

4A INDUSTRIAL DEVELOPMENT BOARD

MEETING AGENDA

JULY 05, 2022, 1:00 PM



4A INDUSTRIAL DEVELOPMENT BOARD REGULAR MEETING

HISTORIC CHURCH BUILDING - 403 N 7TH STREET, SANGER, TEXAS

CALL THE REGULAR MEETING TO ORDER, ESTABLISH A QUORUM, AND PLEDGE

CITIZENS COMMENTS

This is an opportunity for citizens to address the Board on any matter. Comments related to public hearings will be heard when the specific hearing begins. Citizens are allowed 3 minutes to speak. Each speaker must complete the Speaker's Form and include the topic(s) to be presented. Citizens who wish to address the Board with regard to matters on the agenda will be received at the time the item is considered. The Board is not allowed to converse, deliberate or take action on any matter presented during citizen input.

REPORTS

Staff Reports are for discussion only. No action may be taken on items listed under this portion of the agenda.

Director of Economic Development

- [1.](#) Sanger Industrial Development Corporation 2020 Action Plan
- [2.](#) Financial Reports

CONSENT AGENDA

All items on the Consent Agenda will be acted upon by one vote without being discussed separately unless requested by a Board member to remove the item(s) for additional discussion. Any items removed from the Consent Agenda will be taken up for individual consideration.

- [3.](#) Approval of the minutes from the February 1, 2022 meeting.

ACTION ITEMS

- [4.](#) Consider and possible action on the 4A Fiscal Year 2022-2023 budget.

EXECUTIVE SESSION

Pursuant to the Open Meetings Act, Chapter 551, the City Council Will Meet in a Closed Executive Session in Accordance with the Texas Government Code:

Sec. 551.072. DELIBERATION REGARDING REAL PROPERTY

For deliberations regarding deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

RECONVENE INTO REGULAR SESSION

Reconvene into Regular Session and take any action deemed necessary as a result of Executive Session.

FUTURE AGENDA ITEMS

The purpose of this item is to allow the President and Board members to bring forward items they wish to discuss at a future meeting, A Board member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting. Items may be placed on a future meeting agenda with a consensus of the Board or at the call of the President.

ADJOURN

NOTE: The Board reserves the right to adjourn into Executive Session as authorized by Texas Government Code, Section 551.001, et seq. (The Texas Open Meetings Act) on any item on its open meeting agenda in accordance with the Texas Open Meetings Act, including, without limitation Sections 551.071-551.087 of the Texas Open Meetings Act.

CERTIFICATION

I certify that a copy of this meeting notice was posted on the bulletin board at City Hall is readily accessible to the general public at all times and posted on the City of Sanger website on June 29, 2022, at 11:45 AM.

/s/ Stefani Dodson
Stefani Dodson, Secretary

The Historical Church is wheelchair accessible. Request for additional accommodations or sign interpretation or other special assistance for disabled attendees must be requested 48 hours prior to the meeting by contacting the City Secretary's Office at 940.458.7930.



4A INDUSTRIAL DEVELOPMENT BOARD COMMUNICATION

DATE: July 5, 2022
FROM: Shani Bradshaw, Director of Economic Development
AGENDA ITEM: Sanger Industrial Development Corporation 2020 Action Plan

SUMMARY:

- Staff will provide Update.

FISCAL INFORMATION:

Budgeted: NA

Amount: \$0.00

GL Account: XXX.XX.XXXX

NA

RECOMMENDED MOTION OR ACTION:

NA

ATTACHMENTS:

- Sanger-TX-EDC-A-Action-Plan-2020 – Goals & Objectives
- Sanger-IDC-MGO-Progress-Report-2022-06-08

PRIORITIZED OBJECTIVES

Industrial Development Corporation

Following are the results of the prioritization of the Objectives adopted by the Board of Directors.

Rank	Score	Priority of Objective Highest ----- Lowest					Goal	Objective	Description
1	5.00	5					M&P	Develop a Marketing & Promotion Plan	A Plan to identify marketing resources, targets, and budgeting to implement a marketing program
2	4.60	3	2				RED	Develop a Sites & Buildings Summary	A summary showing the location of available sites or buildings and a matrix of data and contacts for each
3	4.40	2	3				PART	Develop a program to engage builders / brokers / developers	Program to identify and engage builders / brokers / developers active in your market area
4	4.40	3	1	1			PLAN	Adopt an Action Plan and implement objectives	A plan of action for the near term (1-3 yrs) for the Board and Staff to advance prioritized objectives
5	4.20	3		2			INF	Identify and fund infrastructure that supports business growth	Identify infrastructure enhancements that will advance development or support business growth
5	4.20	1	4				ADM	Develop a comprehensive CRM database	A Customer Relationship Management system for communicating with prospects and stakeholders
7	4.00	2	2		1		RES	Develop maps adequate to market location, local and regional assets	Develop maps adequate to market our location, highways, airports, amenities and other assets
7	4.00	2	1	2			BRE	Implement a comprehensive BRE program	Implement a BRE program that includes various programs to support and grow existing businesses
9	3.80		4	1			ADM	Utilize Consultant(s) to increase productivity	Engage Consultant(s) to help complete objectives in a professional and timely manner
9	3.80		4	1			M&P	Emphasize advantages with marketing and website	Highlight advantages in marketing materials and on the EDO website
11	3.60	2	1	1		1	PLAN	Adopt a comprehensive Incentives Policy	A Policy that identifies potential incentives, business requirements and administrative processes
11	3.60	1	1	3			BRE	Implement a Local Business Report program	Allows an existing business 2-3 minutes to present their business at the beginning of a meeting
11	3.60	1	1	3			RES	Develop a comprehensive and professional Website	Comprehensive website content accessed in an organized and efficient manner
14	3.40	2		2		1	EDU	Take training to understand the responsibilities of other City Boards	Training that provides an understanding of the roles and responsibilities of all City Boards
14	3.40	1	1	2	1		ADM	Establish Board Member roles and responsibilities	Establish Board Member roles and responsibilities, e.g. training, conferences, sub-committees if needed
14	3.40	1	1	2	1		PLAN	Participate in Comprehensive Plan update to support business	Participate in Comprehensive Plan update on behalf of business and development interests
14	3.40	2	1		1	1	EDU	Develop orientation / on-boarding for new Board members	Programs to educate new Board members on the responsibilities and activities of the EDO
14	3.40	1	1	2	1		PART	Work with B Board to leverage resources to attract businesses	Engage the B Board to leverage common resources to attract businesses and development
14	3.40	2	1		1	1	RES	Contract for professional photography as needed for M&P	Contract for professional photography to be used in marketing & promotion and on website
20	3.20	1	1	2		1	M&P	Monitor activities / programs of competing cities for Best Practices	Develop a system to identify ED activities / programs of competing cities to determine Best Practices
20	3.20	2	1			2	EDU	Identify training needed / desired by Board and Staff	Identify and take training that would be beneficial to the EDO Board and Staff
20	3.20	2			3		ADM	Develop a Performance Dashboard for reporting	An Excel document that allows recording of desired data which then feeds a single-page dashboard
20	3.20	2	1			2	RED	Evaluate opportunities to acquire EDO properties	Identify and evaluate potential properties for acquisition and future disposition by the EDO
24	3.00	1	1	1	1	1	FIN	Identify additional funding sources to assist with projects / programs	Identify additional funding sources (e.g. grants) available to assist in funding projects and programs
24	3.00		2	1	2		FIN	Establish an Incentive Management Program	A program to document, track and report on active incentive agreements and obligations
24	3.00	1	2			2	M&P	Attend the NTCAR broker-developer trade show in Dallas	Attend the North Texas Commercial Association of Realtors in Dallas in September (Brokers-developers)
24	3.00	1	1	1	1	1	RES	Assist in funding acquisition and development of GIS mapping	Assist in funding the acquisition and development of a Geographic Information System for mapping

GOALS & OBJECTIVES

Industrial Development Corporation

Following is a summary of the Goals & Objectives sorted by Goals (tan rows).

Rank	Objective	Description
ADM - Enhance administration, management and reporting efforts		
5	Develop a comprehensive CRM database	A Customer Relationship Management system for communicating with prospects and stakeholders
9	Utilize Consultant(s) to increase productivity	Engage Consultant(s) to help complete objectives in a professional and timely manner
14	Establish Board Member roles and responsibilities	Establish Board Member roles and responsibilities, e.g. training, conferences, sub-committees if needed
20	Develop a Performance Dashboard for reporting	An Excel document that allows recording of desired data which then feeds a single-page dashboard
33	Establish a document to record projects and activities of the EDO	Establish a document that allows for continuous documentation of projects and activities of the EDO
43	Provide an annual report to City Council	A report to City Council discussing activities, goals & objectives for the EDO
45	Better communicate EDO programs / successes	Communicate the responsibilities and prior successes of the EDO via website and other available means
BRE - Retain and support existing businesses (Business Retention & Expansion)		
7	Implement a comprehensive BRE program	Implement a BRE program that includes various programs to support and grow existing businesses
11	Implement a Local Business Report program	Allows an existing business 2-3 minutes to present their business at the beginning of a meeting
33	Take training on Business Retention & Expansion	Take training on BRE programs that support / grow existing businesses
EDU - Increase the education and training of Staff and Board members		
14	Take training to understand the responsibilities of other City Boards	Training that provides an understanding of the roles and responsibilities of all City Boards
14	Develop orientation / on-boarding for new Board members	Programs to educate new Board members on the responsibilities and activities of the EDO
20	Identify training needed / desired by Board and Staff	Identify and take training that would be beneficial to the EDO Board and Staff
28	Take training to understand the City Comp Plan	Training that covers all aspects of the City's Comprehensive Land Use Plan
33	Director / Coord. to pursue CECD certification	Director / Coord. to attend training at EDI or IEDC to continue towards professional certification
37	Take training on Local Incentives	An overview of all local incentives that might be requested by a prospect or offered by a jurisdiction
39	Board Members to attend TEDC Sales Tax Training when in DFW	One-day training provided by TEDC which includes an overview of EDO legal limitations and related info
FIN - Maintain / improve financial management systems and processes		
24	Identify additional funding sources to assist with projects / programs	Identify additional funding sources (e.g. grants) available to assist in funding projects and programs
24	Establish an Incentive Management Program	A program to document, track and report on active incentive agreements and obligations
47	Adopt target reserve fund level to maintain	Determine a reserve adequate to weather economic downturns and take advantage of opportunities
INF - Provide public infrastructure to support business development		
5	Identify and fund infrastructure that supports business growth	Identify infrastructure enhancements that will advance development or support business growth
M&P - Enhance marketing / promotion efforts		
1	Develop a Marketing & Promotion Plan	A Plan to identify marketing resources, targets, and budgeting to implement a marketing program
9	Emphasize advantages with marketing and website	Highlight advantages in marketing materials and on the EDO website
20	Monitor activities / programs of competing cities for Best Practices	Develop a system to identify ED activities / programs of competing cities to determine Best Practices
24	Attend the NTCAR broker-developer trade show in Dallas	Attend the North Texas Commercial Association of Realtors in Dallas in September (Brokers-developers)
39	Develop small (tri-fold) marketing pamphlet	Develop a small marketing pamphlet for distribution at events or as needed

GOALS & OBJECTIVES

Industrial Development Corporation

Following is a summary of the Goals & Objectives sorted by Goals (tan rows).

Rank	Objective	Description
PART - Enhance relationships with partners, allies and stakeholders		
3	Develop a program to engage builders / brokers / developers	Program to identify and engage builders / brokers / developers active in your market area
14	Work with B Board to leverage resources to attract businesses	Engage the B Board to leverage common resources to attract businesses and development
28	Enhance communication with Citizens / stakeholders	Implement programs to enhance communications with Citizens and local stakeholders
28	Engage the local Workforce Development Staff and Board	Either visit the WDB offices or invite them to an EDO meeting to better understand the services they offer
28	Enhance relationships with County / Chamber	Implement programs to enhance communications with local County / Chamber representatives
33	Identify and engage allies and stakeholders	Identify all EDO allies and stakeholders and engage them through meetings or presentations
37	Hold a joint meeting with City Council and STDC	A joint meeting with City Council and STDC to discuss activities, goals & objectives
39	Engage the N. Texas representative from the Governor's Office of EDT	Invite Janie Havel to a meeting to understand programs available from the Governor's Office
45	Engage the area rail service provider	Invite the local rail service manager to a meeting to discuss issues / opportunities related to rail services
48	Engage the economic development staff at the Dallas Reg. Chamber	Engage Mike Rosa, head of the ED Division at the Dallas Regional Chamber and establish relationship
PLAN - Update / enhance economic development policies and plans		
4	Adopt an Action Plan and implement objectives	A plan of action for the near term (1-3 yrs) for the Board and Staff to advance prioritized objectives
11	Adopt a comprehensive Incentives Policy	A Policy that identifies potential incentives, business requirements and administrative processes
14	Participate in Comprehensive Plan update to support business	Participate in Comprehensive Plan update on behalf of business and development interests
RED - Analyze and promote real estate development / redevelopment opportunities		
2	Develop a Sites & Buildings Summary	A summary showing the location of available sites or buildings and a matrix of data and contacts for each
20	Evaluate opportunities to acquire EDO properties	Identify and evaluate potential properties for acquisition and future disposition by the EDO
39	Evaluate options for the SIDC building and pursue as appropriate	Evaluate all options related to the SIDC warehouse building and pursue the desired alternatives
RES - Identify, develop and enhance Economic Development resources		
7	Develop maps adequate to market location, local and regional assets	Develop maps adequate to market our location, highways, airports, amenities and other assets
11	Develop a comprehensive and professional Website	Comprehensive website content accessed in an organized and efficient manner
14	Contract for professional photography as needed for M&P	Contract for professional photography to be used in marketing & promotion and on website
24	Assist in funding acquisition and development of GIS mapping	Assist in funding the acquisition and development of a Geographic Information System for mapping
28	Develop a Traffic Count Report	A report that graphically identifies the location of 24-hour, two-way, traffic counts for retail attraction
WORK - Implement programs to understand and enhance the workforce		
43	Partner with allies to establish workforce development programs	Partner with allies to establish a robust workforce development program to enhance the labor pool

Appendix C

Terms & Definitions

Following are terms used in this Action Plan or referenced during development of the Plan.
For a comprehensive list of Economic Development Terms, visit www.EDPBestPractices.com.

Act - Development Corporation Act: The Development Corporation Act of 1979, now codified in Chapters 501-505 of the Texas Local Government Code. This Act authorizes the establishment of EDC's.

Action Plan: A plan developed by an organization to help them focus on goals, objectives, and tasks needed in the near term in order to accomplish their mission.

BRE - Business Retention & Expansion: Programs that support and expand existing businesses.

CIP - Capital Improvement Plan: A plan for funding improvements to public infrastructure.

EDO - Economic Development Organization: A generic description to represent all types of ED agencies.

FLUP - Future Land Use Plan: A map of the City showing the desired ultimate land use for all properties in the City.

Goal: A statement of a high-level action to be accomplished through the completion of objectives.

Incentives: Various inducements that a City might offer a business or developer to invest in their City.

Incentives Policy: A Policy approved by the governing body identifying their receptivity to providing various types of incentives, and administrative processes to implement the incentives.

Infrastructure: Typically means the water, sewer, streets and drainage improvements owned and maintained by the City.

Marketing Collateral: Any number of resources used to help an EDO market their jurisdiction.

Marketing Plan: A Plan identifying the venues, targets, and resources needed to market a jurisdiction. Often includes a schedule and budget of events.

Master Planning Components: Typically a Future Land Use Plan, Thoroughfare Plan, Park Master Plan, Trail System Plan, Water / Sewer Plans.

Mission: A statement identifying the purpose of an organization.

NTCAR - North Texas Commercial Association of Realtors:
An organization of commercial brokers in the DFW region. www.NTCAR.org

Objective: A statement identifying what needs to be done to meet a goal.

Prioritization Process: The process of allowing all Board members to rank the identified objectives resulting in a cumulative ranking for the Board.

Prospect: A potential new business.

SCR - Society of Commercial Realtors: An organization of commercial brokers active primarily in Tarrant County.

SIDC - Sanger Industrial Development Corporation: An organization of the City funded by City sales tax.

STDC - Sanger Texas Development Corporation: The Type B Economic Development Corporation of the City.

Sites & Buildings Summary: A document showing graphically the location of all available land sites in the City, with broker contact information and brief notes on zoning, land use plan, utilities, etc.

SOP - Standard Operating Procedure: A procedure pre-established to handle a particular issue consistently.

SWOT Analysis: An analysis of the Strengths, Weaknesses, Opportunities and Threats.

TEDC - Texas Economic Development Council: A state-wide organization of professionals and volunteers in the economic development industry.

Traffic Count Report: A summary of 24 hour, two-way counts of vehicles passing a particular point on a roadway.

TxDOT: The Texas Department of Transportation.

Zoning Map: A map of the City showing the existing zoning for all properties.

Sanger Industrial Development Corporation
Mission - Goals - Objectives (MGO) Progress Report

*The mission of the Sanger EDC is to retain, strengthen and diversify our local economy
while capitalizing on our location in north central Texas.*

2020-08-04

Rank	Objective	When	Resp.	%	Notes
1	Enhance Marketing and Promotion Efforts				
	Develop a Marketing & Promotion Plan				
2	Develop a Sites & Buildings Summary				Will need to be updated periodically
A	Identify available sites and buildings	Apr-19	Staff	100%	Drove area to identify sites
B	Research appraisal distric info and zoning	Apr-19	Staff	100%	Reseachered DCAD and zoning map
C	Identify broker/rep/owner	May-19	Staff	100%	Identified broker/owner information
D	Develop report formate	May-19	Staff	100%	Work with consultant on format
E	Post to Website	Jun-19	Staff	100%	Post to ED website
3	Develop a program to engage builders / brokers / developers				
A	Create outline of desired topics				
B	Determine date/time/schedule				
4	Adopt an Action Plan and implement objectives				
A	Engage with Consultant	Sep-20	SB/Board	100%	Greg Last, EDP Best Practices
B	Present approved Action Plan to Council	Oct-20	Staff	100%	
C	Implement standing agenda item	Oct-20	Staff	100%	Staff
5	Develop a comprehensive CRM database				
A	May need to engage with consultant	Apr-22	Staff	100%	Engage with consultant. Provided list of CRM databases to research
B	Evaluate purchase vs development	Apr-22	Staff	50%	Researching EDOIQ and Access Custom Design
C	Identify groups/data to document				
D	develop document				
E	Develop data entry & maintain. SOP				
5	Identify and fund infrastructure that supports business growth				
A	Identify desired location				
B	Cost Estimates				
C	Contract and construction				
7	Implement a comprehensive BRE program				
A	Create content for program	Oct-21	Staff	100%	Program overview, goals, objectives
B	Implement Program	Oct-21	Staff	100%	Program has been implemented
7	Develop maps adequate to market location, local and regional assets				
A	Contact for aerial provider	Jan-22	Staff	100%	Dynamic Map Poster w/ Flyer View
B	Establish contents for Community Profile	May-22	Staff	60%	In progress
E	Delivery				
9	Utilize Consultant(s) to increase productivity				
A	Identify projects to be done		Staff	100%	Incentive policy, Marketing & Promotional Plan, Local Regional Data Report, Dashboard, CRM Database,

Rank	Objective	When	Resp.	%	Notes
B	Engage and pursue projects			80%	Complete Incentive Policy, Local Data Report, Dashboard. Still working on CRM Data Base
9	Emphasize advantages with marketing and website				
A	List of advantages to marketing	Jul-21	Staff	100%	
B	List of advantages to website	Jul-21	Staff	100%	
11	Implement a Local Business Report program				
A	Develop LBR program overview	Oct-21	Staff	50%	Part of BRE
B	Identify businesses to visit				
	Develop visitation form				
11	Adopt a comprehensive Incentives Policy				Pending
A	Engage consultant	Apr-21	Staff	100%	Greg Last, EDP Best Practices
B	Identify existing issues/opportunities		Staff/Board	50%	Work with staff
C	Determine desired incentives		Staff/Board	50%	Work with staff
D	Adopt Policy and Application	Mar-22	staff	100%	CC adopted Policy
E	Post application on website			100%	
11	Develop a comprehensive and professional Website				
A	Collect up to 3 proposals	May-21	Staff	100%	Budget 2021-2022
B	CoServ grant request	Oct-21	Staff	100%	Sent application to CoServ
C	CoServ Grant Approved	Dec-21	Staff	100%	Rec'd email we've been approved for Grant
D	Kick off Website Design	Dec-21	Staff	50%	6-30 photoshoot, data and kick off Aug 22
E					

Rank	Objective	When	Resp.	%	Notes
14	Establish Board Member roles and responsibilities				
A	Establish Roles and Responsibilities	Dec-20	Staff	100%	Create New Board Member Packet
B	Training, conferences and sub-committees(if needed)	Dec-20	Staff	100%	Include training opportunities in Packet and offer to members when available - Ongoing
14	Take training to understand the responsibilities of other City Boards				
A	Identify desired training content				Planning & Zoning Process
14	Develop orientation / on-boarding for new Board members				
A	Develop outline of topics to cover	Dec-20	Staff	100%	Establish a New Board Member Packet
B	Identify Training Providers	Dec-20	Staff	100%	Establish a New Board Member Packet
14	Work with B Board to leverage resources to attract businesses				
A	Joint meeting				
B	Resources to attract businesses & development				
14	Participate in Comprehensive Plan update to support business				
A	Select Board member to be part of CP	Aug-20	Staff	100%	Attend monthly CP meetings
B	Select Board member to be part of Branding	Aug-20	Staff	100%	Attend Monthly Comp Plan meetings and Branding meetings
14	Contract for professional photography as needed for M&P				
A	Quotes from professional	Apr-21	Staff	100%	Received 2 Quotes
B	Establish date for photo session	May-21	Staff	100%	Michael Duran Photography
C	Review Photos	May-21	Staff	100%	
20	Develop a Performance Dashboard for reporting				
A	Develop tracking document	Dec-21	Staff	100%	Excel
B	Evaluate Dashboard periodically		Staff	100%	Ongoing
20	Identify training needed / desired by Board and Staff				
A	Discuss desired/needed training	Apr-21	SB/Board	100%	Incentive Policy Training
B	Identify training providers	Apr-21	SB/Board	100%	Greg Last, EDP Best Practices
C	Schedule and take training	Sep-21	SB/Board	100%	In progress
20	Monitor activities / programs of competing cities for Best Practices				
A	Identify cities to monitor				
B	Assign a Board member to each one				
C	Identify items to monitor				Events, website, newsletter
D	Report at Board Meeting				
20	Evaluate opportunities to acquire EDO properties				
A	Identify & evaluate potential properties				
B					
24	Identify additional funding sources to assist with projects / programs				
A	Research grants				
B	List of grants available for projects/programs				
24	Establish an Incentive Management Program				
A	Identify outstanding incentives	Jan-21	Staff	100%	

Rank	Objective	When	Resp.	%	Notes
B	Develop Tracking report format	Jan-21	Staff	100%	Excel
	Enter critical data/dates	Jan-21	Staff	100%	
	Monitor performance deadlines	Jan-21	Staff	100%	Calendar reminder / Finance Department
24	Attend the NTCAR broker-developer trade show in Dallas				
A	Register and attend Trade Show	May-21	Staff	100%	To be held on September 2 at Gilleys - Dallas

Rank	Objective	When	Resp.	%	Notes
24	Assist in funding acquisition and development of GIS mapping				
A	Purchase GIS software		Staff	50%	Received quotes for 2021/2022 Budget
B	Implement maps on EDC webpage				On hold until further along into website creation
28	Take training to understand the City Comp Plan				
A	Determine date/time and schedule	Sep-21	Staff/Board /CC	100%	Comp Plan overview was presented to the Boards, City Council, P&Z and Staff
28	Enhance communication with Citizens / stakeholders				
A	Increase social media presence	Jan-22	Staff	50%	Facebook, LinkedIn, Instagram, video
B	Create an e-newsletter	Jun-22	Staff	10%	Meeting with Marketing Director, discuss layout

28	Engage the local Workforce Development Staff and Board				
A	Create outline of topics				
B	Determine date/time				
	Hold meeting				
28	Enhance relationships with County / Chamber				
A	Hold quarterly meetings with Chamber	Jul-21	Staff	100%	Quarterly meeting with Staff, Chamber and Mayor - Ongoing
B	Quarterly luncheons with Denton County, Little Elm, Pilot Point, Celina and Prosper EDC	Apr-22	Staff	100%	Ongoing
C	Attend Quarterly luncheons with Denton County		Staff	100%	Attend Denton's quarterly luncheons - great networking opportunity - ongoing
28	Develop a Traffic Count Report				
A	Engage consultant	Dec-19	Staff	100%	Greg Last, EDP Best Practices
B	Determine locations	Jan-20	Staff	100%	Identified locations to place markers
	Create document and post on website	Jan-20	Staff	100%	Posted on ED Website
33	Establish a document to record projects and activities of the EDO				
A	Development tracking document	Jan-21	Staff	100%	Excel
33	Take training on Business Retention & Expansion				
A	Provide training on local incentives	Sep-21	SB/Board	100%	
33	Director / Coord. to pursue CEcd certification				
A	Courses completed	May-17	Staff	100%	Graduated from the OU ED Program
B	Courses still needed				Primer to the CEcdExam Process
C	Budget adequately				
D	Schedule participation				
33	Identify and engage allies and stakeholders				
A	Identify allies and stakeholders				
B	Schedule meetings				
37	Take training on Local incentives				
A	Identify desired training content	Aug-21	Staff	100%	
B	Engage consultant	Aug-21	Staff	100%	
	Determine date/time and schedule	Sep-21	Staff/Boards/CC	100%	Joining training session with boards, CC, and staff

Rank	Objective	When	Resp.	%	Notes
37	Hold a joint meeting with City Council and STDC				
A					
B					
39	Board Members to attend TEDC Sales Tax Training when in DFW				
A	Identify dates offered for training				

Rank	Objective	When	Resp.	%	Notes
39	Develop small (tri-fold) marketing pamphlet				
A	Development content	Mar-22	staff	100%	Marketing Director designed pamphlet
39	Evaluate options for the SIDC building and pursue as appropriate				
A	Identify opportunities	Jul-22	SB/Board	10%	TBD
B					
43	Provide an annual report to City Council				
A					
43	Eestablish workforce development programs				
A	Create a Business Survey	Apr-22	Staff/Boad	80%	Staff and Board created survey to get a better understanding of our business needs
B	Talent Tuesday	Feb-22	Staff	100%	
45	Better communicate EDO programs / successes				
A	Economic Development Content in City Newsletter		Staff	100%	Work with Marketing Director on ED section in city newsletter - Ongoing
	Develop Website Section		Staff		Include success stories, news, etc
B	Social Media Outlets		Staff	100%	Work with Marketing Director on scheduled postings
45	Engage the area rail service provider				
A	Create outline of desired topics		Staff		Rail Spur near Industrial Area
B	Determine meeting date				
48	Engage the economic development staff at the Dallas Reg. Chamber				
A	Attend DRC Quarterly luncheons				
B					



4A INDUSTRIAL DEVELOPMENT BOARD COMMUNICATION

DATE: July 5, 2022
FROM: Shani Bradshaw, Director of Economic Development
AGENDA ITEM: Financial Reports

SUMMARY:

- Staff will provide financial update.

FISCAL INFORMATION:

Budgeted: NA Amount: \$0.00 GL Account: XXX.XX.XXXX

NA

RECOMMENDED MOTION OR ACTION:

NA

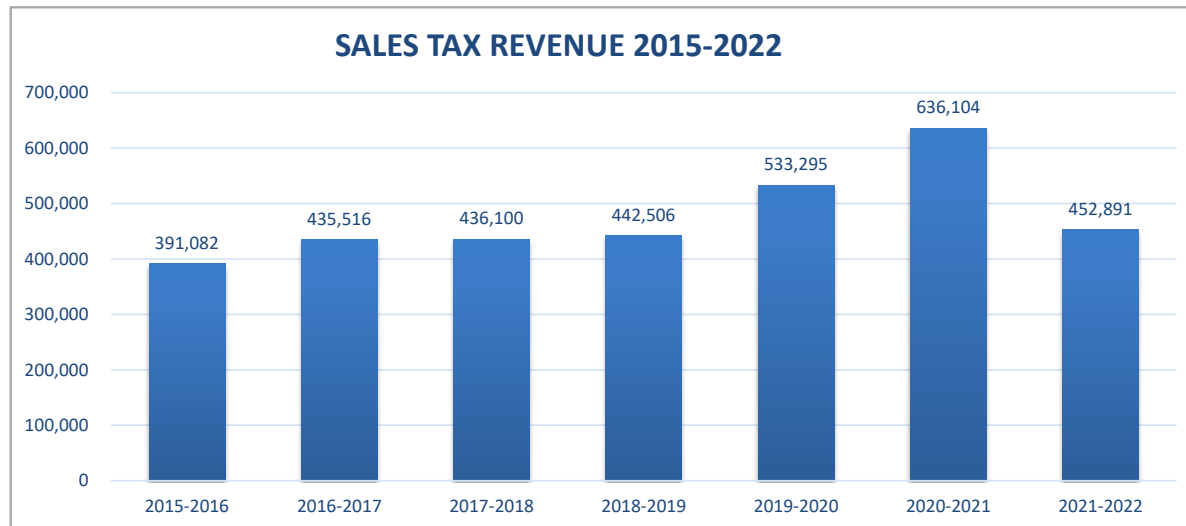
ATTACHMENTS:

- Monthly Sales Tax Report – May 2022

SALES TAX REVENUE REPORT

Month	Total	2015-2016	Total	2016-2017	Total	2017-2018	Total	2018-2019	Total	2019-2020	Total	2020-2021	Total	2021-2022	Total
OCT	26,843	29,528	29,528	33,532	33,532	36,117	36,117	35,425	35,425	41,961	41,961	52,602	52,602	50,303	50,303
NOV	58,740	36,744	66,272	36,725	70,257	38,951	75,068	36,853	72,278	42,075	84,036	50,054	102,656	55,222	105,525
DEC	87,526	30,055	96,327	37,133	107,390	32,669	107,737	36,420	108,698	44,092	128,128	52,405	155,061	48,145	153,670
JAN	129,336	28,916	125,243	32,386	139,776	34,264	142,001	33,403	142,102	27,585	155,713	44,941	200,002	56,155	209,825
FEB	168,245	35,203	160,446	42,385	182,161	48,966	190,967	36,966	179,068	70,059	225,772	62,144	262,146	76,753	286,579
MAR	198,086	30,091	190,537	34,273	216,434	32,712	223,679	32,428	211,496	40,966	266,738	49,700	311,846	57,471	344,049
APR	227,415	31,321	221,858	29,088	245,522	28,440	252,119	32,984	244,481	35,736	302,474	48,180	360,026	44,446	388,495
MAY	261,056	34,401	256,259	42,345	287,867	39,427	291,546	43,134	287,615	41,692	344,166	63,691	423,717	64,396	452,891
JUN	290,086	32,746	289,005	30,853	318,720	31,811	323,357	36,456	324,071	50,482	394,647	47,099	470,816		
JUL	317,886	32,803	321,808	35,710	354,430	34,802	358,159	36,977	361,048	49,189	443,837	50,290	521,106		
AUG	353,373	37,628	359,436	42,725	397,155	39,661	397,820	42,598	403,646	47,386	491,222	62,523	583,629		
SEP	386,739	31,646	391,082	38,361	435,516	38,280	436,100	38,860	442,506	42,073	553,295	52,474	636,104		
TOTAL	386,739	391,082	391,082	435,516	435,516	436,100	436,100	442,506	442,506	533,295	533,295	636,104	636,104	452,891	
BUDGET	66,739	362,500	28,582	362,500	73,016	385,000	51,100	385,000	57,506	385,000	148,295	462,500	173,604	600,000	(600,000)

May			Year to Date		
Actual 2020-2021	Actual 2021-2022	% Change	Actual 2020-2021	Actual 2021-2022	% Change
63,691	64,396	1%	423,717	452,891	9%





4A INDUSTRIAL DEVELOPMENT BOARD COMMUNICATION

DATE: July 5, 2022

FROM: Shani Bradshaw, Director of Economic Development

AGENDA ITEM: Approval of the minutes from the February 1, 2022 meeting.

SUMMARY:
NA

FISCAL INFORMATION:

Budgeted: NA

Amount: \$0.00

GL Account: XXX.XX.XXXX

RECOMMENDED MOTION OR ACTION:

Approve the February 1, 2022 minutes as presented.

ATTACHMENTS:

- February 1, 2022 4A board meeting minutes.



MINUTES
4A ECONOMIC DEVELOPMENT BOARD
TUESDAY, FEBRUARY 1, 2022
1:00 PM
HISTORIC CHURCH BUILDING - 403 NORTH 7TH STREET
SANGER, TEXAS

BOARD MEMBERS PRESENT:

Chris Kundrock, Drew Hall, Sue Allison, Shannon Gann, Nancy McAlister

BOARD MEMBERS ABSENT:

STAFF MEMBERS PRESENT:

Director of Economic Development Shani Bradshaw, Stefani Dodson Secretary

1. Call Meeting to Order, Establish a Quorum (Roll Call), Invocation.

There being a quorum Sue Allison called the meeting to order at 1:00 p.m.
 Sue Allison gives the invocation.

2. CITIZEN INPUT:

No citizens came forward to speak to the board.

3. CONSENT AGENDA:

Nancy McAlister made a motion to approve the consent agenda as presented. Chris Kundrock seconded the motion. Motion passes unanimously.

a. Approval of Minutes

1. MINUTES FROM 10-5-2021

4. Consider Any Items Removed from Consent Agenda.

No items were discussed.

REGULAR AGENDA

5. ECONOMIC DEVELOPMENT INCENTIVE POLICY

Consider an Economic Development Incentive Policy for the City of Sanger.

Director of Economic Development Shani Bradshaw gives a brief update on the incentive policy. She explains that the 4B board did approved the policy with no changes. She let the board know

that legal and City Manager has looked at the policy as well.

Nancy McAlister made a motion to approve the incentive policy. Drew Hall seconded the motion. The motion passes unanimously.

6. COLLEGE, TRADE SCHOOL , MILITARY, CAREER AND JOB FAIR EVENT

Consider sponsorship opportunity for the Annual College, Trade School, Military, Career and Job Fair on the square.

Director of Economic Development Shani Bradshaw gives a brief update and explains a little about the event. She is excited that the City is teaming up with the Chamber to get this event set off. Shani explains how they will be doing social media pushes, mail outs, etc. in order to get the word out. Shani explains she is coming to the board to request a sponsorship from the board in the amount of \$3300.00 to help pay for the mail outs.

Sue Allison has recused herself from the vote.

Chris Kundrock made a motion to approve a sponsorship of \$3300.00. Shannon Gann seconded the motion. Motion passes unanimously.

7. SANGER INDUSTRIAL DEVELOPMENT CORPORATION 2020 ACTION PLAN

Review and discuss the objectives within the Sanger Industrial Development Corporation 2020 Action Plan.

Director of Economic Development Shani Bradshaw gives a brief update on things that have been done.

8. INFORMATION ITEMS:

a. FINANCIAL REPORTS

Director of Economic Development Shani Bradshaw gives a brief update and goes over the financial report.

b. DIRECTOR'S REPORT

Director of Economic Development Shani Bradshaw gives a brief update on the Directors report.

9. FUTURE AGENDA ITEMS:

No future items were discussed.

10. ADJOURN.

With no further items on the agenda Sue Allison adjourns the meeting at 2:03 p.m.



4A INDUSTRIAL DEVELOPMENT BOARD COMMUNICATION

DATE: Date of meeting

FROM: Jane Doe, Director of XYZ

AGENDA ITEM: Consider and possible action on the 4A Fiscal Year 2022-2023 budget.

SUMMARY:

- Proposed budget is for the upcoming fiscal year beginning October 1, 2022, through September 30, 2023.
- Increase in Marketing and Promotions for recruitment efforts, marketing materials and administration cost for Marketing Director.
- Increase in Dues and Subscriptions for a property database and a CRM software system.
- Increase in Professional Services for administration services for Stefani Dodson.
- Increase in Computer hardware for laptop and new monitor.

FISCAL INFORMATION:

Budgeted: NA

Amount: \$0.00

GL Account: XXX.XX.XXXX

NA

RECOMMENDED MOTION OR ACTION:

Staff recommends approval of the 4A Fiscal Year 2022-2023 budget.

ATTACHMENTS:

- 4A Budget
- 4A Expenditure Line Item
- 4A/4B Shared Expenses

GENERAL LEDGER ACCOUNT		2019-2020 ACTUAL	2020-2021 ACTUAL	2021-2022 BUDGET	2021-2022 YEAR TO DATE	2021-2022 PROJECTED	2022-2023 REQUESTED	\$ VARIANCE	% VARIANCE
00-4325	STATE SALES TAX	549,145	641,438	600,000	344,049	688,099	800,000	200,000	33.33%
00-4446	GRANT REVENUE	5,000	5,000	-	-	-	-	-	0.00%
00-4800	INTEREST INCOME	3,289	881	10,000	10,415	20,830	22,000	12,000	120.00%
TOTALS		557,434	647,319	610,000	354,464	708,929	822,000	212,000	34.75%

GENERAL LEDGER ACCOUNT		2019-2020 ACTUAL	2020-2021 ACTUAL	2021-2022 BUDGET	2021-2022 YEAR TO DATE	2021-2022 PROJECTED	2022-2023 REQUESTED	\$ VARIANCE	% VARIANCE
46-5210	OFFICE SUPPLIES	507	465	500	50	100	500	-	0.00%
46-5214	COMPUTER HARDWARE	-	-	-	-	-	1,500	1,500	0.00%
46-5215	FOOD	-	-	200	-	-	200	-	0.00%
46-5215	COMPUTER SOFTWARE	-	-	-	-	-	3,500	3,500	0.00%
46-5220	POSTAGE	-	-	50	-	-	50	-	0.00%
46-5226	MARKETING & PROMOTION	5,883	18,009	25,000	2,810	5,080	40,000	15,000	60.00%
46-5235	DUES & SUBSCRIPTIONS	1,772	2,006	2,000	1,210	2,420	10,000	8,000	400.00%
46-5240	CONFERENCES AND TRAINING	2,531	977	5,000	250	500	7,000	2,000	40.00%
46-5280	COMPUTER SUPPLIES	1,572	-	250	-	-		(250)	-100.00%
46-5285	FURNITURE AND FIXTURES	-	-	-	-	-	-	-	0.00%
46-5310	R & M BUILDING	-	-	5,000	-	-	5,000	-	0.00%
46-5332	OFFICE MACHINE LEASE	860	890	601	417	834	800	199	33.11%
46-5425	LEGAL EXPENSE	-	-	1,000	-	-	1,000	-	0.00%
46-5430	PROFESSIONAL SERVICE	8,689	8,115	20,000	8,000	16,000	23,000	3,000	15.00%
46-5450	TECHNICAL SUPPORT	1,998	937	1,000	-	-	1,000	-	0.00%
46-5451	ANNUAL SOFTWARE SUPPORT	-	1,350	3,375	-	-		(3,375)	-100.00%
46-5452	WEBSITE	-	-	12,800	6,080	12,160	-	(12,800)	-100.00%
46-5455	COMPREHENSIVE PLAN UPDATE	2,693	40,070	-	-	-	-	-	0.00%
CAPITAL REQUEST #1							-		
CAPITAL REQUEST #2							-		
CAPITAL REQUEST #3							-		
CAPITAL REQUEST #4							-		
CAPITAL REQUEST #5							-		
TOTALS		26,505	72,819	76,776	18,817	37,094	93,550	16,774	21.85%

Economic Development Shared Expenses - FY2022-2023

Item 4.

Account Name	4A	Shared Expenses	4B	Notes
Personnel - Salaries & Benefits				
Check Charges				
Office Supplies	\$ 500	\$ 1,000	\$ 500	
Food	\$ 200		\$ 200	
Postage	\$ 50		\$ 50	
Dues & Subscriptions	\$ 12,000		\$ 7,000	
Marketing & Promotion	\$ 40,000		\$ 35,000	
Conferences & Training	\$ 7,000		\$ 5,000	
Computer Hardware	\$ 1,500	\$ 3,000	\$ 1,500	
Computer Software	\$ 3,500	\$ 7,000	\$ 3,500	
Contractual Services				
Furniture & Fixtures				
R&M Building	\$ 5,000			
Office Machine Lease	\$ 800	\$ 1,600	\$ 800	
Legal Expense	\$ 1,000		\$ 1,000	
Professional Services	\$ 23,000		\$ 74,000	
Technical Support	\$ 1,000	\$ 2,000	\$ 1,000	
Comprehensive Plan Update				
Business Relief Program				
Property Enhancement Incentiv			\$ 50,000	
Promo/Community Events Grants				
Other Expenses				
Community Projects				
Debt Services			\$ 212,500	
Capital Request #1				
Capital Request #2				
Capital Request #3				
Total	\$ 95,550	\$ 14,600	\$ 392,050	



Sanger Industrial Development (4A) - Revenue and Expenditure Line Items

Estimated Revenues

4A Sales Tax – Projected income from sales tax for twelve (12) months

Interest Income.

Funds Available – Funds available from Checking, Money Market, and Investment Accounts.

Other Funds:

Expenditures

*Salaries and Benefits – Salaries, Vacation Compensation, Longevity Pay, Auto Allowance, Cell Phone Allowance, Retirement, Health Insurance, Workers Comp, Unemployment.

Office Supplies – Copier paper, laser cartridges, and other general supplies.

Food – Board meetings and prospects.

Postage – Postage expenses for mailings

Marketing/Promotions – 10% of 4A tax proceeds (allowed by law). Ads for specific publications, billboards, sponsorships, marketing materials, special events, maps, photos, promotional items for trade shows, recruitment efforts with organizations such as the International Council of Shopping Centers (ICSC); Austin Retail Live, Team Texas, Texas ED Connection, Sanger Chamber and Denton Chamber, the State of Texas, North Texas Commercial Association of Realtors (NTCAR), and others. This would also include recruitment efforts made by the Sanger EDC on their own outside of an organization. Also include prospect hosting (cost of travel, rental car, lodging, food and entertainment for prospects. Marketing Director expenses related to economic development.

Dues and Subscriptions – Including, but not limited to: cost for membership fees for International Council of Shopping Centers (ICSC), North Texas Commercial Association of Realtors (NTCAR), Dallas Chamber, Texas Economic Development Council (TEDC), Texas Downtown Association, Zoom Prospector and EDOQI (CRM Tool).

Conferences and Training – Conferences and tradeshow registration and attendance with organizations such as, but not limited to, the following: the Texas Economic Development Council (TEDC); International Economic Development Council (IEDC); Southern Economic Development Council (SBEDC); Texas Downtown Association; Society of Industrial and Office Realtors (SIOR); Industrial Asset Management Council; also include local and regional conferences that arise. Sales Tax Workshops.

Computer Hardware – Supplies needed for computers.

Computer Supplies – Annual content, hosting and troubleshooting.

Office Machine Lease – Copier and Printer.

Furniture and Fixtures – Cost of new or replacement of office equipment.

R&M Building – Repair and maintenance for Warehouse.

Legal Expenses – Legal consultation services, research, opinions, agreements, etc.

Professional Service – The SIDC contracts for various services with professionals and firms for specific projects and tasks, such as strategic planning, engineering, research, study for prospects, utility studies, or other studies that may arise that are needed for economic development. (Marketing analysis, trade area and demographic reports, survey monkey, maps, charts (current demographics and projections) needed for brokers and developers.) Administration Services. Also includes administrative services.

Technical Support – Maintenance of computer systems and office network.

Capital Request –