



CITY COUNCIL SUPPLEMENTAL AGENDA

Monday, September 20, 2021 at 6:30 PM

Council Chambers at City Hall, 202 North Virginia Street, Port Lavaca, Texas

PUBLIC NOTICE OF MEETING

The following item will be addressed at this or any other meeting of the city council upon the request of the mayor, any member(s) of council and/or the city attorney:

Announcement by the mayor that council will retire into closed session for consultation with city attorney on matters in which the duty of the attorney to the city council under the Texas disciplinary rules of professional conduct of the state bar of Texas clearly conflicts with the open meetings act (title 5, chapter 551, section 551.071(2) of the Texas government code).

(All matters listed under the consent agenda item are routine by the city council and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately.)

AGENDA

Council will consider/discuss the following items and take any action deemed necessary.

Public Notice to add supplemental item(s) for agenda of the Special Meeting of the City Council of the City of Port Lavaca, scheduled for Monday, September 20, 2021, beginning at 6:30 p.m., in Council Chambers at City Hall, 202 North Virginia Street, Port Lavaca, Texas:

- I. **ACTION ITEMS** - Council will consider/discuss the following items and take any action deemed necessary
 1. Consider approval of a one-year subscription to the Buxton Economic Development Platform with Match and Mobilytics for a cost of \$35,000 and authorize the City manager to execute the agreement subject to approval of the City Attorney. Presenter is Jessica Carpenter
 2. Consider request of Calhoun High School Class of 2023 for the use of the Bayfront Peninsula Park on Saturday, December 11, 2021 for a fundraising event with additional request to waive any fees associated with the event. Presenter is Tania French

II. CERTIFICATION OF POSTING NOTICE

This is to certify that the above notice of a special meeting and workshop session of the City Council of the City of Port Lavaca, scheduled for **Monday, September 20, 2021**, beginning at 6:30 p.m., was posted at city hall, easily accessible to the public, as of 5:00 p.m. Thursday, **September 16, 2021**.

Mandy Grant, City Secretary

ADA NOTICE

The Port Lavaca City Hall and Council Chambers are wheelchair accessible. Access to the building is available at the primary north entrance facing Mahan Street. Special parking spaces are located in the Mahan Street parking area. In compliance with the Americans with Disabilities Act, the City of Port Lavaca will provide for reasonable accommodations for persons attending meetings. To better serve you, requests should be received 24 hours prior to the meetings. Please contact City Secretary Mandy Grant at (361) 552-9793 Ext. 230 for assistance.

COMMUNICATION

SUBJECT: Consider approval of a one-year subscription to the Buxton Economic Development Platform with Match and Mobilytics for a cost of \$35,000 and authorize the City manager to execute the agreement subject to approval of the City Attorney. Presenter is Jessica Carpenter

INFORMATION:

MEETING: September 20, 2021

DATE: 09.16.21

TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: JESSICA CARPENTER, DEVELOPMENT SERVICES DIRECTOR

SUBJECT: Consider approval of a one-year subscription to the Buxton Economic Development Platform with Match and Mobilytics for a cost of \$35,000 and authorize the City manager to execute the agreement subject to approval of the City Attorney.

Buxton Analytics can provide the City, County, ISD, Port, and associated stakeholders with proprietary insights into:

- *Who* your residents, visitors, and workforce are
- *Where* they come from and go when in market
- Identifying the unique **value** and lifestyle characteristics of those people at a household level in near real-time

By leveraging these on-demand resources, Port Lavaca will have the ability to continuously monitor, analyze, and report on market conditions in support of proactive workforce development, retail/restaurant/hospitality business attraction and retention, and visitor insights for tourism and employment marketing and engagement efforts. -Brian Merrion

Brian Merrion, Sales Director for Buxton, presented to the Economic Development Committee and will be the presenter to the City Council. He has provided some information and details on the Buxton Mobilytics and the Buxton Match products below:

- Watch: [brief video overview of Buxton Mobilytics](#)
- **Sample Reports**

Below are sample reports for both Mobilytics and Match, allowing you to open and dig into the data further on your own time:

A) [Buxton Mobilytics – Walmart Supercenter vs HEB-anchored Calhoun Plaza visitors](#) (Past 12 months through 8/31/21)

B) [Buxton Match – Fuzzy’s Taco Shop](#) (Based on frontage parcel available near Walmart)

➤ **Pricing + Features**

Buxton Economic Development Platform with Match and Mobilytics: \$35k for 1-year partnership

