC funds used in this manner are intended to promote new business development or enhance development of existing business. I have reviewed the request for several considerations prior to this coming to the Board of Directors:

1. Is this type of expenditure legal/appropriate for consideration? The Breaking Strongholds shows use locations in the City of Montgomery for site backdrops, which could be beneficial in marketing the City for tourism purposes. The show is designed to promote attention to difficult social issues, such as suicide awareness, which can be considered to potentially add to the quality of life for the members of the community who watch the show in promotion of a positive message.
2. What is the perceived economic benefit? Economic benefit related to tourism and quality of life considerations, which are allowable considerations, are less direct but still potentially important considerations. These are drivers that bring people into the community and those same people also engage in other activities that drive the economy.
3. Is this location for the grant request in the City? Yes, the series is filmed at least partly in the City. For marketing and tourism purposes, it would be favorable for the show to specifically include locations which are obvious to be in Montgomery.
4. Does the proposed work to be done under the grant conform to City requirements? N/A, there is no permanent structural work assigned to this grant request.

The requestor of this grant is asking for a \$20,000 grant on a project total stated to be \$400,000, representing 5% of the project total.

The appropriate action for this is to conduct a first reading at this meeting, which may include Mr. Weaver speaking/answering questions on this item. If the MEDC Board of Directors might wish to consider this item, then it will need to call a Public Hearing for its next meeting date and then place the item on the Regular Meeting agenda for formal consideration. If the

Montgomery Economic Development Corporation
AGENDA REPORT

MEDC Board of Directors would wish to fund this item at an amount over \$10,000 then it must also be approved by the Montgomery City Council.

Recommendation

Review the item and call for a Public Hearing for the next meeting date of May 17, 2021 if the Board of Directors might desire to consider the item.

Approved By

City Administrator

Richard Tramm



Date: April 15, 2021

**City of Montgomery, TX
Economic Development Corporation
Grant Application**



Company Name: Reflective Life Ministries	
Company Contact: Terry Weaver	Title: Director of Marketing & Development
Best Phone: 949-212-7923	Alt. Phone:
Email Address: terry@reflectivemedia.org	
Physical Address: (Film shoot in City of Montgomery)	City, State, Zip: Montgomery, Texas, 77356
Mailing Address (if different): 6606 FM 1488 Ste. 148-185	City, State, Zip: Magnolia, Texas, 77354
Applicant's years of experience in this business: fourteen	How long has his business been located in Montgomery? Filming began in 2019

Do you own or lease this facility?	If leased, please provide owner information and a copy of lease agreement.	
<input type="checkbox"/> OWN <input type="checkbox"/> LEASE	Owner Name:	Owner Phone:

Provide a detailed description of the proposed project as "Exhibit A" attached "Breaking Strongholds Sponsor Booklet"

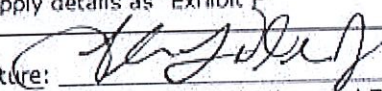
What is the estimated total cost of the project? (Include supporting information, ie estimates/quotes as "Exhibit B" attached)	\$400,000
How much funding are you requesting from the MEDC for this project? (Typical grants are awarded at 1/3 the total project cost or up to \$5,000)	\$20,000
Are you requesting an exception for additional funding on this project? (Please provide additional supporting evidence for this request as "Exhibit C")	\$

When will this project begin? Additional filming begins Fall 2021	What is the estimated completion date? December 2021
---	--

Attach all drawings of planned improvements as "Exhibit D"

Include a description of expected commercial revitalization impact & sales tax revenue impact as "Exhibit E"

If this project will employ Montgomery vendors, please supply details as "Exhibit F"

Applicant's Signature: 

Title: **Director of Marketing and Development**

Date: **24 March 2021**

OFFICE USE:			
Date Application Received:	Date Presented to Board:	<input type="checkbox"/> APPROVED	<input type="checkbox"/> DECLINED
Performance Agreement Received:	Project Completion Date:	Funding Date:	Check Number:

Montgomery Economic Development Corporation Grant PERFORMANCE AGREEMENT

THIS PERFORMANCE AGREEMENT is made and entered into as of _____, (date) by and between THE MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION (MEDC) and _____ (Grant Awardee), whose business address is _____

In consideration of the mutual covenants herein contained and, intending to be legally bound hereby, the MEDC and Grant Awardee agree as follows:

1. Grant Awardee will complete the grant application.
2. MEDC will notify Grant Awardee by U.S. Mail.
3. In the event that the property covered by the grant is leased, the Grant Awardee must provide the city with a letter of approval from the property owner for said improvements to commence.
4. Grant Awardee must submit plans to city for proper approvals and proper city permits.
5. A proposed project must start after grant approval and be completed within six (6) months of the date of this agreement or according to the terms of this agreement.
6. When the project is complete, the Grant Awardee must request the MEDC to verify completion and costs.
7. Grant Awardee must agree to maintain said enhancements/improvements for a period of time not less than twelve (12) months.
8. Upon notification by staff that the project has been completed and a satisfactory Performance Agreement has been executed by both parties, the MEDC will transfer awarded funds to the Grant Awardee for reimbursement of costs up to the awarded amount at the specified matching ratio.
9. Only costs from a vendor for purchased labor or materials will be recognized for matching funds. Costs for the applicant's employee labor or in-stock materials are not eligible for reimbursement.
10. MEDC may, at its sole discretion, extend the period of performance.
11. The MEDC Representative will verify start of work and completion of work.
12. No grant reimbursement funds will be paid until the project is complete. Cost incurred prior to the date of the grant approval may not be recognized for matching funds.

Date of Completion. The date of completion of the project is established as _____.

Payment. At completion of project MEDC agrees to make the following payment in U.S. funds to Grant Awardee, provided Grant Awardee complies with all of the covenants and stipulations contained in this Agreement.

A set fee of up to _____.

Grant Awardee

MEDC President

Item 3.



B R E A K I N G

STRONGHOLDS

HOPE FOR TOMORROW

WWW.BREAKINGSTRONGHOLDS.COM

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B R E A K I N G
STRONGHOLDS

Season 1

Streaming/TV Series with 8 Episodes

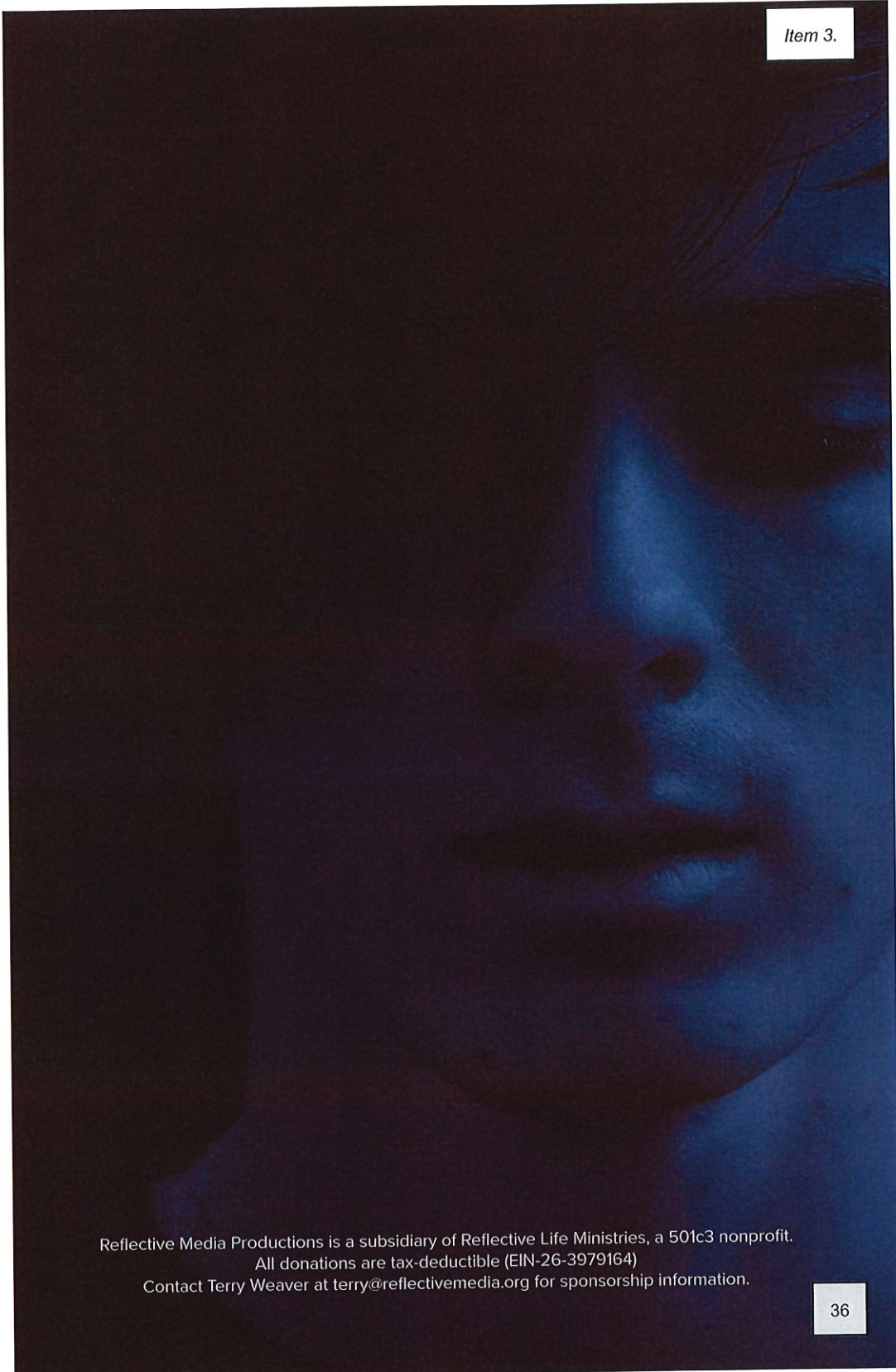
Breaking Strongholds Season 1 brings awareness to many of the issues people face today... broken families, suicidal ideation, abandonment, depression, deception, and more. Like a modern-day parable, each episode creatively weaves God's truths into the storyline pointing to Jesus, the only One capable of truly Breaking Strongholds.

SUICIDE: THE SILENT EPIDEMIC

Suicide is the SECOND leading cause of death for ages 10-24 (2015 CDC WISQARS). Each day in our nation an average of **over 5,240 young people, grades 7-12, attempt suicide.** (2015 CDC WISQARS)

**Join Us in the Effort to Impact
the Next Generation!**

Item 3.



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All donations are tax-deductible (EIN-26-3979164)
Contact Terry Weaver at terry@reflectivemedia.org for sponsorship information.

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PURPOSE

Breaking Strongholds is a faith-based streaming series with eight episodes addressing spiritual and mental wellness issues such as teen suicide, depression, abandonment, spiritual darkness, and more. The graphic below provides a more detailed look at the main characters of the series and the issues that are addressed through their relationships.



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SEASON ONE

The first episode, now complete, was filmed in 2019 around the small town of Montgomery, TX. Filming for episodes two through four started in 2020 and are due to release in 2021. Subsequent episodes will begin production in summer 2021 with the goal of completion at the end of 2021.

Tagline: When a teen's plan to end his life is interrupted by a mysterious stranger, he finds an unlikely mentor and uncovers the dark secret motives of the town's newest celebrity.

EPISODE 1 - THE SITUATION

TITLE SPONSOR: SPIRIT OF TEXAS BANK

The spiritual realm affects the physical world. When internationally known thought leader and self-help guru, Redmond Quinn, moves his headquarters to the small town of Montgomery, he brings economic growth and media fame—but at what cost?

EPISODE 2 - THE ADVOCATES

TITLE SPONSOR: TWFG (THE WOODLANDS FINANCIAL GROUP)

Ethan is reaching a crisis point as Ryan meets the mysterious gunman. Pastor Owen and Justin explain the spiritual dangers of Redmond Quinn's Clarity Way.

EPISODE 3 - THE MESSAGE

TITLE SPONSOR: SPIRIT OF TEXAS BANK

Hazel receives a haunting voice message that might change everything. Peyton learns how to voice her concerns to Ryan about his state of mind.

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EPISODE 4 - THE MOTHER WOUNDS

TITLE SPONSOR: THE RIESER FAMILY FOUNDATION

Ella's message sheds new light on Lindsay's disappearance but brings up painful feelings of shame and abandonment for Grace. Riley resents that she is forced into the uncomfortable position of facing her feelings about her own mother's death.

EPISODE 5 - 8

Coming Soon!

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BREAKING STRONGHOLDS - SEASON ONE

CHARACTER PROFILES



Ethan James

Terry Weaver

A veteran, single parent and police detective, Ethan is torn between the guilt of his past and fear of the future. For the sake of his kids, he summons the courage to accept help and finds a community of strength and healing.



Grace Williams

Tori Garmon

As a passionate school crisis counselor, Grace is willing to push some boundaries to help hurting kids. But when her painful past is brought into the light, her confidence falters and the old lies she believed about herself resurface. How will she fight them?



