

CITY OF ROLLINGWOOD COMMUNITY DEVELOPMENT CORPORATION AGENDA

Thursday, April 21, 2022

Notice is hereby given that the Community Development Corporation of the City of Rollingwood, Texas will hold a meeting, open to the public, in the Municipal Building at 403 Nixon Drive in Rollingwood, Texas on April 21, 2022 at 12:00 PM. Members of the public and the RCDC may participate in the meeting virtually, as long as a quorum of the RCDC and the presiding officer are physically present at the Municipal Building, in accordance with the Texas Open Meetings Act. The public may watch this meeting live and have the opportunity to comment via audio devices at the link below. The public may also participate in this meeting by dialing one of the toll-free numbers below and entering the meeting ID and Passcode.

Link: https://us02web.zoom.us/j/5307372193?pwd=QmNUbmZBQ1IwUINjNmk5RnJrelRFUT09

Toll-Free Numbers: (833) 548-0276 or (833) 548-0282

Meeting ID: 530 737 2193

Password: 9fryms

The public will be permitted to offer public comments via their audio devices when logged in to the meeting or telephonically by calling in as provided by the agenda and as permitted by the presiding officer during the meeting. If a member of the public is having difficulties accessing the public meeting, they can contact the city at awayman@rollingwoodtx.gov. Written questions or comments may be submitted up to two hours before the meeting. A video recording of the meeting will be made and will be posted to the City's website and available to the public in accordance with the Texas Public Information Act upon written request.

CALL ROLLINGWOOD COMMUNITY DEVELOPMENT CORPORATION MEETING TO ORDER

1. Roll Call

PUBLIC COMMENTS

Citizens wishing to address the RCDC for items not on the agenda will be received at this time. Please limit comments to 3 minutes. In accordance with the Open Meetings Act, RCDC is restricted from discussing or taking action on items not listed on the agenda.

CONSENT AGENDA

All Consent Agenda items listed are considered to be routine by the RCDC and may be enacted by one (1) motion. There will be no separate discussion of Consent Agenda items unless a Board Member has

requested that the item be discussed, in which case the item will be removed from the Consent Agenda and considered in its normal sequence on the Regular Agenda.

2. Discussion and possible action on the minutes from the March 31, 2022 RCDC meeting

REGULAR AGENDA

- 3. Presentation from the Retail Coach on the retail market analysis 2022 update
- 4. Discussion on the RCDC Financials through March 2022

ADJOURNMENT OF MEETING

CERTIFICATION OF POSTING

I hereby certify that the above Notice of Meeting was posted on the bulletin board at the Rollingwood Municipal Building, in Rollingwood, Texas and to the City website at www.rollingwoodtx.gov on Monday, April 18, 2022 at 12:00 p.m.

Ashley Wayman, City Secretary

NOTICE -

The City of Rollingwood is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please contact the City Secretary, at (512) 327-1838 for information. Hearing-impaired or speech-disabled persons equipped with telecommunication devices for the deaf may call (512) 272-9116 or may utilize the stateside Relay Texas Program at 1-800-735-2988.

The Community Development Corporation will announce that it will go into executive session, if necessary, to deliberate any matter listed on this agenda for which an exception to open meetings requirements permits such closed deliberation, including but not limited to consultation with the city's attorney(s) pursuant to Texas Local Government Code section 551.071, as announced at the time of the closed session.

Consultation with legal counsel pursuant to section 551.071 of the Texas Local Government Code; discussion of personnel matters pursuant to section 551.074 of the Texas Local Government Code; real estate acquisition pursuant to section 551.072 of the Texas Local Government Code; prospective gifts pursuant to section 551.073 of the Texas Local Government Code; security personnel and device pursuant to section 551.076 of the Texas Local Government Code; and/or economic development pursuant to section 551.087 of the Texas Local Government Code. Action, if any, will be taken in open session.



CITY OF ROLLINGWOOD COMMUNITY DEVELOPMENT CORPORATION MINUTES

Thursday, March 31, 2022

The Community Development Corporation of the City of Rollingwood, Texas held a meeting, open to the public, in the Municipal Building at 403 Nixon Drive in Rollingwood, Texas on March 31, 2022 at 12:00 PM. Members of the public and the RCDC were able to participate in the meeting virtually, as long as a quorum of the RCDC and the presiding officer were physically present at the Municipal Building, in accordance with the Texas Open Meetings Act. A video recording of the meeting was be made and will be posted to the City's website and available to the public in accordance with the Texas Public Information Act upon written request.

CALL ROLLINGWOOD COMMUNITY DEVELOPMENT CORPORATION MEETING TO ORDER

1. Roll Call

President Emily Doran called the meeting to order at 12:04 p.m.

Present Members: President Emily Doran, Colin Harvey, Pat Sheehan, Brian Rider and David Smith.

Also Present: Interim City Administrator Ashley Wayman, RCDC Attorney Megan Santee and Assistant to the City Administrator Makayla Rodriguez.

PUBLIC COMMENTS

No individuals spoke during public comments.

CONSENT AGENDA

All Consent Agenda items listed are considered to be routine by the RCDC and may be enacted by one (1) motion. There will be no separate discussion of Consent Agenda items unless a Board Member has requested that the item be discussed, in which case the item will be removed from the Consent Agenda and considered in its normal sequence on the Regular Agenda.

2. Discussion and possible action on the minutes from the February 10, 2022 RCDC meeting

Brian Rider moved to approve the consent agenda. Pat Sheehan seconded the motion. The motion passed 4-0.

REGULAR AGENDA

Discussion and possible action regarding potential projects for the RCDC in the coming year and assignment of subcommittees for project prioritization and next steps

Emily Doran discussed the list of initiatives that was generated at the last meeting and the intent of this item to assign Board members to look further into these initiatives.

David Smith joined the meeting during this item.

The Board discussed a future potential traffic study and the things that would need to be included in the study.

Brian Rider suggested assigning a subcommittee to define what the Board wants the traffic study to look like and start preliminary discussions with engineers.

Emily Doran discussed research she has done regarding farmer's markets and companies that help find the right places for the right events and that this would be something that the Board could look at.

The Board further discussed the idea of a farmer's market of similar event, as well as the idea of a food truck during the baseball, softball and/or swim seasons.

The Board made the following initiative and subcommittee member assignments.

- 1. Safety, traffic, sidewalks Pat Sheehan, Brian Rider, David Smith
- 2. Farmers market or annual event Barry Delcambre, David Smith
- 3. Traveling food truck Brian Rider, Emily Doran, Bobby Hempfling
- 4. Supporting Retail Coach Colin Harvey, Emily Doran, Bobby Hempfling

Interim City Administrator Ashley Wayman discussed the previous action to direct staff to work on a resolution regarding a traffic study and the Board agreed that this could be put on hold until further subcommittee review.

The Board further discussed the initiatives and subcommittee assignments.

Brian Rider moved to appoint four subcommittees to plan for and bring back to the group for further action the four initiatives (1) safety which includes speeding, sidewalks, TXDOT support, parking around the park, potentially reducing speed limits, and access to the commercial corridor (2) farmer's market or annual event, artisan market, etc., (3) traveling food truck, and (4) supporting the Retail Coach. Pat Sheehan seconded the motion. The motion passed 5-0.

4. Discussion regarding future reports and items of interest from the Retail Coach

Interim City Administrator Ashley Wayman discussed that Aaron Farmer was not in attendance because he was at the ICSC Conference representing the City of Rollingwood, but that he would be presenting at the next meeting.

The Board discussed the reports that will be given by the Retail Coach.

5. Discussion on the RCDC Financials through February 2022

2.

Interim City Administrator discussed the financials through February 2022.

Brian Rider discussed his research on the park restroom facilities and the concession stand area, some of the recommendations relating to the park in the comprehensive plan, softball and little league's interest in a food truck, and how projects would come from the Park Commission.

| ADJOURNMENT OF MEETING | | | |
|------------------------------------|------------|------------------------|---|
| The meeting was adjourned at 12:51 | p.m. | | |
| Minutes Adopted on the | day of | , 2022. | |
| | | | _ |
| | | Emily Doran, President | |
| ATTEST: | | | |
| | | | |
| Ashley Wayman, Interim City Admi | inistrator | | |

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Retail Recruitment Strategy Update

Rollingwood, Texas

April 2022



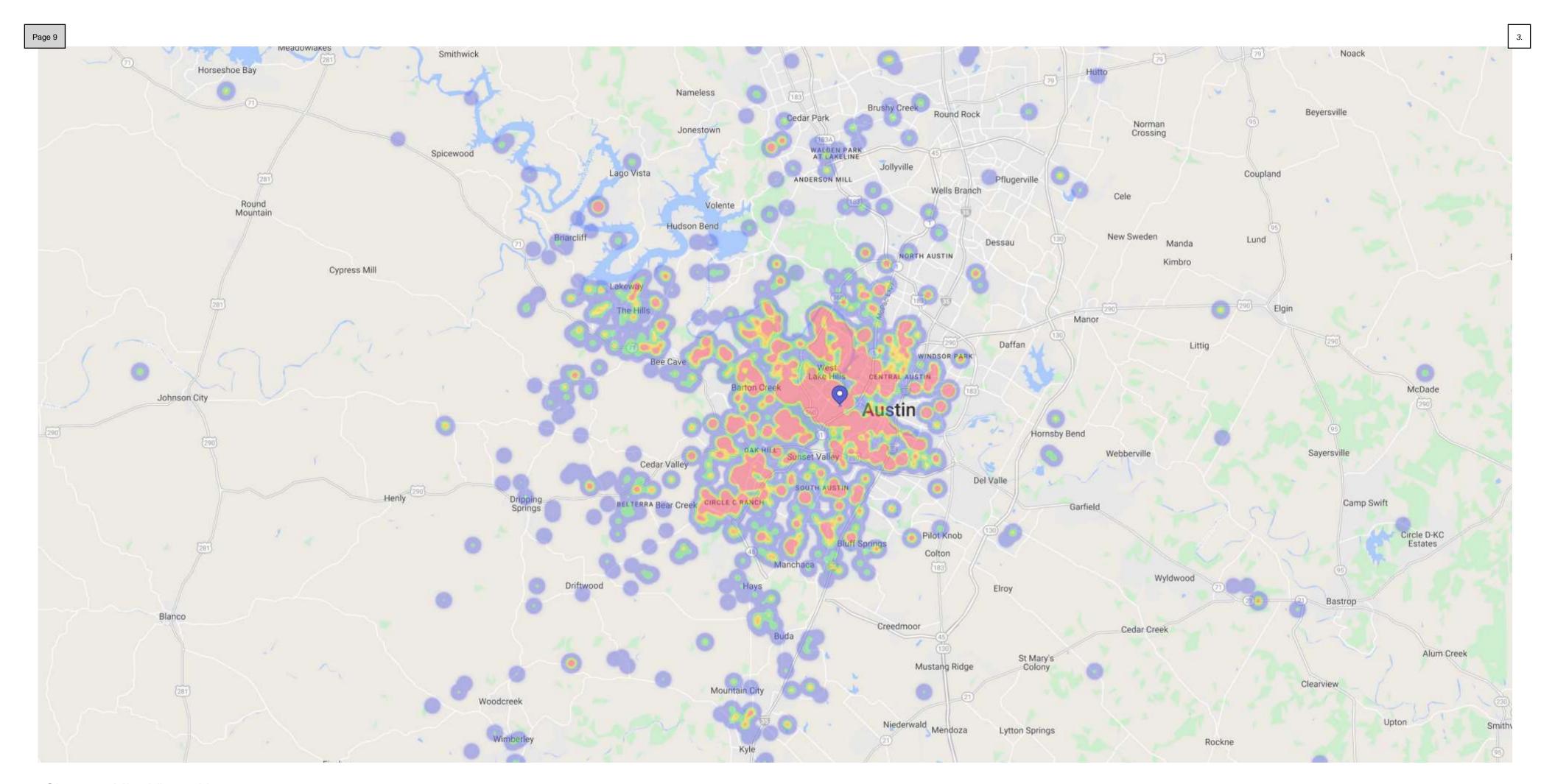


Retail Market Analysis 2022 Update

?

Cell Phone Analysis

Property: $\bar{\tau}$ Shops at Mira Vista / Bee Cav... Visits 1M Avg. Dwell Time 41 min Visits / sq ft 15.22 **Panel Visits** 20K Estimated Sales (Beta) 284.8K **Visitors** N/A Visit Frequency 3.76 ? **Visits Trend** Metric: Aggregation: Venues: $\bar{\tau}_{\rho}$ Weekly ~ Visits ~ 30K Visits 10K Apr 05 Apr 19 May 03 May 17 May 31 Jun 14 Jun 28 Jul 12 Jul 26 Aug 09 Aug 23 Sep 06 Sep 20 Oct 04 Oct 18 Nov 01 Nov 15 Nov 29 Dec 13 Dec 27 Jan 10 Jan 24 Feb 07 Feb 21 Mar 07 Mar 21



Shops at Mira Vista - Heat map

Primary Retail Trade Area • Retail Market Profile

Rollingwood, Texas



| Population | | Age | |
|--------------------------------|-----------|--------------------------|--------------------------|
| 2010 | 26,241 | 0 - 9 Years | 9.72% |
| 2022 | 29,744 | 10 - 17 Years | 9.39% |
| 2027 | 31,473 | 18 - 24 Years | 9.05% |
| Educational Attainment (9 | 6) | 25 - 34 Years | 15.63% |
| Graduate or Professional | | 35 - 44 Years | 9.31% |
| Degree | 39.27% | 45 - 54 Years | 12.56% |
| Bachelors Degree | 45.49% | 55 - 64 Years | 15.50% |
| Associate Degree | 2.90% | 65 and Older | 18.83% |
| Some College | 7.66% | Median Age | 41.63 |
| High School Graduate (GED) | 3.49% | Average Age | 41.60 |
| Some High School, No Degree | 0.63% | Race Distribution (%) | 70.7 (E. 1.E. 4.E. 21.1) |
| Less than 9th Grade | 0.57% | White | 85.75% |
| | | Black/African American | 1.08% |
| Income | | American Indian/Alaskan | 0.33% |
| Average HH | \$230,168 | Asian | 8.88% |
| Median HH | \$162,466 | Native Hawaiian/Islander | 0.07% |
| Per Capita | \$97,774 | Other Race | 1.36% |
| | | Two or More Races | 2.54% |
| | 121 | Hispanic | 8.58% |
| | 1 | | |



Ashley Wayman City of Rollingwood Interim City Administrator

403 Nixon Drive Rollingwood, Texas 78746

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Aaron Farmer

The Retail Coach, LLC President

Office 662.844.2155 Cell 662.231.0608 AFarmer@theretailcoach.net www.TheRetailCoach.net

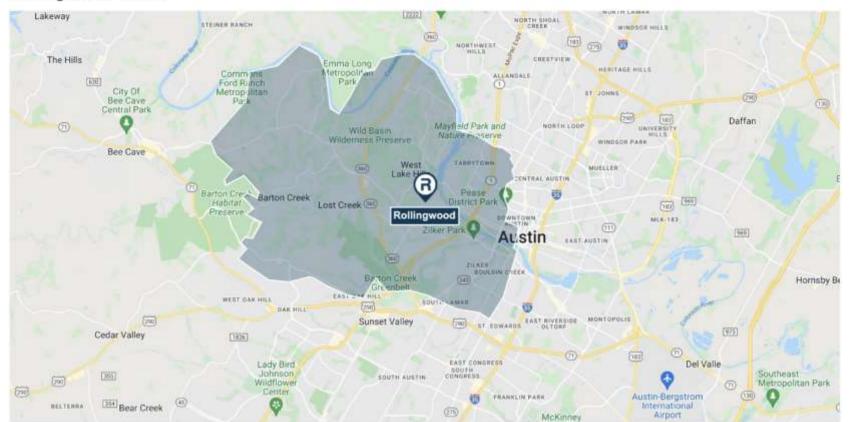


PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

Retail Trade Area • Retail Market Profile

Rollingwood, Texas



| Population | | Age | |
|--------------------------------|-----------|--------------------------|--------|
| 2010 | 92,671 | 0 - 9 Years | 9.47% |
| 2022 | 113,983 | 10 - 17 Years | 8.98% |
| 2027 | 121,241 | 18 - 24 Years | 7.42% |
| Educational Attainment (9 | 6) | 25 - 34 Years | 16.33% |
| Graduate or Professional | 5 | 35 - 44 Years | 13.60% |
| Degree | 33.29% | 45 - 54 Years | 14.05% |
| Bachelors Degree | 44.86% | 55 - 64 Years | 13.78% |
| Associate Degree | 3.30% | 65 and Older | 16.38% |
| Some College | 9.91% | Median Age | 40.66 |
| High School Graduate (GED) | 5.36% | Average Age | 41.02 |
| Some High School, No Degree | 1.79% | Race Distribution (%) | |
| Less than 9th Grade | 1.48% | White | 84.62% |
| | | Black/African American | 1.70% |
| Income | | American Indian/Alaskan | 0.47% |
| Average HH | \$193,554 | Asian | 6.48% |
| Median HH | \$130,428 | Native Hawaiian/Islander | 0.06% |
| Per Capita | \$92,381 | Other Race | 3.88% |
| | | Two or More Races | 2.78% |
| | 22 | Hispanic | 12.69% |
| | | | |



Ashley Wayman City of Rollingwood Interim City Administrator

403 Nixon Drive Rollingwood, Texas 78746

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Aaron Farmer

The Retail Coach, LLC President

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Retail Recruitment Strategy

Identifying Retailers & Developers for Recruitment

USING RESEARCH, ANALYSIS AND AVAILABLE SITES TO TARGET THE RIGHT RETAILERS AND DEVELOPERS.

 Retailers must "fit" the community based on their location criteria









































RETAIL RECRUITMENT EXPERTS







Initial Retailer Match List (DRAFT)

Apricot Lane Peter Millar Duluth Trading Co. Hopdoddy Via 313 Snooze, an A.M Eatery **Tiny Boxwoods** Kiehl's **Arhaus Natural Pawz Pet Supermarket** Salata **Yard House** Tumble22 **Cycle Gear** Malouf's Luna Grill **Taverna Rossa Piada**

Utilizing Broker Connections

USING NATIONAL BROKERAGE NETWORK TO EXPEDITE RETAILER AND DEVELOPER INTEREST.

 Brokers are oftentimes "gatekeepers" for national brands



Interested Prospects







Identifying Development & Redevelopment Opportunities

AVAILABLE KEY VACANCIES, SITES AND UNDERUTILIZED PROPERTIES ARE KEY TO SUCCESSFUL RECRUITMENT

- Retail
- Restaurants
- Mixed-use
- Lifestyle
- Hospitality
- Healthcare
- Underutilized assets

Rollingwood Plaza



1,900 sqft available and a number of leases coming up for reneal

Recruiting Retailers & Developer s

NATIONAL INDUSTRY TRADE SHOW REPRESENTATION IS KEY.

- ICSC Red River Dallas Mar 31- Apr 1, 2022
- ICSC Vegas May 22-24, 2022
- Retail Live Austin September 1, 2022



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RETAIL RECRUITMENT EXPERTS



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CITY OF ROLLINGWOOD REVENUE & EXPENSE REPORT (UNAUDITED) AS OF: MARCH 31ST, 2022

PAGE: 1

500-RCDC FINANCIAL SUMMARY

50.00% OF FISCAL YEAR

| | CURRENT BUDGET | CURRENT PERIOD | YEAR TO DATE ACTUAL | % OF BUDGET | BUDGET BALANCE |
|--|-------------------------------------|----------------------|------------------------|----------------------|-------------------------------------|
| REVENUE SUMMARY | | 1.78 | | | |
| NON-PROJECT RELATED | 150,000.00 | 10,970.21 | 87,229.17 | 58.15 | 62,770.83 |
| TOTAL REVENUES | 150,000.00 | 10,970.21 | 87,229.17 | 58.15 | 62,770.83 |
| EXPENDITURE SUMMARY | | , | | | |
| ECONOMIC DEVELOPMENT NON-PROJECT RELATED ADDITIONAL NEW PROJECTS | 15,000.00 88,000.00 40,000.00 | 0.00 0.00 0.00 | 0.00 0.00 0.00 | 0.00 0.00 0.00 | 15,000.00 88,000.00 40,000.00 |
| TOTAL EXPENDITURES | 143,000.00 | 0.00 | 0.00 | 0.00 | 143,000.00 |
| REVENUES OVER/(UNDER) EXPENDITURES | 7,000.00 | 10,970.21 | 87,229.17 | | (80,229.17) |

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CITY OF ROLLINGWOOD REVENUE & EXPENSE REPORT (UNAUDITED) AS OF: MARCH 31ST, 2022

500-RCDC

50.00% OF FISCAL YEAR

PAGE: 2

| REVENUES | CURRENT BUDGET | CURRENT PERIOD | | | BUDGET BALANCE |
|--|-------------------|-------------------|-----------|-------|-------------------|
| | | | | | |
| NON-PROJECT RELATED | | | | | |
| | | | | | |
| TAXES | | | | | |
| 500-4-90-4000 SALES TAX REVENUE | 150,000.00 | 10,951.34 | 87,178.71 | 58.12 | 62,821.29 |
| TOTAL TAXES | 150,000.00 | 10,951.34 | 87,178.71 | 58.12 | 62,821.29 |
| INVESTMENT INCOME | | | | | |
| 500-4-90-4400 INTEREST INCOME | 0.00 | 16.52 | 38.40 | 0.00 | · |
| 500-4-90-4401 INTEREST INCOME - CHECKING | 0.00 | 2.35 | 12.06 | 0.00 | (12.06) |
| TOTAL INVESTMENT INCOME | 0.00 | 18.87 | 50.46 | 0.00 | (50.46) |
| TOTAL NON-PROJECT RELATED | 150,000.00 | 10,970.21 | 87,229.17 | 58.15 | 62,770.83 |
| TOTAL REVENUES | 150,000.00 | 10,970.21 | 87,229.17 | 58.15 | 62,770.83 |
| | | | | | |

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CITY OF ROLLINGWOOD
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2022

PAGE: 3

500-RCDC

50.00% OF FISCAL YEAR

| DEPARTMENTAL EXPENDITURES | CURRENT BUDGET | CURRENT PERIOD | YEAR TO DATE ACTUAL | % OF BUDGET | BUDGET BALANCE |
|---|------------------------|-------------------|------------------------|----------------|----------------|
| ECONOMIC DEVELOPMENT | | | | | |
| | | | | | |
| OTHER NON-DEPARTMENTAL 500-5-80-5524 ROLLINGWOOD BUS PROMOTION | 15,000.00 | 0.00 | 0.00 | 0.00 | 15,000.00 |
| 500-5-80-5524 ROLLINGWOOD BUS PROMOTION 500-5-80-5527 COVID-19 RELIEF PROGRAM | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL OTHER NON-DEPARTMENTAL | 15,000.00 | 0.00 | 0.00 | 0.00 | 15,000.00 |
| TOTAL ECONOMIC DEVELOPMENT | 15,000.00 | 0.00 | 0.00 | 0.00 | 15,000.00 |
| NON-PROJECT RELATED | | | | | |
| | | | | | |
| CONTRACTUAL SERVICES | 00 000 00 | | 0.00 | 0.00 | 00 000 00 |
| 500-5-90-5275 ADMIN SERVICES AGREEMENT TOTAL CONTRACTUAL SERVICES | 88,000.00 88,000.00 | 0.00 | 0.00 | 0.00 | 88,000.00 |
| TOTAL NON-PROJECT RELATED | 88,000.00 | 0.00 | 0.00 | 0.00 | 88,000.00 |
| ADDITIONAL NEW PROJECTS | | | | | |
| | | | | | |
| MISCELLANEOUS OTHER EXP | | | | | |
| 500-5-95-5387 MOPAC LEGAL EXPENSES | 40,000.00 | 0.00 | 0.00 | 0.00 | 40,000.00 |
| 500-5-95-5388 PARK IMPROVEMENT PROJECT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 500-5-95-5389 COMPREHENSIVE PLAN | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTAL MISCELLANEOUS OTHER EXP | 40,000.00 | 0.00 | 0.00 | 0.00 | 40,000.00 |
| TOTAL ADDITIONAL NEW PROJECTS | 40,000.00 | 0.00 | 0.00 | 0.00 | 40,000.00 |
| TOTAL EXPENDITURES | 143,000.00 | 0.00 | 0.00 | 0.00 | 143,000.00 |
| REVENUES OVER/(UNDER) EXPENDITURES | 7,000.00 | 10,970.21 | 87,229.17 | | (80,229.17) |

433,425.63 ______

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500

| ACCOUNT # ACCOUNT DESCRIPTION | BALANCE | | |
|--|--------------|------------|---|
| ASSETS | | * 10 / 10 | |
| | | | |
| 500-1000 RCDC OPERATING CASH | 295,952.56 | | |
| 500-1005 TEXPOOL | 126,521.73 | | |
| 500-1100 DUE FROM CITY | 10,951.34 | | |
| 500-1350 SALES TAX RECEIVABLE | 0.00 | | |
| | | 433,425.63 | |
| | - | | |
| TOTAL ASSETS | | | 433,425.63 |
| | | | ======================================= |
| LIABILITIES | | | |
| | | | |
| 500-2000 ACCOUNTS PAYABLE | 0.00 | | |
| 500-2020 ACCOUNTS PAYABLE RCDC | 0.00 | | |
| 500-2030 PAYABLE TO CITY | 24,542.19 | | |
| 500-2140 Vehicle Financing Notes | 0.00 | | |
| TOTAL LIABILITIES | | 24,542.19 | |
| EQUITY | - | | |
| ====== | | | |
| 500-3000 FUND BALANCE-UNAPPROPRATED | 321,654.27 | | |
| 500-3001 XXFUND BALANCE | 0.00 | | |
| 500-3010 OTHER FUND BALANCE | 0.00 | | |
| TOTAL BEGINNING EQUITY | 321,654.27 | | |
| | • | | |
| TOTAL REVENUE | 87,229.17 | | |
| TOTAL EXPENSES | 0.00 | | |
| TOTAL REVENUE OVER/(UNDER) EXPENSES | 87,229.17 | | |
| TOTAL EQUITY & REV. OVER/(UNDER) EXP. | | 400 000 44 | |
| The state of the s | _ | 408,883.44 | |
| | | | |

TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.

RCDC MONTHLY FINANCIAL ANALYSIS

NOTE: YTD ACTUAL AS OF 3/31/2022; 50% OF FISCAL YEAR

REVENUE STATUS & COMPARISON TO PRIOR YEAR

| | CURRE | CURRENT YEAR: | | | PRIOR YEAR: | CURRENT YR |
|-------------------|-------|---------------|--------|---------|-------------|-------------------|
| | | EST. REVENUE | YTD | PERCENT | YTD | COMPARED TO PY YR |
| SALES TAX REVENUE | \$ | 150,000 \$ | 87,229 | 58% | \$ 71,315 | 122% |

| RUDGET | STATIIS & | COMPARIS | ON TO PRIOR YEAR |
|--------|-----------|------------|------------------|
| BUDGET | SIAIUS a | CUIVIPANIS | UN IU PRIUR IEAR |

| | CURRE | NT YEAR: | | | PRIOR Y | EAR: | CURRENT YR |
|--------------------------|----------|----------|--------------|---------|---------|--------|-------------------|
| | | BUDGET | YTD | PERCENT | | YTD | COMPARED TO PY YR |
| ECONOMIC DEVELOPMENT: | <u> </u> | | | • | | | |
| REVENUE | \$ | - | \$ - | #DIV/0! | \$ | - | #DIV/0! |
| EXPENDITURES | \$ | 15,000 | \$ - | 0% | \$ | 1,500 | 0% |
| NON-PROJECTED RELATED: | | | | | | | |
| REVENUE | \$ | 150,000 | \$ 76,259 | 51% | \$ | 71,379 | 107% |
| EXPENDITURES | \$ | 88,000 | \$ - | 0% | \$ | - | #DIV/0! |
| ADDITIONAL NEW PROJECTS: | | | | | | | |
| REVENUE | \$ | - | \$ - | #DIV/0! | \$ | - | #DIV/0! |
| EXPENDITURES | \$ | 40,000 | \$ - | 0% | \$ | - | #DIV/0! |
| | CURREN | NT YEAR: | | | PRIOR Y | EAR: | CURRENT YR |
| RECAP: | | BUDGET | YTD | PERCENT | | YTD | COMPARED TO PY YR |
| REVENUE | \$ | 150,000 | \$ 76,259 | 51% | \$ | 71,379 | 107% |
| EXPENDITURES | \$ | 143,000 | \$ - | 0% | \$ | 1,500 | 0 |