- ✓ Nationwide geographic coverage for analysis & reporting pertaining to business attraction, retention, tourism, marketing, and planning
- ✓ Use Mobilytics to analyze your residents and visitors to help local businesses understand their customers, analyze cross-shopping and co-tenants, reveal trends over time from 1/1/2019 to as recently as 48 hours ago
- ✓ Mobilytics reports are easily shareable and customizable to present data to outside stakeholders
- ✓ 120+ million households included for analysis throughout the U.S.
- ✓ Use unbiased data to tell your story and pitch to prospective businesses/franchises
- ✓ No limit on number of Match or Mobilytics reports created
- ✓ 5,000+ brands included real-time, on-demand in Buxton Match
- ✓ Match reports are easily shareable and customizable to include site photos, site details, and city/developer/broker contact information
- ✓ Buxton-led virtual training and on-demand live technical support within the platform
- ✓ 3 user licenses included in the partnership: additional licenses available for purchase

Staff Recommendation:

The following are several of the areas to utilize the data from the Buxton Mobilytics and Match dashboards for Port Lavaca Economic Development:

1. Identifying the manufacturing workforce numbers and their purchase power
 - Profiles of the employees of Formosa, DOW and or Coke of where they live, where they spend etc.
2. Capture the housing data for our region and identify the target the groups that are making housing purchases and the profiles of the renter groups in our community.
 - Analyze our housing need and priority demand.
3. Track the retail, food service, and hotel models.
 - See the data profiles of the purchase traffic flow and compare and contrast how our region competes for new businesses and the traffic to our existing businesses.
 - This will increase the ability to attract more eateries, hotels, retailers etc.
4. Capture data for workforce development and small business expansion and improvement of resources.
 - Identify the ethnic groups of the regional workforce to promote equitable job opportunities for underrepresented ethnic groups with our formidable employers.

Equitable and inclusive employment is a relevant topic today and this data can aid in our future job fair and small business event I am planning.

- This data can also be scoped to assess the workforce of our region to aid in the training demand for our employers. In addition to the accessibility of workforce.
 - The Port Lavaca future job fair and small business event will benefit from the availability of this data. The Federal Reserve Bank – Small Business teams from Houston and Dallas will be in attendance to be our guest speakers and University of Houston Victoria – Small Business Development Center will be providing the training workshops for this event. I would love to offer various data analytics reports of our region for this forum to the employers and businesses and offer information to UHV to identify if the trainings they sponsor are focused for the demand of our workforce and small businesses.
5. Staff has many other ideas to focus the data reports for the many lenses we are trying to sharpen the information pertaining to housing, community assets, economic diversity, establishing scoring for investment grant opportunities for housing, economic development, and community block grants etc.
 6. The Shoreline Master plan and the Comprehensive plan both will benefit greatly from the data for our future updates.
 - We can identify with better precision what the waterfront business community could look like in our future updates of the Shoreline Master Plan.
 - i. As in where the recruitment for the types of businesses should be.
 - ii. The retail profile might be higher than anticipated or potentially not. Either way it will provide a clearer understanding if boutiques or chain retail would work best along the boardwalk.
 - iii. Will we be successful in arts and entertainment or more family focused activities?
 - iv. Should we solicit chain eateries or provide fine dining? Can we draw both for retail and dining?
 - For the Comprehensive Plan this data detail will significantly improve the goals for the economic development, planning, building, public works etc.
 - i. It will establish a clear baseline of economic growth and in what sectors.
 - ii. Planning can utilize these analytics to shape zoning and establish investment areas for both residential and commercial for internal guidance and external interest.
 - iii. Building community can see the traffic flow of existing businesses to garner momentum to promote adjacent development and infill for new development.

- iv. Public Works can then understand priority impacts for improved and/or expansion of infrastructure to serve our growth and development.

Staff is currently working with a potential retailer and a housing development team who are both requesting if the city has a data profile such as the Buxton analytics reporting tools. This information will assist both teams in their endeavors in seeking approval to bring the retailer to Port Lavaca, and to guide the housing developers to understand the greatest housing need to maximize the land for their housing development.

Staff recommends approval of a one-year subscription to the Buxton Economic Development Platform with Match and Mobilytics for a cost of \$35,000 and authorize the City manager to execute the agreement subject to approval of the City Attorney.

Economic Development Committee Recommendation:

The Economic Development Committee has received this presentation and understands the benefits to having these Buxton data analytics tools. There is opportunity for regional collaboration with this information and continued internal benefits for city wide understanding for prioritizing issues and enhancing growth opportunities.

The Economic Development Committee approves of a one-year subscription to the Buxton Economic Development Platform with Match and Mobilytics for a cost of \$35,000 and authorize the City manager to execute the agreement subject to approval of the City Attorney.



Public Sector

Move Your Community Forward with Buxton

Buxton is the Partner You Always Wanted, **but Never Knew You Needed.**

In today's competitive community landscape, every business decision matters more than ever. Buxton provides the consumer, location, and market insights you need to make smart business attraction and retention, development, tourism, and marketing decisions.

See the difference that consumer intelligence technology can make and guide your community to success with Buxton.