Lindsey Jordan

Courtney Laine

Lindsey is a young teacher and Grace's best friend. She has a history of being "too trusting," and now, she is missing. Grace goes straight to the police, convinced Lindsey is being held against her will.



Ryan James

John Chance

Ryan wants connection and someone to listen as he asks life's hardest questions. His dad is distant, his sister avoids emotions and his childhood crush has made it clear that they are "just friends." Just when Ryan has decided there's no reason to go on, everything changes.



Rylie James

Amy Kramr

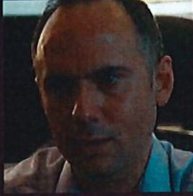
In order to avoid feelings about her mother's death, Rylie has focused on success and achievement in high school. Expectations are high that she will go on to a prestigious college but will she choose a very different path?



Peyton Ray

Gunjan Talwar

Kind and compassionate, Peyton has been a lifelong friend to Rylie and Ryan. After learning to recognize the signs of suicidal ideation, she knows she must talk to Ryan and find out if he needs help.



Redmond Quinn

Rick Olvera

Redmond Quinn is a famous, wealthy, "thought leader" who recently moved his "Clarity Ranch" headquarters to the small Texas town of Montgomery. Upon his arrival, his followers moved to the area and the town's economy skyrocketed--along with growing evidence of spiritual darkness. What is at the heart of Quinn's teaching and why is he really there?



Pastor Owen Chamberlain

James Page

Some members of Pastor Owen's flock are being led astray by attractive lies. As he faces this challenge, the pastor has two goals:

1. To teach his congregation how to fight the enemy's lies with God's Armor and
2. To get past the defenses of Hazel Lewis, a strong woman of God whose heart he is determined to win!



Hazel Lewis

Justina Page

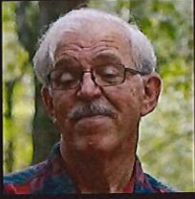
Hazel is no stranger to struggle. She has used her darkest circumstances as a platform for ministry (*We Are Stronger*) and it's no surprise she has caught the eye of Pastor Owen Chamberlain. She and her sister, Janelle, raised their niece, Grace Williams, who came to them as a teen and they continue to be her spiritual mentors to this day.



Derek Jackson

Gerald Pressley

As a newly appointed detective who likes the teaching of Redmond Quinn, Derek has become a person that Quinn's organization hopes to promote. However, Ethan doesn't want a partner and Grace doesn't trust his affinity toward Quinn's Clarity Way.



Benjamin Maywin

Calvin Pearson

Benjamin is the first person to see the depth of Ryan's despair. With heroism and heartache in his past, he is familiar with life's lowest points and knows how to face them head on. He is a trusted friend with a rich and unexpected past.



Vic Raphael

Ulises Larramendi

Vic is chaplain to the police, firefighters and first responders of Montgomery. As an Army veteran returning home, Vic fought his way back from despair (We Are Stronger). He can personally relate to the devastating toll that job stress and trauma takes. His new mission is to step in when he sees someone struggling and to train the community in suicide prevention.



Nick Cirillo

Shawn Stoneberg

Irreverent, cold, and highly effective, Nick is Redmond Quinn's favorite secret weapon. Nick's specialty is tracking down people and things that Redmond wants, without leaving a trace.



Karl Hoffmann

Clay Pool

Karl is proud to be highly ranked in Redmond Quinn's organization. He enjoys knowing that Quinn trusts him and is completely loyal to Quinn and the Clarity Way--perhaps to a fault?

Item 3.



Chief Burnett

Fil Waters



Janelle

Lilly Cooper



Justin

Justin Ulmer



Alex

Ben Murray



Joe

Micheal Zepeda



Dhustie

Dhustie Zervakos

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BREAKING STRONGHOLDS

BUDGET BREAKDOWN
BREAKING STRONGHOLDS PER EPISODE
\$50,000

When a teen's plan to end his life is interrupted by a mysterious stranger, he finds an unlikely mentor and uncovers the dark secret motives of the town's newest celebrity.

The Next Generation suffers from a variety of issues like depression, broken families, social media pressures, misplaced identity, comparison, cyberbullying, suicidal thoughts, isolation, eating disorders, and more. Be part of helping the next generation overcome mental health issues by partnering with Reflective Media Productions in producing *Breaking Strongholds*. The budget per episode is...

DEVELOPMENT PHASE - \$5,000

- Interviewing
- Prepare Budget
- Character Development
- Equipment Updates
- Equipment Preps
- Researching
- Scriptwriting Episode
- Website Design
- Logline
- Script Advisors



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PRE-PRODUCTION PHASE - \$9,000

- Storyboarding
- Crew Prep
- Characters Research
- Technical Support Selected
- Actor Meetings
- Location Scouting
- Professional Fees - Legal, Insurance
- Shot Lists
- Wardrobe Selections
- Website Design
- Fundraising
- Production Coordinating
- Performance Director Meetings
- Film Equipment - Upkeep
- Final Episode Script Edits

PRODUCTION PHASE- \$11,000

- Filming Director
- Performance Directing
- Camera Crew per scene
- Grip
- Director on set
- On set refreshments
- Posters, Flyers, Social Media, Promotional Ads, Newspaper Article
- Travel - Cast & Crew
- Performance Director
- Interns per scene
- Props
- Insurance per scene (as needed)

POST-PRODUCTION PHASE - \$20,000

- Episode Editing/Official Trailer \$8000
- Sound Editing \$4000
- Music Scoring \$4000
- Colorist \$4000

DISTRIBUTION - ADVERTISING/MARKETING - \$5000

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SPONSORSHIP OPPORTUNITIES

WHY SPONSOR: Unlike golf or gala event sponsorships, RMP Sponsorships continue for the life of the movie, streaming series, short film, and Public Service Announcement (PSA). All of our movies and series are on streaming platforms like Amazon Prime, PureFlix, Parables Network, and more. Think about it this way... One magazine ad can cost \$6000 per spot or a Sunday newspaper ad up to \$3000 for a weekend. Sponsoring a Breaking Strongholds episode lives on for years - The life of the film series.

PAST SPONSORSHIP SUCCESSES: The Spirit of Texas Bank is the Title Sponsor for our movie *We Are Stronger*, which was released on Amazon Prime, February 2018. In the second quarter alone, over 1.3 million minutes were watched by viewers across the country and that number continues to rise each quarter. As a result, the publicity exposure Spirit of Texas Bank receives continues to escalate. Again, this sponsorship or promotion is for years to come - The life of the movie.

WAYS YOU CAN GET INVOLVED: Join us in this collective effort to reach the brokenhearted. We are seeking both Corporate/Individual Sponsors and Monthly Partners. Both help us build a strong base to continue creating faith-based media content that makes a powerful impact for the Kingdom of God.

We offer five levels of Corporate/Individual Sponsorships. Each level offers a variety of ways we recognize each sponsor. All donations are tax deductible through Reflective Life Ministries.

FIVE BREAKING STRONGHOLDS EPISODE SPONSORSHIP LEVELS

EPISODE TITLE SPONSOR - \$25,000

- Corporate location placement or product placement within the episode
- Corporate name/logo displayed as "Episode Title Sponsor" at the beginning of the episode with a bumper
- Corporate name/logo listed in episode credits with a special "Thank You to our Episode Title Sponsor"
- Corporate name/logo added to advertising campaigns on a local, state, and national level
- Opportunities for employees to be "extras" within the episode
- Listed on promo materials, social media, press releases, website, episode trailer, etc.
- Promotional video announcing the Episode Title Sponsorship for social media and advertising purposes
- Tickets to the Red Carpet Premiere and recognized as Episode Title Sponsor from the stage

PLATINUM SPONSOR - \$10,000

- Corporate name/logo listed in the episode credits as "Platinum Sponsor"
- Corporate name/logo listed on the Breaking Strongholds website
- A variety of social media campaigns, press releases, and more with "Platinum Sponsor" listed
- Promotional video announcing the Platinum Sponsorship for social media and advertising purposes
- Invited to the Red Carpet Premiere and recognized as Platinum Sponsor on stage

GOLD SPONSOR - \$5000

- Corporate name/logo listed in the credits as "Gold Sponsor"
- Name/Corporation, logo, and website listed on the Breaking Strongholds website
- Corporate name listed as "Gold Sponsor" on a variety of press releases, news articles, etc.
- Promotional video announcing the Gold Sponsorship for social media and advertising purposes
- Invited to the Red Carpet Premiere and recognized as Gold Sponsor on a slide show

SILVER SPONSOR - \$2500

- Listed in credits as "Silver Sponsor"
- Name/Corporation listed on the series website

BRONZE SPONSOR - \$1000

- Listed in the credits as "Bronze Sponsor"
- Name/Corporation listed on the series website

RMP PAST PROJECT

Item 3.

WE ★ ARE

STRONGER

WWW.STRONGERMOMIE.COM

TITLE SPONSOR: SPIRIT OF TEXAS BANK

We Are Stronger is a faith-based movie exploring a veteran's battle with PTSD. As he struggles to recover from his injuries, reclaim his marriage, and fit back into the civilian world, Vic learns he can't do it by himself. *We Are Stronger* shines a light on the ripple effect post-traumatic stress and the hope and healing Christ provides.

In 2018, *We Are Stronger* was released in a limited number of theaters nationwide and received multiple film festival awards ranging from Best Feature Film to Best Lead Actress. Now, the film is available to watch on Amazon Prime, PureFlix, and Vimeo. In the first three months on Amazon Prime alone, *We Are Stronger* was viewed over 1.3 million minutes. Since the release two years ago, it is estimated through all streaming platforms combined along with DVD sales, *We Are Stronger* has been watched by at least 1,060,000 viewers (132,000,000 minutes) worldwide.

The success of *We Are Stronger* goes above and beyond what Reflective Media Productions anticipated. The testimonials of the lives touched by the message of hope, healing, and restoration continue to flow in on a regular basis. To view testimonials and more about *We Are Stronger* go to www.strongermovie.com.

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TEEN SUICIDE PREVENTION VIDEO SERIES

RMP produced a series of PSAs bringing awareness to the teen suicide epidemic plaguing our nation. In partnership with the nonprofit organization, Cassidy Joined for Hope, each episode targets schools and youth groups, encouraging them to show the series to their students. The purpose is to not only bring awareness to suicidal ideation but also promotes peer-to-peer conversations. This series is currently recognized by a number of school officials, teachers, organizations, counselors, and youth groups. The goal is to offer curriculum-based resources to be used as unit studies in the classroom, after school programs, and youth small groups. For more go to www.reflectivemedia.org.



Episode 1 - #RuOK - Sponsors: Spirit of Texas Bank and Cassidy Joined for Hope



Episode 2 - #Talk2Me - Sponsors: Magnolia Rotary Club and Cassidy Joined for Hope



Episode 3 - #Share2Care - Sponsors: Magnolia Rotary Club and Cassidy Joined for Hope

RMP has a number of other film projects like the feature film First Love, Behind the Veil, and a variety of PSAs focused on spiritual and mental issues people face.



MONTHLY GIVING

RLM offers a way for those interested in supporting on a regular basis to join our Monthly Giving Team. The goal and prayer is for others to come alongside and help build a solid base of regular giving for the ministry. **The monthly expenses range between \$12,000 and \$15,000.** We offer five levels of giving that range from \$5 - \$100. Each level offers a different set of perks and encouragements along the way.

MONTHLY GIVING LEVELS

\$5 A MONTH	\$10 A MONTH	\$25 A MONTH	\$50 A MONTH	\$100 A MONTH
-----------------------	------------------------	------------------------	------------------------	-------------------------

Be an inspiration of hope and healing by joining the RMP Monthly Giving Team. We are a nonprofit that relies on the support from people like you. If everyone reading this message gives at least \$10 a month we can continue creating impactful Christ-centered media content for years to come.

CONTRIBUTE SHARES

RLM has a brokerage account available for those who would like to donate stock shares to the ministry. For those interested in finding out more about this please contact Terry Weaver at terry@reflectivemedia.org.

JOIN THE RMP MONTHLY GIVING TEAM

To join our Monthly Giving Team, visit
www.reflectivemedia.org/monthly-donation.
All donations are tax-deductible.



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REFLECTIVE MEDIA PRODUCTIONS
WWW.REFLECTIVEMEDIA.ORG

LEADERSHIP TEAM

Reflective Media Productions produces high-quality faith-based media content promoting spiritual, emotional, and mental wellness through the creation of films, series, follow-up curriculum, podcasts, and short-form videos. All of RMP's productions lead to a website called Stronger Alliance, a Christ-centered resource hub for veterans, first responders, suicide prevention, burn survivors, sex-trafficking, and more. Because of RMPs creative and unique way of sharing the gospel around the world they are now known as Media Missionaries.



CARLA MCDOUGAL

Founder & CEO

Author, speaker, and film producer, Carla McDougal, is the founder of Reflective Life Ministries, Reflective Media Productions, and the Stronger Alliance. Her true passion for her Lord and Savior, Jesus Christ, shines brightly, whether she is speaking or writing. Carla serves as the Executive Producer for the awarding faith-based film *We Are Stronger*, which released in 2017. Carla and her husband, Fred, live in the Houston area.



Terry Weaver

Director of Marketing and Development

Terry Weaver is a U.S. Navy Veteran who served as a combat Corpsman with the U.S. Marines. He earned a Bachelor of Business Administration from Texas A&M in 2011 and completed a Master's degree of Biblical Studies in 2020. He has authored three books, is the lead actor in *Breaking Strongholds* and recently joined the Reflective Media Productions leadership team. Terry is happily married. He and his wife Chelley have four children and live in a suburb of Houston Texas. His life mission is to inspire those he loves and the world through his faith, creativity, and writing.



ROBIN MURRAY

Production Director

Robin Murray is a wife, mom and writer from Magnolia, Texas. After teaching history at the secondary and college levels, she began scriptwriting plays for children, teens and women's ministries. She began writing for Reflective Life Ministries in 2009, and is currently lead writer for Reflective Media Productions.



JAKE ALLEN

Executive Director

Jake Allen is a husband, father and has lived in Montgomery, Texas for most of his life. He was the Communications Director of Faith Bible Church in the Woodlands for five years but left to start his own company in 2011. Jake has been a member of the RMP team since 2010 and has always worn many hats. He is currently part of the RMP Leadership team and handles the ministries video, graphic, and technical needs.

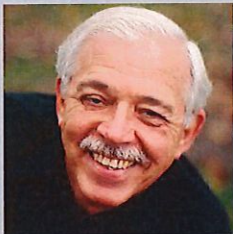
PERFORMANCE DIRECTORS



Christine Tonkin

Performance Director/Creative Team Member

Christine is a wife and mother of two who has always had a love for creative arts. With a passion for film and theater, she works to use both to reflect Jesus. Christine and her husband, Jeff, own a photography business and in recent years have been serving on film sets taking production photos. She has directed multiple theater productions and taught acting classes for many years. She is so excited to now be part of the Breaking Strongholds team!



Calvin Pearson

Performance Director/Creative Team Member

Calvin and his wife, Jan, have been married for more than 45 years. He has 46+ years of ministry experience including: the AD Players; pastoring in Texas and Michigan; and teaching at Dallas Seminary and Southwestern Seminary. After retiring from the pastoral staff of Crossroads Baptist he still serves as an adjunct professor for several seminaries. He views working with Reflective Media Productions as a retirement gift from the Lord.



ANGELA MYERS-SWEET

Performance Director/Creative Team Member

Angela is an artist, professional film & television actor with SAG-Aftra, RMP Performance Director and member of the RMP creative team. She also serves as the Marketing & Client Relations Director for Prazak Financial, Northwestern Mutual in The Woodlands. Her heart's desire is to collaborate, create and convey hope through various artistic mediums while encouraging others to fully embrace their gifts from the Lord.

CREATIVE TEAM

Carla McDougal | Robin Murray | Jake Allen | Terry Weaver
Christine Tonkin | Angela Myers-Sweet | Calvin Pearson
Ulises Larramendi | Bryce C Miller | Trenda Lynch | Dava Gordy

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Association of Increased Youth Suicides in the United States With the Release of *13 Reasons Why*

Thomas Niederkrotenthaler, MD, PhD, MMSc; Steven Stack, PhD; Benedikt Till, DSc; Mark Sinyor, MSc, MD; Jane Pirkis, PhD; David Garcia, DSc; Ian R. H. Rockett, PhD, MPH; Ulrich S. Tran, DSc

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+ Author Audio Interview

IMPORTANCE On March 31, 2017, Netflix released the show *13 Reasons Why*, sparking immediate criticism from suicide prevention organizations for not following media recommendations for responsible suicide portrayal and for possible suicide contagion by media. To date, little research has been conducted into the associations between the show and suicide counts among its young target audience.

OBJECTIVE To analyze the changes in suicide counts after the release of *13 Reasons Why*.

DESIGN, SETTING, AND PARTICIPANTS For this time series analysis, monthly suicide data for the age groups 10 to 19 years, 20 to 29 years, and 30 years or older for both US males and females from January 1, 1999, to December 31, 2017, were extracted from the Centers for Disease Control and Prevention's WONDER (Wide-ranging Online Data for Epidemiologic Research) database. Twitter and Instagram posts were used as a proxy to estimate the amount of attention the show received through social media from April 1, 2017, to June 30, 2017. Autoregressive integrated moving average time series models were fitted to the pre-April 2017 period to estimate suicides among the age groups and to identify changes in specific suicide methods used. The models were fitted to the full time series with dummy variables for (1) April 2017 and (2) April 1, 2017, to June 30, 2017. Data were analyzed in December 2018 and January 2019.

MAIN OUTCOMES AND MEASURES Suicide data before and after the release of the show in 2017.

RESULTS Based on social media data, public interest in the show was highest in April 2017 and was negligible after June 2017. For 10- to 19-year-old males and females, increases in the observed values from April to June 2017 were outside the 95% confidence bands of forecasts. Models testing 3-month associated suicide mortality indicated 66 (95% CI, 16.3-115.7) excess suicides among males (12.4% increase; 95% CI, 3.1%-21.8%) and 37 (95% CI, 12.4-61.5) among females (21.7% increase; 95% CI, 7.3%-36.2%). No excess suicide mortality was seen in other age groups. The increase in the hanging suicide method was particularly high (26.9% increase; 95% CI, 15.3%-38.4%).

CONCLUSIONS AND RELEVANCE Caution must be taken in interpreting these findings; however, the suicide increase in youth only and the signal of a potentially larger increase in young females all appear to be consistent with a contagion by media and seem to reinforce the need for collaboration toward improving fictional portrayals of suicide.

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Author Affiliations: Author affiliations are listed at the end of this article.

Corresponding Author: Thomas Niederkrotenthaler, MD, PhD, MMSc, Medical University of Vienna, Center for Public Health, Department of Social and Preventive Medicine, Unit Suicide Research & Mental Health Promotion, Kinderspitalgasse 15, A-1090 Vienna, Austria (thomas.niederkrotenthaler@meduniwien.ac.at).

On March 31, 2017, Netflix released its 13-part show *13 Reasons Why*. The show describes the events leading up to and the aftermath of the suicide of a character, 17-year-old Hannah Baker, who left her personal story and reasons for her suicide on audiotapes. The tapes are directed at specific people, explaining their roles in Hannah's death, and each of the tapes provides the context for an episode. The show was one of the most watched shows in 2017, generating more than 11 million Tweets within 3 weeks of its release alone.^{1,2} It also sparked immediate criticism from mental health and suicide prevention organizations for not following recommendations on responsible media portrayal of suicide.³ In particular, concerns were raised that the graphic depiction of Hannah cutting her wrists in the bathtub, and the implication that seeking help for suicidal thoughts is futile, might trigger imitation acts and additional suicides.³

Little evaluation has been conducted of the consequences of *13 Reasons Why*, largely owing to the lags in availability of suicide data. In general, fictional portrayals of suicide have not been found to be consistently associated with suicides. Specifically, a recent meta-analysis of studies did not support contagion by fictional media.⁴ However, the conclusion in that meta-analysis appeared to be too strong, given that some studies do suggest that entertainment media can be a factor in subsequent suicides.⁵⁻⁷

The 7 published studies and reports into *13 Reasons Why* focused on suicide attempts, suicidal ideation, and some other outcomes and had mixed results.⁸⁻¹⁴ They generally suggested that the show placed vulnerable members of the audience at excess risk.⁸⁻¹³ In particular, the show appeared to be associated with increased hospitalizations for suicide attempts and self-harm.⁸ By contrast, a study commissioned by Netflix suggested that the show was associated with improvements in empathy toward others in some segments of the audience who were potentially struggling with depression.¹⁴

An overview of all 6 available studies that present quantitative findings is provided in Table 1. Any observational study examining the potential associated effects of a suicide depiction, such as in *13 Reasons Why*, across a population carries a substantial risk of confounding. Nevertheless, efforts to describe the associations between exposures (such as the show) and health outcomes in different regions are important because consistent findings across studies may help to clarify if the associations may be causal.

The current study is crucial to that effort as it overcomes the limitations of previous studies by explicitly examining the association between the release of *13 Reasons Why* and actual suicides and doing so in the country (United States) in which the show takes place. Observers have called for nationwide analyses of death data given the widespread belief that *13 Reasons Why* could trigger suicides in the vulnerable younger population.^{3,15,16} Such studies had not been possible until the recent release of 2017 suicide data by the Centers for Disease Control and Prevention.

Methods

No protocol approval was needed for this study in accordance with the Declaration of Helsinki.¹⁷ The data used were deidentified mortality data obtained from a secondary source.

Key Points

Question Was the release of the Netflix show *13 Reasons Why* associated with excess suicides in the United States?

Findings In this time series analysis of monthly suicide data from 1999 to 2017, an immediate increase in suicides beyond the generally increasing trend was observed among the target audience of 10- to 19-year-old individuals in the 3 months after the show's release. Age- and sex-specific models indicated that the association with suicide mortality was restricted to 10- to 19-year-old individuals, and proportional increases were stronger in females.

Meaning The increase in suicides in only the youth population and the signal of a potentially larger proportional increase in young females all appeared to be consistent with media contagion and seem to reinforce the need for safer and more thoughtful portrayal of suicide in the media.

Viewership Over Time

Viewership data for *13 Reasons Why* can strengthen models of the show's possible associated effects; however, Netflix does not publicly share statistics that would allow a direct measurement of the viewership of *13 Reasons Why* in the United States.¹⁸ However, it is possible to use a proxy to estimate the amount of attention the show received through social media, namely Twitter and Instagram, which are 2 of the most popular platforms frequented by US adolescents. In particular, 72% of US adolescents aged 13 to 17 years reported using Instagram.¹⁹

In January 2019, we used the advanced search interface on Twitter to retrieve original Tweets in the English language that contain references to the show or its main characters. Our search terms were *13RW*, *13 Reasons Why*, *Thirteen Reasons Why*, *Hannah Baker*, and *Clay Jensen*. This search allowed us to generate an exhaustive data set with all mentions of the show, excluding Tweets produced by accounts that Twitter considered malicious bots, up to the retrieval date. This method was used to gather 1 416 175 Tweets, generated by 870 056 users, for the period April 1, 2017, to June 30, 2017.

To measure the attention received on Instagram, we used data from InfluencerDB, a company that owns a database that includes an exhaustive record of metadata of media posted on Instagram by influencers (ie, users with at least 15 000 followers). We processed the data for April to June 2017, selecting content with mentions of the show similar to those on Twitter. We further filtered non-English content with the textcat R package (R Foundation for Statistical Computing), yielding a data set of 26 322 Instagram posts produced by 7875 influencers.

Figure 1 shows the weekly number of Twitter users and Instagram influencers who posted about *13 Reasons Why* for the first time between April 1, 2017, and June 30, 2017. Social media attention peaked in April, in which 84% of initial Tweets and 74% of initial Instagram posts about the show occurred. This general trend is supported by Netflix, which reported that the show was the third most binge-watched on Netflix in 2017.²⁰ Thus, this analysis considered the exposure to the show to be sudden during April 2017. Because of the absence of social media attention after June 2017, we defined the exposure window as April to June.

Table 1. Studies of Exposure to *13 Reasons Why*

Source	Sample Size	Sample Source	Study Design	Dependent Variable	Negative Outcome	Positive Outcome
Cooper et al, ⁸ 2018	775	2002-2017 Suicidal pediatric admissions; Oklahoma City, Oklahoma, United States	Ecological study of suicide attempt admissions in children's hospital before and after the release of the show	Suicide-oriented admissions, ED	Admissions increased after watching the show	None
Rosa et al, ⁹ 2019	7004	84% Female, Facebook; Brazil	Cross-sectional study among exposed adolescents; retrospective self-reports on changes in mood	Changes in mood	23.7% Reported worsening in mood after watching the show	32.1% Reported improvement in mood after watching the show
Feuer and Havens, ¹⁰ 2017	NA	Data from 14 sites on a hospital-based listserv; United States	Survey among pediatric emergency services on increases in admission volume before and after the release of the show	Suicide attempt or gesture related to the show	40% Of sites reported at least 1 case with imitation gestures or attempts within 30 d of watching the show	None
Hong et al, ¹¹ 2019	87	Suicidal patients, ED; 49% exposed to the show; United States	Cross-sectional study among parent-youth dyads during ED visit; retrospective self-reports on suicide risk and identification with main character of the show	Self-reported increase in suicide risk	51% Of those exposed reported increase in SR; persons who identified with main female character and persons with history of suicidality were at even higher SR	None
Zimmerman et al, ¹² 2018	21 062	Facebook sample; persons who liked the show, predominately Brazilians (80.1%) and Americans (19.9%)	Surveys on bullying, depression, and SI among adolescents before and after exposure to the show	Self-reported SI, depression, and bullying behavior before and after watching the show	Of individuals with preexisting SI, 16.5% reported more SI after watching the show	Of individuals with preexisting SI, 59.2% reported less SI after watching the show; of adolescents who had engaged in bullying, 90.1% engaged in less bullying after watching the show
Lauricella et al, ¹⁴ 2018	1880 Parents; 1722 adolescents; 1798 young adults	Survey in 4 world regions	Cross-sectional study among adolescents, young adults, and parents; retrospective self-reports on experiences with and attitudes toward the show	Experiences with and attitudes toward the show	No suicide-related outcomes reported	Several positive outcomes, including 63%-79% of adolescents who reported watching the show was positive for them

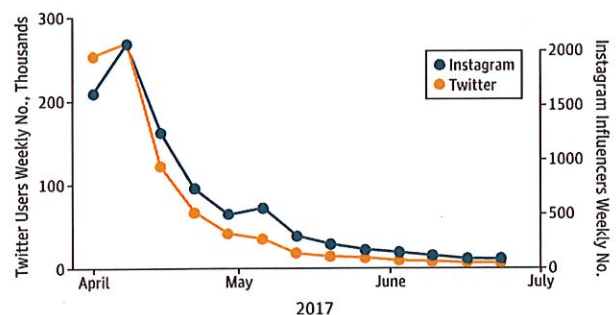
Abbreviations: ED, emergency department; NA, not applicable; SI, suicidal ideation; SR, suicide risk.

Suicide Data and Statistical Analysis

We downloaded monthly suicide data from the Centers for Disease Control and Prevention WONDER (Wide-ranging Online Data for Epidemiologic Research) system²¹ for the period January 1, 1999, to December 31, 2017. Suicide data were extracted for the age groups 10 to 19 years (the main target audience for *13 Reasons Why*), 20 to 29 years, and 30 years or older for both males and females. Identification with the life circumstances of a high school student like Hannah Baker and related issues such as school bullying were expected to be most prominent among individuals aged 10 to 19 years. Therefore, the prespecified hypothesis of this study was that any potential associated effects of *13 Reasons Why* would be most pronounced in the 10- to 19-year age group. Similarly, we expected the consequences to be stronger in females, owing to the show's focus on Hannah's suicide. We also extracted data on suicide methods for the 10- to 19-year age group, including cutting (the method of suicide used by Hannah), hanging, and shooting with firearms.

Time series models were fitted to the data, according to the analysis of the pre-April 2017 period. For the selection of models, we used SPSS Expert Modeler function, version 25 (IBM), to choose the model with the lowest Bayesian information criterion value, highest stationary R^2 value (the variance accounted for by the fitted time series model), and a not sig-

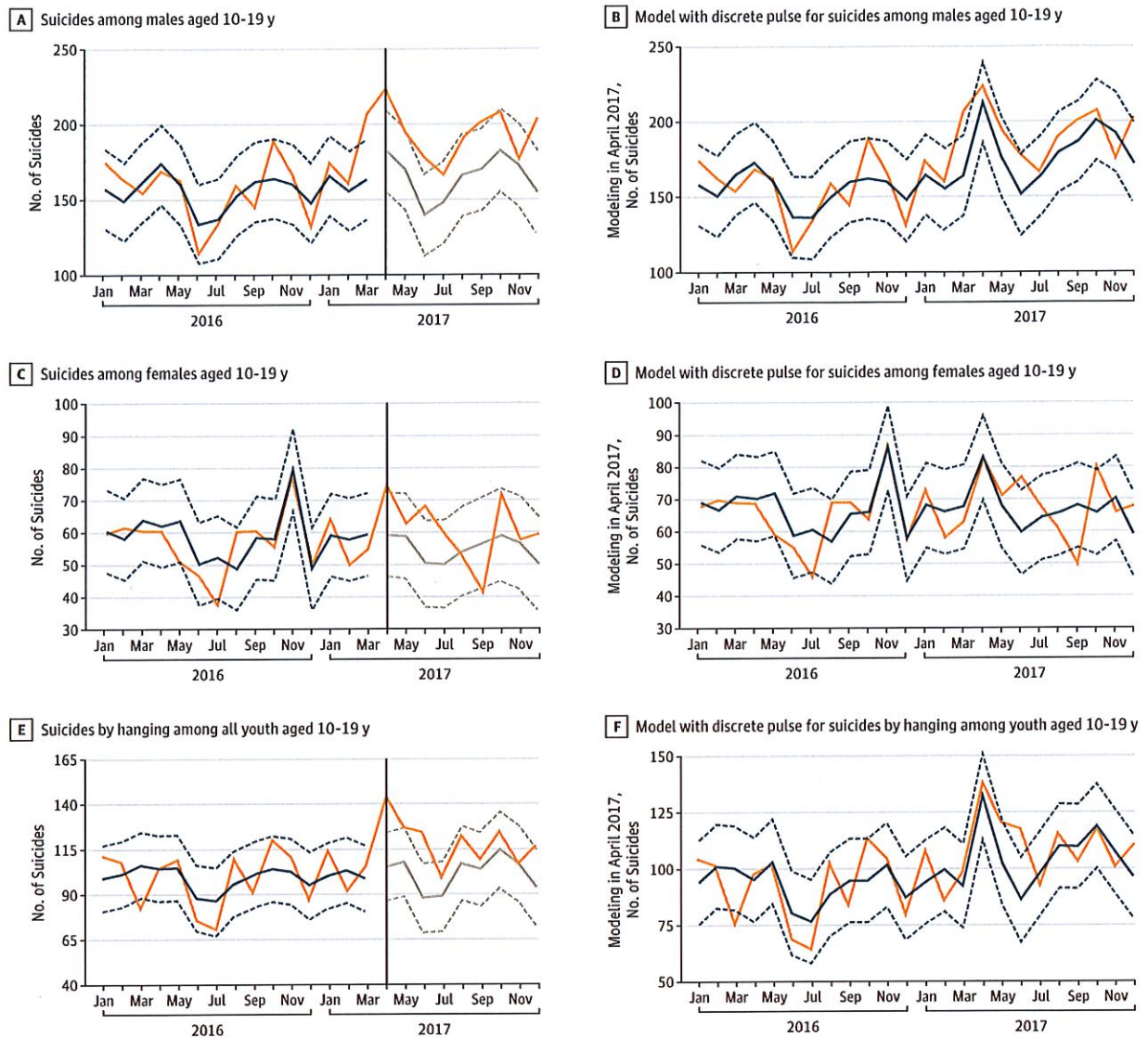
Figure 1. Public Interest in *13 Reasons Why* From Twitter Users and Instagram Influencers, April to June 2017



The show earned the most attention on social media in April 2017, when 84% of Twitter users and 74% of Instagram influencers posted about the show for the first time within the period analyzed.

nificant Ljung-Box Q statistic (indicating whether residuals could be assumed white noise, with stated df). The models were subsequently fitted to the full time series. On the basis of social media data shown in Figure 1, we investigated a temporary association of the release of *13 Reasons Why* with suicides (1) for April 2017, which was consistent with the period of strong interest in the show, and (2) for April to June 2017,

Figure 2. Youth Suicides in the United States, January 2016 to December 2017



Orange lines indicate observed values; dark blue lines, model-fitted values; solid tan lines, model-based forecasts; dashed dark blue lines to the left of the vertical line and dashed tan lines to the right of the vertical line, 95% confidence bands of the fitted values and forecasts. Panels A and B show suicides among males; panels C and D, suicides among females; and

panels E and F, suicides by hanging. The panels on the left show that increases in the observed values from April to June 2017 are outside the 95% confidence bands of the forecasts of models that were fitted to the pre-April 2017 data only. The panels on the right show the effect of modeling the April 2017 increase with a discrete pulse in the full data.

which included the total period with some indication of public interest in the show. We used dummy variables to model these associations as discrete pulses and calculated the number of excess suicides for each model. Two-sided tests of significance were performed. $P < .05$ was considered significant.

Results

Observed suicides from April to June 2017 exceeded the 95% CIs of model forecasts fitted to pre-April 2017 data for 10- to 19-year-old males and females (Figure 2B, D). This observa-

tion was also true for the suicide method of hanging in this age group (Figure 2F).

Models including a discrete pulse for April (Figure 2B, D, and F) indicated 38.2 (95% CI, 10.5-65.9) excess suicides among 10- to 19-year-old individuals of both sexes (14.6% increase; 95% CI, 4.0%-25.3%). Gender-specific models indicated 27.9 (95% CI, 2.3-53.5) excess suicides among males (14.2% increase; 95% CI, 1.2%-27.3%) and 16 (95% CI, 3.5-28.4) excess suicides among females (27.1% increase; 95% CI, 6.0%-48.2%).

Models testing discrete pulses from April to June 2017 indicated 94.4 (95% CI, 39.3-149.6) excess suicides among 10- to 19-year-old individuals in the 3-month period after the

Table 2. Fitted Models and Excess Number of Suicides, April 2017 and April to June 2017

Time Series	Best-Fitting Time Series Model Before April 2017 ^a	Stationary R ²	Ljung-Box Q Statistic (df)	Estimated Excess No. (SE) of Suicides ^b			
				April 2017 Only	% Increase (SE), No.	April-June 2017	% Increase (SE), No.
10-19 y Age group							
All	ARIMA(0,1,1)(0,1,1)	0.583	7.85 (16)	38.16 (14.13) ^c	14.63 (5.42) ^c	94.41 (28.14) ^d	13.30 (3.97) ^d
Male sex	ARIMA(0,1,1)(0,1,1)	0.595	8.01 (16)	27.90 (13.04) ^e	14.23 (6.65) ^e	66.03 (25.35) ^c	12.44 (4.77) ^c
Female sex	ARIMA(1,1,2)(0,1,1)	0.661	17.75 (15)	15.98 (6.35) ^e	27.08 (10.76) ^e	36.96 (12.51) ^c	21.74 (7.36) ^c
Shooting with firearm suicide method, all	ARIMA(0,1,1)(0,1,1)	0.625	18.18 (16)	2.82 (9.04)	2.39 (7.65)	6.48 (17.22)	2.07 (5.49)
Hanging suicide method, all	ARIMA(0,1,2)(0,1,1)	0.545	18.68 (15)	34.72 (9.17) ^d	33.62 (8.88) ^d	79.83 (17.49) ^d	28.86 (5.89) ^d
Male individuals							
20-29 y age group	ARIMA(0,1,1)(0,1,1)	0.630	25.88 (16)	-21.10 (23.60)	-3.96 (4.43)	49.41 (45.00)	3.10 (2.82)
≥30+ y age group	ARIMA(0,1,1)(0,1,1)	0.655	17.58 (16)	9.52 (60.67)	0.41 (2.59)	211.35 (118.05)	2.97 (1.66)
Female individuals							
20-29 y age group	ARIMA(0,1,1)(0,1,1)	0.681	15.34 (16)	0.59 (9.80)	0.50 (8.35)	25.29 (17.85)	7.17 (5.06)
≥30+ y age group	ARIMA(0,1,1)(0,1,1)	0.615	19.07 (16)	-6.66 (27.59)	-0.96 (3.97)	38.76 (53.28)	1.84 (2.54)

Abbreviation: ARIMA, autoregressive integrated moving average.

^a The pre-April 2017 data were checked for innovative and additive outliers, which were integrated into the models when necessary. ARIMA(p,d,q) (P,D,Q) time series model, where P = number of time lags, which affect current values autoregressively; d = number of times past values were subtracted from current values to reduce nonstationarity in the time series; and q = number of current and past random noise terms, which affect current values. P , D , and Q are the respective parameters of a seasonal ARIMA model

with a periodicity of 12.

^b Numbers indicate associations of *13 Reasons Why* with suicide rates in the respective period.

^c $P < .01$.

^d $P < .001$.

^e $P < .05$.

show's release, corresponding to an increase of 13.3% (95% CI, 5.5%-21.1%) when compared with the expected number of suicides. For 10- to 19-year-old males, the model indicated 66 (95% CI, 16.3-115.7) excess suicides (12.4% increase; 95% CI, 3.1%-21.8%). Among females, 37 (95% CI, 12.4-61.5) excess suicides were estimated (21.7% increase; 95% CI, 7.3%-36.2%). No associated differences in suicide mortality were seen in the 20- to 29-year and the 30-year-or-older age groups (Table 2).

With regard to suicide methods, cutting (the method portrayed in the show) was rare, with typically no more than 2 cases per month among individuals in the 10- to 19-year age group. Because of the low number of suicides by cutting, these data were not amenable to time series analysis. Increases in suicide by hanging were found. The model testing a discrete pulse in April 2017 indicated 34.7 (95% CI, 16.8-52.7) excess suicides by hanging (33.6% increase; 95% CI, 16.2%-51.0%) in the month with the highest volume of public attention to the show. The model testing 3-month associated suicide mortality estimated 79.8 (95% CI, 45.6-114.1) excess suicides by hanging (26.9% increase; 95% CI, 15.3%-38.4%). No associations were seen for suicide by firearm.

Robustness Analysis

The skewness of the time series data ranged from 0.33 (females ≥30 years) to 1.11 (all 10- to 19-year-olds; males 10-19 years of age). When a square root transformation was applied to reduce the possible consequence of nonnormality, all associations reported in Table 2 retained statistical significance,

except for the 1-month period of April 2017, among the 10- to 19-year-old males and females, which only closely missed nominal significance. The specific parameter estimates (with SEs; all on a square root scale) of discrete pulses were as follows: All aged 10 to 19 years 1-month estimate, 1.08 (0.54; $P = .045$), and 3-month estimate, 3.01 (1.10; $P = .007$); males aged 10 to 19 years 1-month estimate, 0.91 (0.56; $P = .11$), and 3-month estimate, 2.48 (1.09; $P = .02$); females aged 10 to 19 years 1-month estimate, 0.86 (0.53; $P = .10$), and 3-month estimate, 2.24 (1.04; $P = .03$); hanging among all youths aged 10 to 19 years 1-month estimate, 1.13 (0.52; $P = .03$), and 3-month estimate, 4.05 (1.55; $P = .01$).

Discussion

To our knowledge, this study is the first to investigate the association between *13 Reasons Why* and suicides in the United States. Although these results must be interpreted with substantial caution, they do identify a rise in youth suicides above and beyond the generally increasing trend in the country.²² This increase was concurrent with the period of strongest interest in the show, as reflected by Instagram and Twitter data, and occurred only in the age group targeted by the show. Time series modeling from April to June 2017 suggested the magnitude of increase was 13.3% in those aged 10 to 19 years, which would be meaningful from a clinical and public health standpoint at any value within its 95% CI (5.5%-21.1%).

Ecological studies have inherent limitations; however, we believe this method is the best available to answer the research question posed here. A detailed examination of the findings may help to clarify the degree of confidence with which to conclude that the association between *13 Reasons Why* and increased suicides is causal. The immediate increase in suicides after the release of *13 Reasons Why* among this age group is consistent with the prespecified expectation. Studies on how people self-select for online content strengthen the argument that most viewings of the show (and therefore potentially harmful exposures) occurred in April 2017, when attention on social media was greatest.²³ Previous research on suicide contagion subsequent to fictional media portrayals has generally found that the associations were strongest in the first month after public release.^{5,6} However, *13 Reasons Why* was a media phenomenon, which remains available on Netflix, that generated unusually intense press interest for months and was expected to have implications beyond the first month. As indicated by social media data, the associations might have been present for at least 3 months, until June 2017, when social media interest in the show was reduced. Therefore, the timing of the observed associations is consistent with possible contagion by media.

With regard to the specificity of these associations, young people were the clear target demographic of *13 Reasons Why*, which portrayed issues such as bullying at schools and life problems in adolescence. Increases in suicide were seen only in this age group with no associations observed for individuals aged 20 to 29 years and 30 years or older, and this finding is potentially consistent with contagion by media.

Potentially greater proportional increases in suicides among females were noted. Previous research indicated that contagion by media most likely (but not exclusively) occurs among individuals of the same sex and age as fictional characters who die by suicide.⁵ There is no expectation that this association would be exclusive to females, given that some of the life problems presented as causes of Hannah's suicide and discussed in the show (eg, bullying) similarly adversely affect both female and male adolescents.²⁴ The increase in male suicide may, in part, reflect that suicide deaths are more prevalent in male adolescents, whereas females have higher rates of suicide attempts, which were not analyzed in this study.²⁵

Hanging stood out as the method associated with increased suicides among 10- to 19-year-old individuals in the months after the release of *13 Reasons Why*. If the association were causal, the inference may be that suicide increases should occur by cutting (the suicide method depicted in the show) rather than hanging. However, cutting is a method with generally low lethality and may be more likely to rise in suicide attempt rather than suicide death data. Research indicates that cutting has the lowest case fatality rate among suicide methods.²⁶ In contrast, hanging is one of the most lethal methods,²⁶ and the availability of hanging is high. Furthermore, research conducted immediately after the release of *13 Reasons Why* indicated that web searches for suicide methods and queries on how to kill oneself increased immediately after the release of the show in the United States.¹ Hannah's controversial suicide scene was discussed on social media, and

the discussions highlighted that the method was difficult to carry out.²⁷

Taken together, the findings may reflect a form of selection bias, highlighting only the increases in the most common method of suicide death in adolescents but offering no information on changes in low-lethality methods that would have been present in suicide attempt data. In support of this conjecture, public mass media that speculated on the potential association between youth suicides and the show repeatedly reported about teens who died by hanging in the aftermath of the release of the show.²⁸⁻³⁰

Implications for Suicide Prevention

This study does not provide definitive proof that *13 Reasons Why* is associated with harmful outcomes, but the findings are sufficiently concerning so as to warrant greater care and attention by Netflix and other entertainment producers. These findings support the urgent necessity for active engagement between those in the entertainment industry and mental health and suicide prevention experts to minimize or avoid potentially harmful suicide portrayals. In particular, media recommendations for responsible reporting of suicide in the news are readily available,^{31,32} but few resources are provided for those who create content in the entertainment industry.^{33,34} National recommendations for depicting suicide with a specific focus on the entertainment industry were recently released by the National Action Alliance for Suicide Prevention.³⁵ Strong collaborations between different sectors could result in on-screen portrayals that not only do no harm but also act as a force for good in suicide prevention.

Strengths and Limitations

A strength of this study was the length of the time series analysis data set: It used monthly data of 19 years to estimate expected suicide counts. Time series models can produce accurate estimates without measuring exogenous variables, and they control for issues such as autocorrelation and seasonal changes in suicide. The structural characteristics of the time series, including trends, temporal fluctuations, and seasonality (eg, known spring peaks in adolescent suicides) were adequately adjusted for in autoregressive integrated moving average time series models, as applied here.

The main limitation of the study was that it was based on ecological data. Thus, it was not possible to ascertain whether the excess suicide decedents had actually watched *13 Reasons Why*. Furthermore, viewership data of the show were not available, and therefore the timing of exposure was modeled only through the proxy of interest on social media. The ecological nature of the study also meant that this study could identify only associations and not causation. Many factors are associated with suicide across any population, let alone a country the size of the United States. The wide CIs of the time series analyses underscore this point. The models could not account for other suicide-related media events that occurred during the study period that might have affected suicide counts. For example, on April 28, 2017, the rapper Logic released his song *1-800-273-8255*, which shared the telephone number for the National Suicide Prevention Lifeline. The

release was followed by the second-highest call volume in the history of the service, and overall calls to the hotline rose approximately 33% over the corresponding time in 2016.³⁶ This outcome might have helped mitigate any harmful consequences of *13 Reasons Why*. Furthermore, mental health and suicide prevention organizations shared material for educating teachers, adolescents, clinicians, and parents about how to discuss the show in schools,³ and Netflix added content warnings to the show in May 2017.³⁷

Although it is impossible to account for all potential confounding variables, it is notable that the timing, specificity, and magnitude of the associations observed here are all consistent with a potential contagion by media. This finding would be strengthened by other well-designed studies in other countries with high Netflix viewership. Because it was not possible to do a randomized clinical trial of *13 Reasons Why* to examine outcomes such as suicide, for practical and ethical reasons, ecological studies like the present study (in which it is unknown whether those who died from suicide actually watched the show) or individual-level studies that use an

alternative outcome to suicide will remain necessary in informing researchers and policymakers.

Conclusions

To our knowledge, this study is the first to examine the associations between suicides and the release of *13 Reasons Why* in the United States. The associations identified here must be interpreted with a substantial degree of caution, but they do appear to demonstrate an increase in suicides that is consistent with potential contagion by media. Specifically, excess suicides of approximately 15% occurred in the first month after the show's release in the main target group, 10- to 19-year-old individuals. Significant associations were present for all of the 3 months in which the show was discussed on social media. Our findings appear to point to the need of engagement by public health and suicide experts to engage with members of the entertainment industry to prevent further harmful suicide portrayals.

ARTICLE INFORMATION

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Author Affiliations: Medical University of Vienna, Center for Public Health, Department of Social and Preventive Medicine, Unit Suicide Research & Mental Health Promotion, Vienna, Austria (Niederkroenthaler, Till); Department of Criminal Justice, Wayne State University, Troy, Michigan (Stack); Department of Psychiatry, Sunnybrook Health Sciences Centre, Toronto, Ontario, Canada (Sinyor); Department of Psychiatry, University of Toronto, Toronto, Ontario, Canada (Sinyor); Centre for Mental Health, Melbourne School of Population and Global Health, Melbourne, Victoria, Australia (Pirkis); Centre for Mental Health in the Melbourne School of Population and Global Health, University of Melbourne, Melbourne, Victoria, Australia (Pirkis); Complexity Science Hub Vienna, Vienna, Austria (Garcia); Section for Science of Complex Systems, Center for Medical Statistics, Informatics and Intelligent Systems, Medical University of Vienna, Vienna, Austria (Garcia); Department of Psychiatry, University of Rochester Medical Center, Rochester, New York (Rockett); Department of Epidemiology, West Virginia University, Morgantown, West Virginia (Rockett); School of Psychology, Department of Basic Psychological Research and Research Methods, University of Vienna, Vienna, Austria (Tran).

Author Contributions: Dr Niederkroenthaler had full access to all of the data in the study and takes responsibility for the integrity of the data and the accuracy of the data analysis.

Concept and design: Niederkroenthaler, Stack, Till, Sinyor, Pirkis, Garcia, Tran.

Acquisition, analysis, or interpretation of data: Niederkroenthaler, Stack, Till, Sinyor, Garcia, Rockett, Tran.

Drafting of the manuscript: Niederkroenthaler, Stack, Rockett.

Critical revision of the manuscript for important intellectual content: Niederkroenthaler, Stack, Till, Sinyor, Pirkis, Garcia, Tran.

Statistical analysis: Tran.

Administrative, technical, or material support:

Niederkroenthaler, Till.

Supervision: Niederkroenthaler.

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Additional Contributions: We acknowledge InfluencerDB for donating the Instagram data used in this study.

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**Montgomery MEDC
AGENDA REPORT**

Meeting Date: May 17, 2021	Budgeted Amount: \$108,150.50
Department: N/A	Prepared By: Dave McCorquodale

Subject

Consideration and possible action regarding Downtown Design and Streetscape Improvement Plan.

Recommendation

Consider the project materials presented at the meeting and during the presentation and provide direction to the project design team as you see fit.

Discussion

This project was approved by MEDC in November 2020 and will develop a master plan for the historic downtown that creates a unified, cohesive vision to guide improvements made to the area in the coming years.

Key elements addressed in the project are:

- Streetscape improvements
- Pedestrian space improvements
- Development of thematic elements to provide visual identity
- Accommodating infrastructure upgrades
- TxDOT coordination on FM 149 & SH 105 improvements

The project was anticipated to take seven months to complete and has been underway for six months. Depending on the feedback from the Director’s at the meeting, the project should be complete in 1-2 months. The design team is progressing within the contract schedule and are looking to the MEDC for specific direction before proceeding to the final phase of the project.

Approved By

Asst. City Administrator	Dave McCorquodale	Date: 05/13/2021
City Administrator	Richard Tramm	Date: 05/13/2021

**Montgomery MEDC
AGENDA REPORT**

Meeting Date: May 17, 2021	Budgeted Amount: N/A
Department: MEDC	Prepared By: Richard Tramm

Subject

Consideration and possible approval of budget amendment and additional expenditure items.

Recommendation

Consider approval of the items presented, including possible amendments to the budget, as necessary.

Discussion

Please see the attached sheet that details several items for consideration in authoring expense categories and to amend the budget for inclusion.

Approved By

City Administrator	Richard Tramm	Date: May 13, 2021

Goat Mascot Costume

This item was originally discussed in January 2021 and was on the agenda for the February 2021 MEDC Board Meeting that was cancelled due to severe weather.

Earlier this year I was working with MEDC President Rebecca Huss and MEDC Director Jeff Angelo as an MEDC committee to continue to develop the use and promotion of the Monty the Montgomery Goat Social Media icon. Increasing the ways that we promote the City of Montgomery and local businesses and events in the City will increase our visibility to all visitors to the City. One of the steps that has been envisioned as a next step is to move forward is a life size mascot that will interact with people. We would coordinate with local high school Theater Departments related to the training of performers, which could prove to be a mutually beneficial relationship in the use and performance of the mascot in public environments. We are looking to take the next step forward with this as a part of the MEDC's marketing strategy.

Reasons the MEDC should consider use of a mascot for marketing:

1. A mascot is more than a caricature, it also is a symbol of the local spirit. Monty the Goat is a symbol of the City and its generosity and a live mascot can bring that to life in a unique way.
2. Mascots engage their audience and can be marketed over multiple platforms. Within an event, a mascot can become its own destination or be used to pinpoint attention to a specific target. In today's highly visual social media environment, many people with social media accounts use photos of the mascot on their own, which magnifies the social media reach of a mascot with brand identity.
3. Mascots are a cost-effective way to concentrate marketing attention. Most of the cost is up front with the purchase, and the companies creating the costuming aid in the design rather than require a third party to provide a design service. Once the mascot is created MEDC would be in control over its use, messaging, and strategy.
4. Mascots are not only for use in the real-world environment but are also perfect for use in social media and digital platforms. This magnifies the use, messaging, and advertising reach of a mascot-based strategy.
5. Who uses mascots? Mascots are used at all levels of marketing from multibillion dollar corporations to represent their brand identity (such as Walt Disney Corporation, Chick-fil-A, and McDonald's) down to local entities (such as City of Boerne Parks and Recreation Department Rex the Raccoon, The Woodlands' Puffy the Pinecone and even the Montgomery County Fair's mascot). Organizations of all levels use mascots because they work to draw attention to themselves and the organizations they represent. They are also very popular with the public.

We are still discussing the final form and look of the mascot with several companies that produce mascots but have identified the likely price range is between \$5,500 - \$7,500, depending on final design, features, and sizing. I would like to ask the MEDC Board of Directors to approve funding a purchase of up to \$9,250 to allow us the room to make a final choice that allows funds for minor changes that might require additional cost than what is anticipated at this point. Such reasons might include vent fans for cooling, modifications for safety, improved visibility, and similar items that are more noticeable when a final design is complete. Any additional funds not used would be planned to be applied towards future costs associated with the costuming, such as cleaning and general care.

We are at different points in the discussion with multiple companies, but I am attaching some of the concept drawings from two of the companies as an example of what is intended for this item. I recommend funding this item from 56004.6 Consulting (Professional Services).



Colors are to show placement.
Actual fabric swatch choices will be provided before construction

© Copyright, Trade Dress & Trademark™
All rights reserved on this costume design
www.costumers.com
2-3-2021

<https://mail.google.com/mail/u/0/#inbox/FMfcgxlSszgksRBqNjNBrnXZnDHvnnB?projector=1&messagePartId=0.1>



Prepared for City of Montgomery
By Lucie Whitehead
whitehead@sugarmascots.com

Your Custom Artwork



Details of Construction

Your mascot will be constructed with the highest quality materials available with keen attention to detail. **Monty Mascot** includes: hand sculpted/hand covered oversized mascot head with battery operated ventilation fan; inner or upper body padding (where applicable); fur jumpsuit; hoof hands; hoof feet. Your mascot will be created in a way so that all of the material parts of the costume are machine washable and easy to maintain. We anticipate your character to weigh less than 35lbs and would be able to fit into a standard cardboard box.

Some of the People We've Worked With...

Toronto Blue Jays
Toronto Maple Leafs
Kansas City Royals
TD Bank
RBC

Alberta Motor Association
Energizer Canada
National Money Mart
Nestlé Canada
Pacific National Exhibition

Domino's Pizza
Famous Dave's
General Mills / Pillsbury
PICO International - Bahrain
Kraft General Food

How does the heart get in a Sugar's Mascot? [Find out what makes us different](#)

Goats on Parade

The Goats on Parade idea is based on the Cows on Parade concept in several cities, where life-size cow sculptures are placed in public places with various artistic designs. These are attention-getters and tourism drivers. They become meeting places and often end up in social media postings. This was on the March agenda for consideration but was not authorized at that time, which allowed me to further investigate this concept.

After additional research I can lower the funding request from \$2,400 to \$2,100 for this item and have already had one discussion with a local business who would like to partner with the MEDC to have the first of these goats on their site. In this particular case, partnering with a local business will mean they will also be assisting in expanding the social media on behalf of the City/MEDC. These goats would be substantially similar to the goat statue at the Community Center downtown but would be painted in unique ways characteristic of the City's history or to represent the area at which they are located.

As part of my research on this item, I went to the City of Hutto and observed their community's identification with the hippopotamus (hippo) that has a historical tie to their city much as Montgomery does with the goat. They are reported to have over 3,000 hippo statues around town of different sizes, most of which are painted—some to look like a regular hippo but most in unique and creative ways. These have helped promote the identity of the hippo as the town mascot. They also serve to attract visitors to drive to many locations across town, and during my travels there I saw many posing for photos with those hippos.

I recommend funding those from the Downtown Enhancement Projects line item (56002.4).

Event Support Items

The addition of a line item for Event Support Items is meant to cover items acquired for use in putting on or supporting events in the City that are intended to be reused across multiple events, and so the costs are not meant to be attributed to a single event. These may include items such as additional barricades for use during events to control vehicle and pedestrian traffic, additional directional signage for events, and equipment and materials to improve safety and operation during events (This may include items such as hand sanitizer stations or walking covers for loose cables.).

I recommend the funding for this event from the unallocated fund in the Events category (56002.3) of the annual budget, in which \$16,700.00 remains unallocated at this time, with initial funding at \$2,000.00.

Movie Night

We are looking for conducting Movie Night for 5 nights in the current budget cycle, starting May 22, 2021 and held outdoors on Saturday night at the City Community Center. There will be no charge to attend the event. The costs for putting these on will be \$375 for each of these 5 nights plus an additional \$50 for advertising costs, for a total of \$1,925.00 for this authorization. Each is to be sponsored by local businesses who will assist in conducting the event. The local sponsor will be responsible for setting up the equipment, presenting the movie and taking down the equipment. These activities eliminate approximately 4 hours of public works staff overtime expenses.

I recommend the funding for this event would be from the unallocated fund in the Events category (56002.3) of the annual budget, in which \$16,700.00 remains unallocated at this time, with a funding of \$1,925.00.

Antiques Festival

The Antiques Festival is a long-term annual event in Montgomery that had been conducted by the Historic Montgomery Business Association (HMBA). It runs the first weekend in May and typically brings several thousand people into town across the weekend even including a couple thousand people this year with the rainy weather.

The HMBA is ending their association with the event and was considering cancelling this event late in the planning process for this year. Due to the positive effect the visitors bring to the Montgomery area each time this event is run, the City provided some assistance for this event to continue.

I would like the MEDC Board of Directors to consider reimbursing the City for the additional expenses it incurred that are of a type normally borne by the MEDC for an in-City festival and for the MEDC to plan to continue the event in future years.

For this event, the City expended \$225.00 in Facebook Advertising, \$2,358.77 in wages (\$526.72 Public Works and \$1,832.05 Police Department), and between \$300-400 in additional materials expenses used in setting up and operating the event. We are still waiting on some final receipts to come to us, so I would like to request up to \$3,000.00, which allows up to \$416.23 in the additional expenses.

I recommend funding this item from the unallocated funds in the Events category (56002.3) of the annual budget, in which \$16,700.00 remains unallocated currently, for \$3,000.00.

Downtown Enhancement Projects

I do not have a specific request for this item at this time, but I did want to mention that we were looking at items for which we can utilize these funds during the remainder of the fiscal year. A priority would likely be given to items that will not have to be replaced in the upcoming downtown work but can still provide immediate or near immediate enhancement and public benefit. This budget category (Downtown Enhancement Projects - 56002.4) has been allocated \$30,000 under the current year's budget.



Development Report May 2021

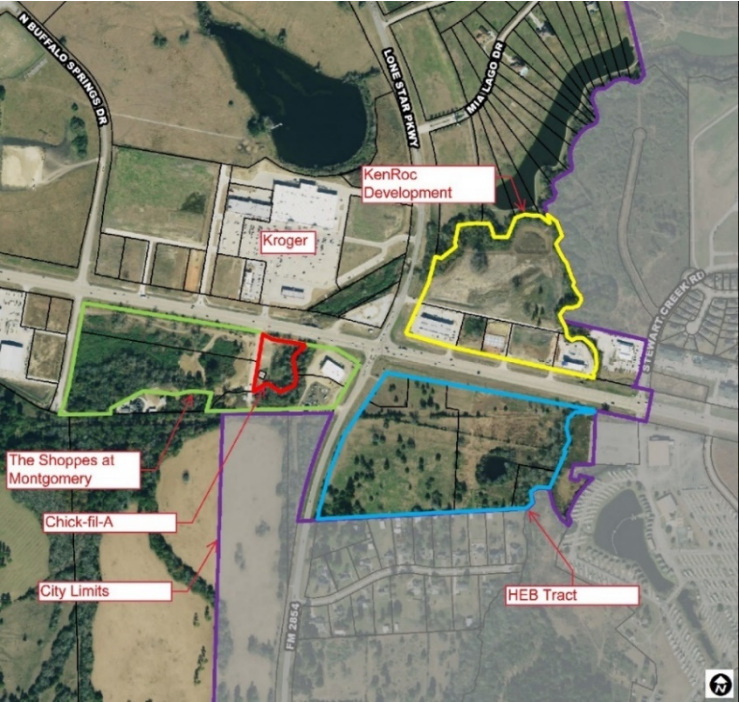
Richard Tramm, City Administrator
Dave McCorquodale, CPM, Assistant City Administrator and
Director of Planning & Development

Residential and commercial markets continue to show strong positive activity through the first quarter of 2021. Homebuilding remains active and new developments under construction are adding new residential lots on the ground. At this time, development activity seems to be returning to normal pre-pandemic levels for our area, perhaps with an even stronger demand for single-family residential housing. Commercial construction activity continues within existing developments on the east end of the City. We continue to monitor the COVID-19 pandemic and its effects on development. Broadly speaking, short-term effects on City development appear minimal one year into the pandemic. Longer-term implications for certain market segments remain to be seen.

Commercial Development

East End Commercial –

Construction on the east end of Montgomery continues at a moderate pace. The 26-acre Shoppes at Montgomery is active with Starbucks being the most recent to open at the beginning of February and the retail center that includes Chipotle, Ruthie Grace Boutique, and HotWorx fitness studio is complete. AutoZone construction is moving quickly next to McCoy’s Building Supply and Panda Express, a fast-casual Chinese restaurant chain, is beginning construction activity.



Central Business District & Historic Downtown –

No activity to report this month.



Residential Development

Existing homesite inventory is available, and several new residential subdivisions are under development. While uncertainty exists in the market, low mortgage interest rates coupled with a desirable community and relatively low home prices will likely keep demand for new housing strong for the immediate future.

- 19 new homes completed in 2021 (through April 30th)
- 6 new single-family home permits issued in April

Hills of Town Creek Subdivision – With a total of 100 single-family homesites, this subdivision is immediately west of Town Creek Apartments along Emma’s Way. 82 homes are complete and the final 18 homes are under construction. Plans for a new 30-lot section have been approved and roads and utilities have been completed and accepted by the City.

Town Creek Crossing – This addition to the Buffalo Springs Planned Development includes 199 residential homesites and eight commercial reserves. Site work is underway with homes expected to begin construction in Summer 2021.



City Development Activities

Texas Water Development Board Funding - The City is utilizing \$2.8 million in TWDB funding for water and sewer infrastructure projects that include:

- Downtown + SH105 Waterline Replacement. (Construction started in January 2021 and expected to be completed in June 2021).
- Water Plant #3 (starting work soon).
- Lift Station #1 (completed).
- Lift Station #3 Sanitary Force Main Reroute (design complete; process on hold pending final reconciling of cost for above project to determine available funding)

General Land Office Severe Flood Mitigation Grant – In 2018, the City was awarded \$2.2 million from the Texas General Land Office (GLO) for flood-related damages associated with 2016-2018 flooding events, which included the Memorial & Tax Day floods and Hurricane Harvey. A study of the Town Creek and Anders Branch watersheds on the north side of the City is now complete, and projects identified in the study will be implemented with a portion of the grant funds. The work proposed in the study is under review by the GLO and the City is requesting a timeline extension for the project completion due to the COVID-19 pandemic. The City is preparing to move forward with certain portions of this grant project.

Minimum MUD Standards – During 2019 and 2020, the City considered a framework of standards for MUD's and other Special Purpose Districts in the City Limits and ETJ. As City staff explored establishing minimum MUD standards, it was realized that each situation would need to be considered according to its individual merits. This led to the creation of a set of statements/questions for the City to use in evaluating future special district creation requests. They are:

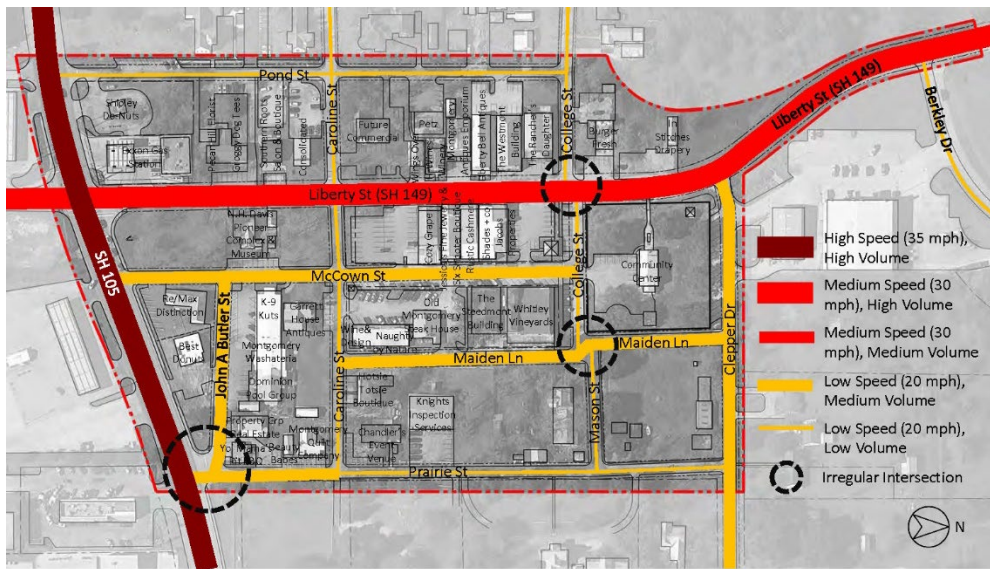
1. How does the proposed District benefit its residents? (available amenities, etc)
2. How does the proposed District benefit the broader community? (variety of housing options, possible improved commercial development)
3. How does the proposed District benefit the City? (fiscally responsible planning, collaborative relationships with developers).

Comprehensive Plan – The City Council adopted the Montgomery 2020 Comprehensive Plan in November 2020, wrapping up a project that began in fall 2018. The Plan was developed with the assistance of TAMU’s Community Resilience Collaborative and Texas SeaGrant. The City held a series of five community meetings during 2019 to get input from residents and businesses. The full document can be found on the City’s website under “Latest News”. The Comprehensive Plan is an item that will need to be periodically reviewed and updated.

Transportation & Mobility – Several projects are underway to improve mobility in the City for both vehicular traffic and pedestrians.

- FM149 turn lane: The City has been working with TxDOT on a turn lane at the intersection of SH105 & FM149 since early 2019. The turn lane will serve northbound traffic on FM149 turning eastbound on SH105. The City purchased the land in late 2018 and provided TxDOT with the donation documents in January 2019. Beginning in May 2019 and continuing through mid-2020, TxDOT provided several rounds of comments that needed to be addressed before they would accept the donation. The City addressed all comments as they were received. In November 2020, TxDOT contacted the City and stated an easement would need to be released before they would accept the property. Over the next two months, City staff worked with the three easement holders to explain TxDOT’s rationale and obtain the executed easement release documents, which were provided to TxDOT in March 2021, completing the donation process. TxDOT plans to relocate utility lines and traffic signals this summer and begin construction of the turn lane in Fall 2021.
- TxDOT 2021 Transportation Alternatives Call for Projects: TxDOT’s bi-annual program seeks to improve pedestrian and bicycle facilities on or near TxDOT roads. The City recently submitted two sidewalk projects and has successfully passed the initial review phase. One project is a sidewalk along Martin Luther King, Jr. Drive from FM149 to the City limits, and one project is a sidewalk connecting downtown to the public library and Memory Park on Bessie Price Owens Drive. The program provides an 80% grant for awarded projects with 20% local matching funds. The next milestone will be submittal of detailed project applications in mid-June.

Downtown Improvement Plan – This MEDC-funded project to improve the downtown area is an approximately 7-month project that began in November 2020. The MEDC worked with TAMU landscape architecture students on visioning for the project and has contracted with the Gunda Corporation/White Oak Studio team to lead the design efforts. The team has completed the site analysis and research phase of the project and is presenting a preliminary design to MEDC and downtown stakeholders in May. Several of the slides from the design team’s site analysis are included below.

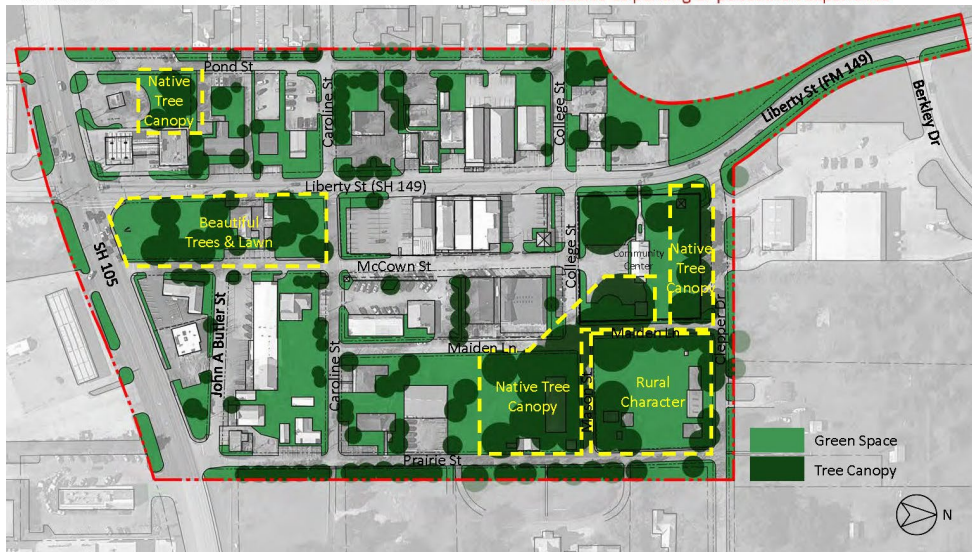


Opportunities:

- Low speed/volume streets conducive to walking

Constraints:

- SH 149 traffic volume (and speed from north) not conducive to parking or pedestrian experience



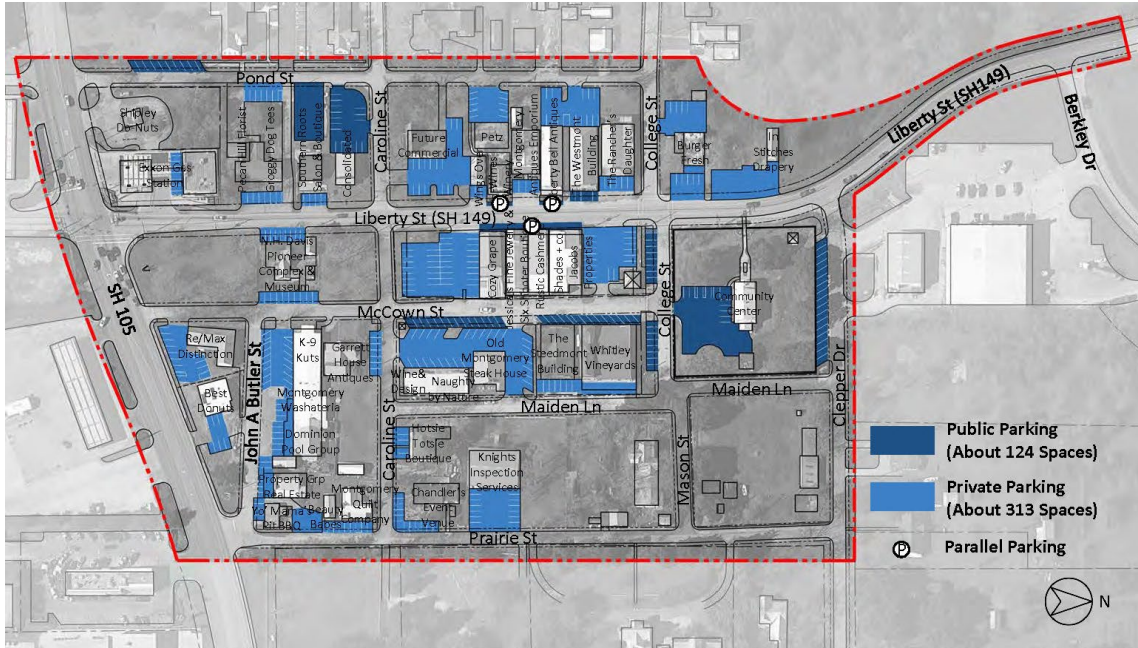
Opportunities:

- Areas of trees and lawn make Downtown pleasant and inviting. They add shade and human scale and bring nature in Downtown.

Constraints:

- Some green space is privately owned and inaccessible for visitor use.

GREEN SPACE



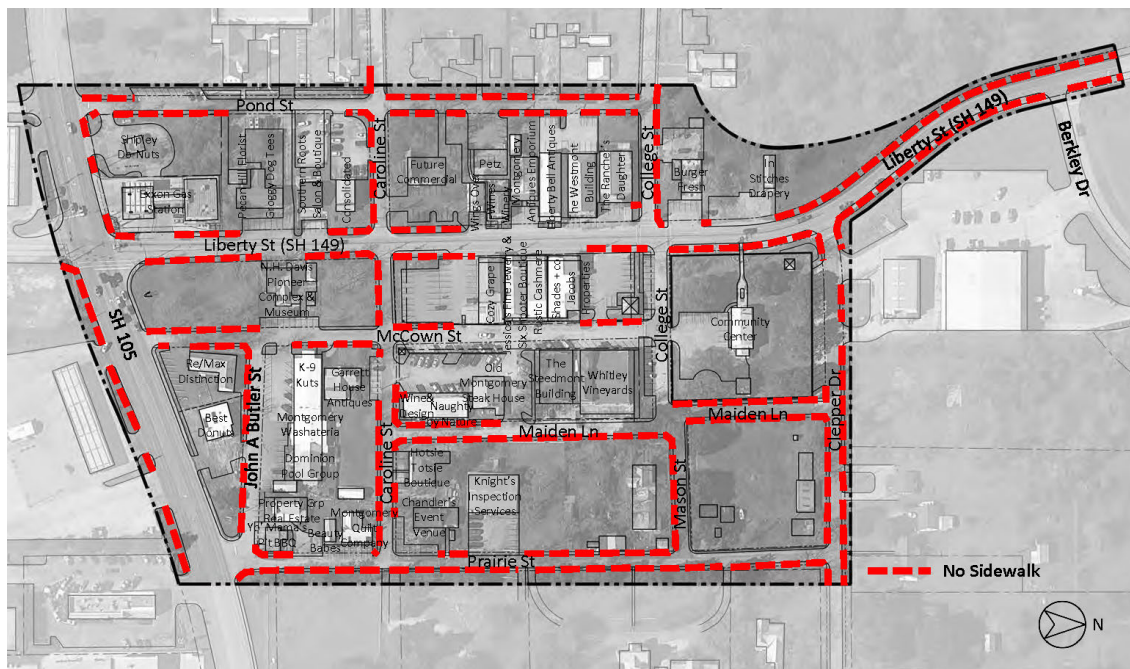
Opportunities:

- There are over 400 parking spaces in Downtown.
- Most businesses have private parking spaces.
- Montgomery has history of public-private cooperation.

Constraints:

- There is very limited public parking.
- Available parking is unclear to the new visitor arriving on SH 105 and SH 149.
- Public perception is that on-street parking is needed on SH 149.
- On-street parking is challenging on SH 149.

PARKING



Opportunities:

- Pass-throughs offer views and connections between stores. Potential parking connectors.
- Quiet secondary streets are walkable and pleasant.

Constraints:

- Many streets lack sidewalks.
- Wide driveways interrupt pedestrian movement along streets.
- Pass-throughs are privately owned.
- Some sidewalks are on private property

PEDESTRIAN SYSTEM

Businesses Opened in 2021

Chandler's Event Venue; 304 Caroline St

Lizzy Boutique & Salon; 308 Caroline St

Starbucks; 20219 Eva St

3D's Deli; 401 College St

Cotton & Rye Boutique; 304 John A Butler St





1575 Sawdust Road, Suite 400
The Woodlands, Texas 77380-3795
Tel: 281.363.4039
Fax: 281.363.3459
www.jonescarter.com

April 22, 2021

The Honorable Mayor and City Council
City of Montgomery
101 Old Plantersville Road
Montgomery, Texas 77316

Re: Engineering Report
Council Meeting: April 27, 2021
City of Montgomery

Dear Mayor and Council:

The following information summarizes our activities on your behalf since the March 23rd Council Meeting:

Status of Previously Authorized Projects:

All projects discussed below are shown on the enclosed maps of active developments and capital projects.

a) Water Distribution System Analysis and Master Plan – CP No. 3 – Downtown and SH-105 Waterline Replacement

We are coordinating with TxDOT to receive a utility installation permit for work along FM 149 and expect to receive them soon. The contractor continues to proceed with installation of the waterline along SH-105 at Cemetery Street, Pond Street, and Pond Alley via trenchless construction. We approved Pay Estimate No. 3 in the amount of \$207,382.00. The Contractor’s period of performance ends June 13, 2021.



Valve Replacement on Pond St.



Pipe Burst at SH-105 & Cemetery St.

Status of Previously Authorized Projects (cont.):

- b) **Baja Road Water and Drainage Improvements, Phase I & Phase II (CDBG)**
The contractor continues to address the punch list items identified in the Phase I project.
- c) **Water Distribution System Analysis and Master Plan – CP No. 9 - Water Plant No. 3 Improvements**
The contracts have been approved by the City’s Attorney. The contracts have been provided for City Council signature.
- d) **GLO Projects**
We are continuing to coordinate with GrantWorks and City Staff to finalize the engineering contract to match the budget and beneficiaries of the grant.
- e) **Sanitary Sewer System Analysis and Master Plan – CP No. 3b – Lift Station No. 1 Replacement**
The City Attorney and Surety held a conference call on April 19th. It is our understanding this matter is in the hands of the attorney.
- f) **Sanitary Sewer System Analysis and Master Plan – CP No. 10 – Lift Station No. 3 Force Main Re-Route**
As a reminder, this project is included in TWDB CWSRF loan. The design is substantially complete and is temporarily on hold.

Existing and Upcoming Developments:

- a) **Feasibility Studies** – There are no active feasibility studies at this time.
- b) **Plan Reviews**
 - i. **Panda Express** – We received plans for review on March 17th and provided comments to the plans on March 30th. We received plans for review on April 11th and they are under review.
- c) **Plat Reviews**
 - i. **Peel Junction Investments Minor Plat** – We signed the minor plat on April 15th.
 - ii. **Town Creek Crossing** – We returned comments to the final plat on March 31st.
 - iii. **Montgomery Shoppes Section 2 Amending Plat No. 2** – We did not receive a revised plat this month.
- d) **Ongoing Construction**
 - i. **Hills of Town Creek Section 4** – The Contractor completed the remaining portions of the project. The final inspection was held on March 24th, and a punch list was issued at that time. The contractor has since addressed all of the punchlist items and we have submitted the documents for the City to accept the infrastructure.



Existing and Upcoming Developments (cont.):

- ii. **Town Creek Crossing Section 1** – The contractor continues to install the proposed storm sewer facilities and began the installation of the waterline. The contractor is expected to be complete in July 2021.

e) **One-Year Warranty Inspections**

- i. **Villas of Mia Lago, Section 2** – It is our understanding the contractor is working to address the items identified at the one-year warranty inspection.
- ii. **Hills of Town Creek, Section 3** – The one-year warranty inspection was held on January 7, 2020. We are continuing to work with City Staff and the Contractor to address the remaining punch list items.

Meetings and Ongoing Activities:

- a) **Town Creek and FM 149** – It is our understanding TxDOT completed the installation of the additional rip-rap last week.
- b) **Kammerer Tract Coordination** – We have prepared a cost estimate for the different segments of the roadway reconstruction project as a Kammerer Tract as a response to our meeting with Montgomery County. It is our understanding the developer is coordinating with the PUC to decertify the tract from the CCN boundaries.
- c) **Biweekly Operations Conference Call** – We continue hosting a biweekly conference call with representatives from H2O Innovations and City Staff. Items of note discussed during the previous month included updates on various warranty inspections, general updates on all active design and construction projects, and general operations of the City's water and sanitary sewer facilities.
- d) **FM 1097 & Atkins Creek (TxDOT)** – We are coordinating with TxDOT to determine the area and what is needed to assist in preparing the easements that are to be acquired for the project.
- e) **FM 149 & SH-105 Right Turn Lane** – TxDOT has advised that the project is scheduled to be let in 2021.



Meetings and Ongoing Activities (cont.):

- f) **FM 1097 Speed Study** – We are coordinating with TxDOT to investigate reducing the speed limit and other safety improvements.

Please contact Wesley Lay or me if you have any questions.

Sincerely,

Donald Durgin, PE
Engineer for the City

DD/wsl

K:\W5841\W5841-0900-00 General Consultation\Meeting Files\Status Reports\2021\Engineer's Report 4-27-2021.docx

- Enclosures: Active Capital Projects Map
Active Developments Map
- Cc (via email): The Planning and Zoning Commission – City of Montgomery
Mr. Richard Tramm – City of Montgomery, City Administrator
Ms. Susan Hensley – City of Montgomery, City Secretary
Mr. Alan Petrov – Johnson Petrov LLP, City Attorney



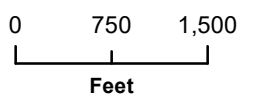
VICINITY MAP

Scale: 1 inch equals 20 miles

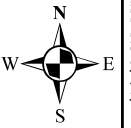
LEGEND

- City Limits
- City ETJ
- MCAD Parcels

ACTIVE CAPITAL PROJECTS (MARCH 2021)



1 inch equals 1,500 feet

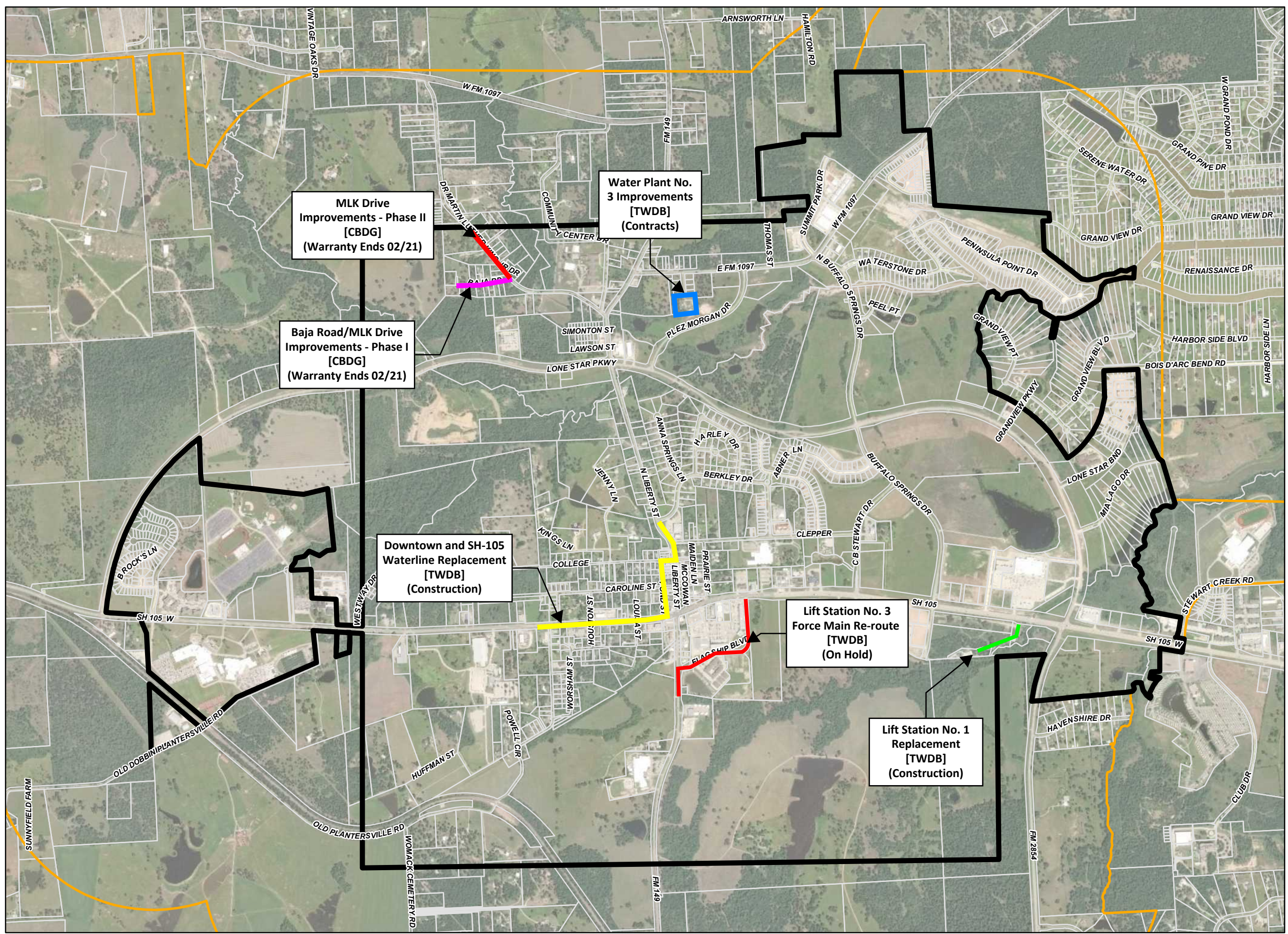


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JONES CARTER

Texas Board of Professional Engineers Registration No.



MLK Drive Improvements - Phase II [CBDG] (Warranty Ends 02/21)

Baja Road/MLK Drive Improvements - Phase I [CBDG] (Warranty Ends 02/21)

Water Plant No. 3 Improvements [TWDB] (Contracts)

Downtown and SH-105 Waterline Replacement [TWDB] (Construction)

Lift Station No. 3 Force Main Re-route [TWDB] (On Hold)

Lift Station No. 1 Replacement [TWDB] (Construction)



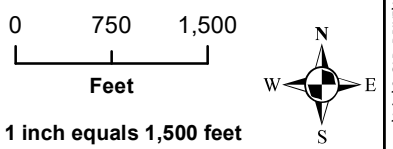
VICINITY MAP

Scale: 1 inch equals 20 miles

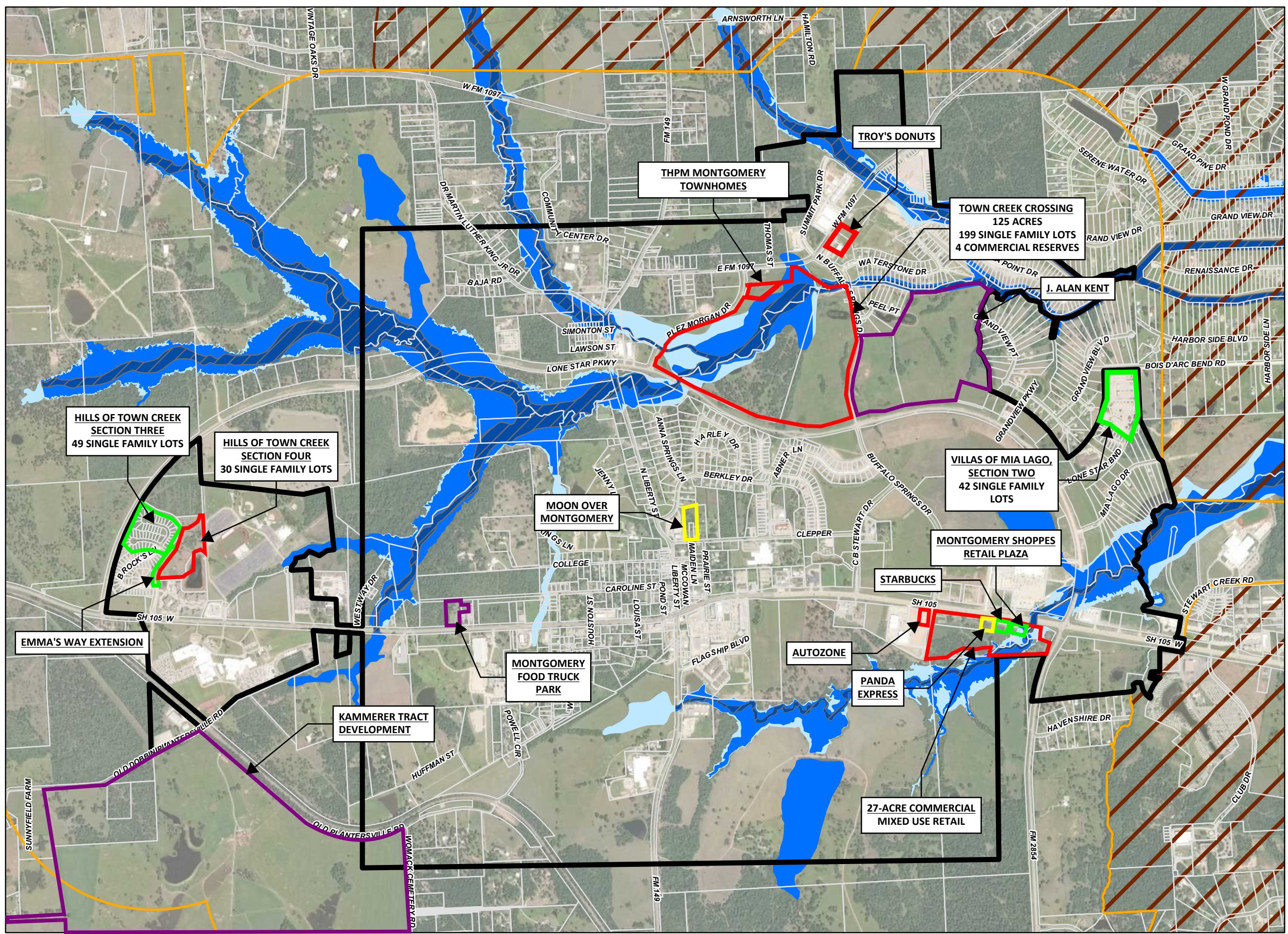
LEGEND

- City Limits
- City ETJ
- City of Conroe ETJ
- MCAD Parcels
- Floodway
- 100-year
- 500-year
- Complete/Under Warranty
- Under Construction
- In Design
- Planning/Feasibility

ACTIVE DEVELOPMENTS (MARCH 2021)



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User Name: JCP
Date: 3/17/2020
Project Number: W5841-0900-18
Practice Workspace\Corporate Services\GIS\Scratch\Workspace\Jaka\U_OLD_DRIVE\IHO-HH7\Projects\Districts\City Of Montgomery\Projects\2020\March\Active Developments (11.17).mxd