Buxton Platform:

Our Platform is Purpose-Built to Make Your Community Thrive

Buxton's proprietary SCOUT, Match, and Mobilytics applications are the foundation you need to guide your community's economic development plans, attract retailers, and boost your tourism industry.

SCOUT®

Understand all the economic development projects in the pipeline through one lens – an interactive map. Buxton's SCOUT application empowers stakeholders with insights to make and track smart development decisions.



Market and household-level data tells your community's story to stakeholders and decision makers.



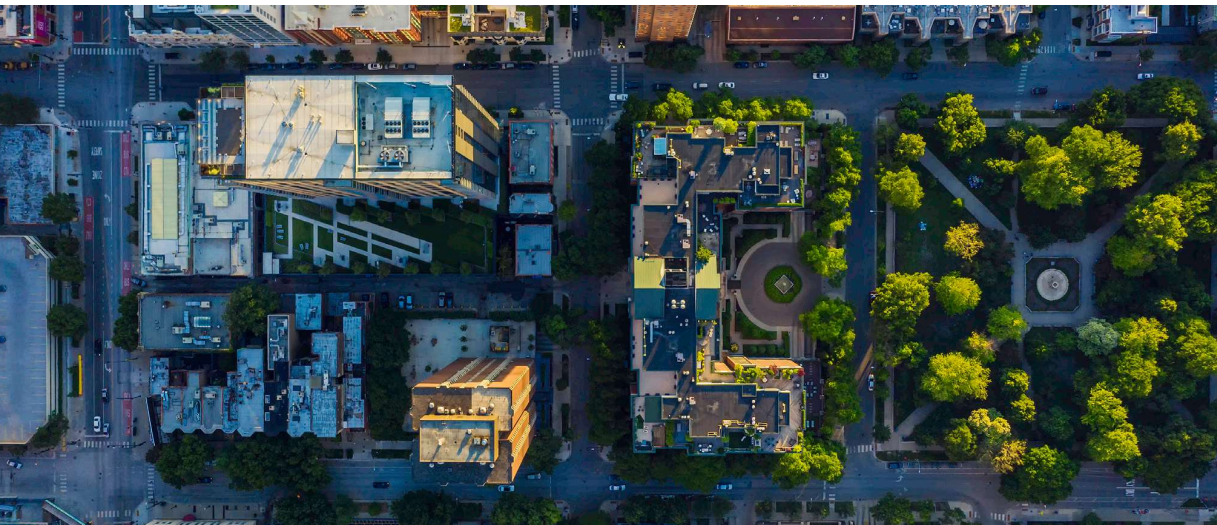
Track activity and quickly report on outreach.



Analyze your market with SCOUT's user-friendly, map-based interface.



Create a bespoke SCOUT experience by uploading your own datasets and relevant reference files to the locations in play.



matchSM

Arm your community with the knowledge it needs to attract and retain the businesses it wants with the help of Buxton's Match application. Now you can prove to Trader Joe's, Chick-fil-A, Walmart, or any other major brand that your community is a good fit with data-driven insights on consumers and trade areas.



Actively pursue your targeted businesses and use data to make a compelling case for their expansion into your community.



Assess new opportunities any time with on-demand data reporting.



Understand how the customer potential of your site compares to a brand's existing locations in terms of quantity, concentration and household mix.



Stand out from competing communities by providing unbiased, third-party validation of your site's potential.

Now, with Buxton's scientific approach, we have numbers, demographics and data that backs up why this retailer is a good match for McAllen and why they need to be in our city."

— McAllen, TX

Trusted by growing communities around the country, including:



mobilytics™

Keep the pulse on your community and help it thrive with Mobilytics. With this on-demand data application, you can understand foot traffic trends and visitor profiles in granular, household-level detail. Stop relying on mobile data alone when you need the full suite of Mobilytics to see who's visiting your community's districts, events, attractions, and retailers.



Understand the consumer profile of property visitors as well as where they live, work, and frequently visit.



Go beyond demographics with valuable lifestyle profiles that validate consumer preferences.



Monitor visitor volume trends to gain insights into guest traffic.



Leverage up-to-date visitor intelligence by running reports based on data that's updated daily.



The Possibilities are Endless with Buxton

More than a customer intelligence company, Buxton is a SaaS developer, an analytics partner, and a trusted advisor for your organization since 1994.

We're a leader in the retail, restaurant, healthcare, public sector, private equity, CRE, automotive, and hospitality industries. And we're here to help organizations use data to discover their true potential.



Retail



Healthcare



Restaurant



Franchise



Public Sector



Private Equity



CRE



Hospitality



Automotive



Electric Vehicle

COMMUNICATION

SUBJECT: Consider request of Calhoun High School Class of 2023 for the use of the Bayfront Peninsula Park on Saturday, December 11, 2021 for a fundraising event with additional request to waive any fees associated with the event. Presenter is Tania French

INFORMATION:

