



The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, June 19, 2019 at 7:00 p.m. in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

1. Call to order.

OPEN SESSION:

2. Citizens to be heard.

The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). The EDC will accept comments from citizens of the City of Helotes and its Extraterritorial Jurisdiction (ETJ) only. Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.

CONSENT AGENDA (ITEM NOS. 3 – 6):

All Consent Agenda items listed below are considered routine by EDC Staff and are intended to be enacted by one motion. There will be no separate discussion of these items, unless a Director requests it, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.

3. Approval of the minutes of the EDC Regular Meeting dated April 17, 2019. (Staff)
4. Approval of the EDC Fiscal Year Ending (FYE) 2019 Revenue and Expenditure, Balance Sheet, and Encumbrance Reports dated June 14, 2019. (Staff)

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

The City of Helotes City Hall is wheelchair accessible, and accessible parking spaces are available. In compliance with the Americans with Disabilities Act, the City of Helotes will provide reasonable accommodations for persons attending the meeting. To better serve you, requests should be received forty-eight (48) hours prior to the meeting. Please contact the City Secretary's Office at 210.695.5911 or by facsimile at 210.695.2123.

CONSENT AGENDA Cont.:

5. Approval of the EDC Quarterly Investment Report dated March 31, 2019. (Staff)
6. Pursuant to Article IV, Section 4.1 of the City of Helotes Economic Development Corporation (EDC) Amended Bylaws, approval of the EDC FYE 2019 Strategic Work Plan modified and approved by the City Council on May 23, 2019. (Staff)

ITEMS FOR INDIVIDUAL CONSIDERATION:

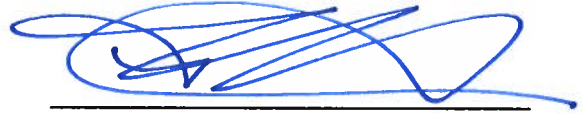
7. Discussion of and action on the Old Town Helotes Pedestrian Bridge Project and appropriating capital monies for the manufacture of the bridge and, generally, the construction of bridge abutments, bridge installation, and sidewalk connectivity. (Staff)
8. Discussion of and action on an FYE 2019 Budget Amendment transferring funds from the EDC General Operating Fund to the City/EDC Capital Fund for the Old Town Helotes Pedestrian Bridge Project. (Staff)
9. Discussion of and action on the design and installation of gateway monument signage on S.H. 16, Hausman Rd., and/or F.M. 1560, including, but not limited to, authorizing the Executive Director to obtain City approval of design and location(s) and coordinate with the Texas Dept. of Transportation (TxDOT) on final location(s). (Staff)
10. Discussion of and direction on proactive retail, restaurant, developer, and tenant representative outreach and recruitment services within the City of Helotes and an agreement between the EDC and NextSite for the same. (Staff)
11. Staff Updates:
 - Work completed and/or in progress since April 17, 2019;
 - International Council of Shopping Centers ReCON convention, Las Vegas, NV;
 - Commercial property database, GIS integration, and EDC website;
 - S.H. 16 water / sewer utility project; and
 - Current and proposed commercial developments with the City of Helotes.

Adjourn.

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

I certify that this Agenda was posted on June 14, 2019 at 5:00 p.m.



Rick A. Schroder
Executive Director

Attest:



Glenn Goolsby
Assistant Director



REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, April 17, 2019 at 7:00 p.m., in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This was an open meeting, subject to the open meeting laws of the State of Texas.

Present:

Board Members: Pat Wootton, President Alan Holmes, Vice-President
 Kathryn Mitchell, Secretary Bill Putty
 Stephanie "Stevie" Seitz Patrick Adam
 Matthew McCrossen

Staff: Rick Schroder, Executive Director
 Glenn Goolsby, Assistant Director

Absent:

1. Call to Order.

President Wootton called the meeting to order at 7:00 p.m.

OPEN SESSION:

2. Citizens to be Heard.

The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). The EDC will accept comments from citizens of the City of Helotes and its Extraterritorial Jurisdiction (ETJ) only. Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.

No Public Comment

CONSENT AGENDA (ITEM NOS. 3 – 4):

All items marked with an asterisk (*) on the consent agenda were voted on as a group at the beginning of the meeting. Motion was made by Bill Putty, second by Stevie Seitz to approve Items 3 and 4 as written. Motion carried unanimously.

3. * Approval of the minutes of the EDC Regular Meeting dated March 20, 2019. (Staff)

4. * **Approval of the EDC Fiscal Year Ending (FYE) 2019 Revenue and Expenditure, Balance Sheet, and Encumbrance Reports dated April 12, 2019. (Staff)**

ITEMS FOR INDIVIDUAL CONSIDERATION:

5. **Discussion of and action on the EDC FYE 2019 Strategic Work Plan, and authorizing the Executive Director to transmit said Plan to the City Council for final review and approval. (Staff)**

Motion was made by Alan Holmes, second by Patrick Adam to discuss Item 5.

Motion was made by Bill Putty, second by Kathryn Mitchell to amend Priority 1, Project 1 to use incentives on an as needed basis. Motion carried 5-Ayes, 1-Nay; Stevie Seitz.

Motion was made by Patrick Adam, second by Bill Putty to approve the FYE 2019 Strategic Work Plan as amended and transmit said plan to City Council for approval. Motion carried unanimously.

6. **Discussion of and action on the Old Town Helotes Pedestrian Bridge Project and appropriating capital monies for the manufacture of the bridge and, generally, the construction of bridge abutments, bridge installation, and sidewalk connectivity. (Staff)**

Motion was made by Alan Holmes, second by Kathryn Mitchell to discuss Item 6.

Rick discussed the status of the bridge project and associated cost.

7. **Discussion of and action on an FYE 2019 Budget Amendment transferring funds from the EDC General Operating Fund to the City/EDC Capital Fund for the Old Town Helotes Pedestrian Bridge Project. (Staff)**

Motion was made by Patrick Adam, second by Kathryn Mitchell to discuss Item 7.

Rick stated a transfer of \$77,120 was needed to complete the bridge project.

Motion was made Stevie Seitz, second by Kathryn Mitchell to transfer \$77,120 from the EDC General Operating Fund to EDC Capital Fund. Motion carried unanimously.

8. **Discussion of and action on the design and installation of gateway monument and city pride signage on S.H. 16, Hausman Rd., and F.M . 1560, including, but not limited to, authorizing the Executive Director to solicit proposals from sign contractors for the design and construction of said signage within TxDOT rights-of-way. (Staff)**

Motion was made by Alan Holmes, second by Patrick Adam to discuss Item 8.

Motion was made by Patrick Adam, second by Kathryn Mitchell to authorize the Executive Director to solicit proposals. Motion carried unanimously.

9. Discussion of and direction on the extension of water utility services in lieu of annexation for Mega Systems, Inc., a stage and architectural lighting manufacturer, located at 18668 S.H. 16 that seeks to expand operations within the City of Helotes Extraterritorial Jurisdiction (ETJ). (Staff)

Motion was made by Patrick Adam, second by Matthew McCrossen to discuss Item 9.

Guillermo Cabada owner of MEGA Systems presented his companies desire to expand their operations with a new 10,000 square foot building and hiring 10 new employees. He proceeded to discuss a major hurdle in moving forward is the lack of water utilities.

10. Discussion of and direction on the purchase of real property located near 12510 S.H. 16 for economic development purposes. (Staff)

Motion was made by Patrick Adam, second by Alan Holms to discuss Item 10.

Glenn Goolsby presented the item and reviewed the history of the site and opportunity to purchase the property. Rick Schroder discussed potential development options.

No action taken.

11. Discussion of and action on the EDC's affiliation with the Helotes Area Chamber of Commerce, including, but not limited to, the following:

- **Staffing and administrative support;**
- **Membership dues;**
- **Annual sponsorship packages;**
- **Power Lunch series sponsorships; and**
- **A Service and Office Use Agreement providing office space to the Chamber.**

Motion was made by Matthew McCrossen, second by Kathryn Mitchell.

Katrina Gonzalez from the Helotes Area Chamber of Commerce addressed concerns over the lapse in Chamber staffing and assured the board the Chamber is making every effort to hire a full-time employee.

No action taken.

12. Staff updates:

- **Work completed and/or in progress since March 20, 2019;**
- **EDC Website - RealMassive (commercial property database), GIS Planning (demographics), NeonCloud (video), and Manhard Consulting (land planning);**
- **Bird's Eye View map;**
- **S.H. 16 water/ sewer utility project;**
- **Municipal Development District (MOD) creation;**
- **Helotes visitor center planning; and**

- **Current and proposed commercial developments with the City of Helotes.**

Mr. Goolsby reported on the Shop Helotes Fiesta Medal giveaway to promote new restaurants, software integration of RealMassive and GISPlanning into the EDC website, video production with NeonCloud was scheduled for May 3rd & 4th, Bird's Eye View Map was rejecting the Service Agreement, the water / sewer project was being finalized, and the MDD creation was being reviewed by general council.

No action taken.

Adjourn the regular meeting of the EDC Board of Directors.

President Wootton adjourned the meeting at 9:04 p.m.

Rick A. Schroder
Executive Director

DRAFT

05 -ECONOMIC DEVELOPMENT CORP
FINANCIAL SUMMARY

CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
----------------	----------------	---------------------	----------------	-------------

REVENUE SUMMARY

NON-PROPERTY TAXES	1,220,288.82	0.00	961,903.41	258,385.41	78.83
MISCELLANEOUS REVENUE	8,492.00	0.00 (63,930.62)	72,422.62	752.83-
TOTAL REVENUES	1,228,780.82	0.00	897,972.79	330,808.03	73.08

EXPENDITURE SUMMARY

ADMINISTRATION	1,228,780.82	2,996.06	858,245.93	370,534.89	69.85
TOTAL EXPENDITURES	1,228,780.82	2,996.06	858,245.93	370,534.89	69.85

REVENUES OVER/(UNDER) EXPENDITURES	0.00 (2,996.06)	39,726.86 (39,726.86)	0.00
------------------------------------	--------	-----------	-------------	------------	------

05 -ECONOMIC DEVELOPMENT CORP
 REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>NON-PROPERTY TAXES</u>					
401-3140 SALES TAX	1,210,581.82	0.00	955,336.64	255,245.18	78.92
401-3150 MIXED BEVERAGE	9,707.00	0.00	6,566.77	3,140.23	67.65
TOTAL NON-PROPERTY TAXES	1,220,288.82	0.00	961,903.41	258,385.41	78.83
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	8,492.00	0.00	13,189.38	4,697.38	155.32
406-1060 TRANSFERS IN/OUT	0.00	0.00	(77,120.00)	77,120.00	0.00
TOTAL MISCELLANEOUS REVENUE	8,492.00	0.00	(63,930.62)	72,422.62	752.83-
TOTAL REVENUES	1,228,780.82	0.00	897,972.79	330,808.03	73.08

05 -ECONOMIC DEVELOPMENT CORP
ADMINISTRATION
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
--	----------------	----------------	---------------------	----------------	-------------

PERSONNEL

510-5101 SALARIES	68,053.00	2,617.43	49,356.94	18,696.06	72.53
510-5111 LONGEVITY	1,100.00	0.00	1,100.00	0.00	100.00
510-5113 BENEFITS	17,352.22	378.63	11,139.19	6,213.03	64.19
TOTAL PERSONNEL	86,505.22	2,996.06	61,596.13	24,909.09	71.21

CONTRACTUAL SERVICES

510-5201 MEMBERSHIPS, DUES & LICENSES	16,000.00	0.00	6,653.95	9,346.05	41.59
510-5202 AUDIT FEES	3,200.00	0.00	3,200.00	0.00	100.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,000.00	0.00	95.00	2,905.00	3.17
510-5204 INTL. CONF. SHOPPING CENTERS	9,000.00	0.00	7,235.49	1,764.51	80.39
510-5205 BANK FEES	500.00	0.00	0.00	500.00	0.00
510-5206 LEGAL FEES	2,993.00	0.00	624.00	2,369.00	20.85
510-5208 CONG. DESIGN & LAND USE PLANS	25,000.00	0.00	1,781.00	23,219.00	7.12
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	189.41	2,810.59	6.31
510-5211 MARKETING	35,000.00	0.00	12,927.07	22,072.93	36.93
510-5212 WEBSITE DEV. & MAINTENANCE	8,144.00	0.00	5,110.66	3,033.34	62.75
510-5214 MANAGED SVCS. AGREEMENT	5,523.68	0.00	5,523.68	0.00	100.00
510-5215 DEBT SERVICE	323,040.00	0.00	323,040.00	0.00	100.00
510-5221 RETAIL RECRUITMENT	20,000.00	0.00	0.00	20,000.00	0.00
510-5224 OFFICE RENTAL	9,600.00	0.00	6,300.22	3,299.78	65.63
510-5225 OTHSD PARKING LOT LEASE	6,000.00	0.00	3,464.13	2,535.87	57.74
510-5226 LAND ACQUISITION	234,149.84	0.00	0.00	234,149.84	0.00
TOTAL CONTRACTUAL SERVICES	704,150.52	0.00	376,144.61	328,005.91	53.42

COMMODITIES

510-5301 OFFICE SUPPLIES	4,626.08	0.00	329.33	4,296.75	7.12
510-5302 OPERATIONAL EXPENSES	10,750.00	0.00	10,510.66	239.34	97.77
510-5305 COMMUNICATION EQUIPMENT	1,421.00	0.00	755.22	665.78	53.15
510-5326 EXPENSE REIMBURSEMENT	250.00	0.00	0.00	250.00	0.00
510-5333 380 AGREEMENT REIMBURSEMENTS	421,078.00	0.00	408,909.98	12,168.02	97.11
TOTAL COMMODITIES	438,125.08	0.00	420,505.19	17,619.89	95.98

TOTAL ADMINISTRATION	1,228,780.82	2,996.06	858,245.93	370,534.89	69.85
----------------------	--------------	----------	------------	------------	-------

TOTAL EXPENDITURES	1,228,780.82	2,996.06	858,245.93	370,534.89	69.85
--------------------	--------------	----------	------------	------------	-------

REVENUES OVER/ (UNDER) EXPENDITURES	0.00	(2,996.06)	39,726.86	(39,726.86)	0.00
-------------------------------------	------	-------------	-----------	--------------	------

*** END OF REPORT ***

03 - CAPITAL REPLACEMENT
 FINANCIAL SUMMARY

CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
----------------	----------------	---------------------	----------------	-------------

REVENUE SUMMARY

MISCELLANEOUS REVENUE	104,161.50	0.00	257,794.19 (153,632.69)	247.49
TOTAL REVENUES	104,161.50	0.00	257,794.19 (153,632.69)	247.49

EXPENDITURE SUMMARY

ADMINISTRATION	500.00	0.00	0.00	500.00	0.00
BUILDING & GROUNDS	885,379.77	24,651.90	212,060.39	673,319.38	23.95
TOTAL EXPENDITURES	885,879.77	24,651.90	212,060.39	673,819.38	23.94

REVENUES OVER/ (UNDER) EXPENDITURES	(781,718.27)	(24,651.90)	45,733.80 (827,452.07)	5.85-
-------------------------------------	---	-------------	---	------------	-------------	-------------	-------

REVENUE & EXPENSE REPORT - UNAUDITED

AS OF: JUNE 14, 2019

03 -CAPITAL REPLACEMENT REVENUES

CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
----------------	----------------	---------------------	----------------	-------------

MISCELLANEOUS REVENUE

406-1010 INTEREST	10,202.50	0.00	17,465.19 (7,262.69)	171.19
406-1018 PD MISC REVENUES	2,150.00	0.00	1,400.00	750.00	65.12
406-1019 FD MISC REVENUES	91,809.00	0.00	161,809.00 (70,000.00)	176.25
406-1020 EDC MISC REVENUE	0.00	0.00	77,120.00 (77,120.00)	0.00
TOTAL MISCELLANEOUS REVENUE	104,161.50	0.00	257,794.19 (153,632.69)	247.49

TOTAL REVENUES	104,161.50	0.00	257,794.19 (153,632.69)	247.49
----------------	------------	------	--------------	-------------	--------

REVENUE & EXPENSE REPORT - UNAUDITED
AS OF: JUNE 14, 2019

03 -CAPITAL REPLACEMENT
ADMINISTRATION
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
CONTRACTUAL SERVICES					
510-5200 BANK CHARGES	500.00	0.00	0.00	500.00	0.00
TOTAL CONTRACTUAL SERVICES	500.00	0.00	0.00	500.00	0.00
TOTAL ADMINISTRATION	500.00	0.00	0.00	500.00	0.00

03 - CAPITAL REPLACEMENT
BUILDING & GROUNDS
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
CAPITAL OUTLAY					
550-5501 FIRE DEPT PURCHASES	91,809.00	24,651.90	31,651.90	60,157.10	34.48
550-5509 EDC 2015 Cofo EXPENDITURES	374,504.20	0.00	38,202.60	336,301.60	10.20
550-5510 POLICE DEPT PURCHASES	9,367.57	0.00	0.00	9,367.57	0.00
550-5512 CITY 2015 Cofo EXPENDITURES	409,699.00	0.00	142,205.89	267,493.11	34.71
TOTAL CAPITAL OUTLAY	885,379.77	24,651.90	212,060.39	673,319.38	23.95

TOTAL BUILDING & GROUNDS 885,379.77 24,651.90 212,060.39 673,319.38 23.95

TOTAL EXPENDITURES	885,879.77	24,651.90	212,060.39	673,819.38	23.94
REVENUES OVER/(UNDER) EXPENDITURES	(781,718.27)	(24,651.90)	45,733.80	(827,452.07)	5.85-

*** END OF REPORT ***

05 - ECONOMIC DEVELOPMENT CORP

ACCOUNT# TITLE

ASSETS

101-2000	EDC OPERATING CASH	32,607.79
101-2100	EDC TEXPOOL	26.82
101-2600	LOGIC	854,179.01
101-3100	FARM BUREAU EDC 6 MONTH CD	0.00
101-3200	FARM BUREAU BANK MM	4.11
105-1000	RECEIVABLE - SALES TAX	198,595.26
120-0000	DUE FROM GENERAL FUND	0.00
120-1000	DUE FROM EDC CAP PROJ	0.00

1,085,412.99

TOTAL ASSETS

1,085,412.99

LIABILITIES

201-0000	ACCOUNTS PAYABLE	0.00
201-0200	PRIOR YEAR PAYABLES	(1,001.00)
201-0300	380 AGREEMENT PAYABLE	113,848.73
201-1000	WAGES PAYABLE	0.00
202-0910	PREPAID PAYABLES	0.00
202-1300	DUE TO CITY OP	2,996.06

TOTAL LIABILITIES

115,843.79

EQUITY

390-0000	FUND BALANCE/RETAINED EARNINGS	929,402.35
390-1000	PREPAID ITEMS	439.99

TOTAL BEGINNING EQUITY

929,842.34

TOTAL REVENUE	897,972.79
TOTAL EXPENSES	858,245.93

REVENUE OVER/(UNDER) EXPENSES

39,726.86

TOTAL EQUITY & OVER/(UNDER)

969,569.20

TOTAL LIABILITIES, EQUITY & OVER/(UNDER)

1,085,412.99

03 - CAPITAL REPLACEMENT

ACCOUNT# TITLE

ASSETS

101-2000	TEXPOOL CAPITAL PROJECTS	668.10
101-2200	SAFEKEEPING - CITY	0.00
101-2300	SAFEKEEPING - EDC	0.00
101-2400	CAPITAL CASH	0.00
101-2500	EDC CAPITAL CASH	103,158.17
101-2600	FIRE DEPT CAPITAL CASH	39,473.03
101-2700	POLICE DEPT CAPITAL CASH	8,617.57
101-2800	ADMIN CAPITAL CASH	92,026.64
101-3000	LOGIC CAPITAL CASH	706,451.85
101-3010	LOGIC CAPITAL EDC	128,698.90
120-0000	DUE FROM CITY	103,566.20
		<u>1,182,660.46</u>

TOTAL ASSETS

1,182,660.46

LIABILITIES

201-0000	ACCOUNTS PAYABLE	463,180.76
201-0100	RETAINAGE PAYABLE	58,577.49
201-0200	PAYABLES PRIOR YEAR	0.00
202-0910	PREPAID PAYABLES	(91,809.51)
202-1300	DUE TO OTHER FUNDS	0.00
202-1305	DUE FROM OTHER ACCOUNTS	0.00
		<u>429,948.74</u>

TOTAL LIABILITIES

429,948.74

EQUITY

390-0000	FUND BALANCE/RETAINED EARN	706,977.92
		<u>706,977.92</u>
	TOTAL BEGINNING EQUITY	
	TOTAL REVENUE	257,794.19
	TOTAL EXPENSES	212,060.39
	REVENUE OVER/(UNDER) EXPENSES	<u>45,733.80</u>
	TOTAL EQUITY & OVER/(UNDER)	<u>752,711.72</u>

TOTAL LIABILITIES, EQUITY & OVER/(UNDER)

1,182,660.46

DETAILED REPORT

G/L ACCOUNT	ACCOUNT NAME	PO NO#	DATE	VENDOR	VENDOR NAME	ITEM DESCRIPTION	AMOUNT
05 510-5211	MARKETING	19-01016	4/12/2019	2000	NEON CLOUD	TOURISM VIDEO	2,750.00
** TOTAL **							2,750.00

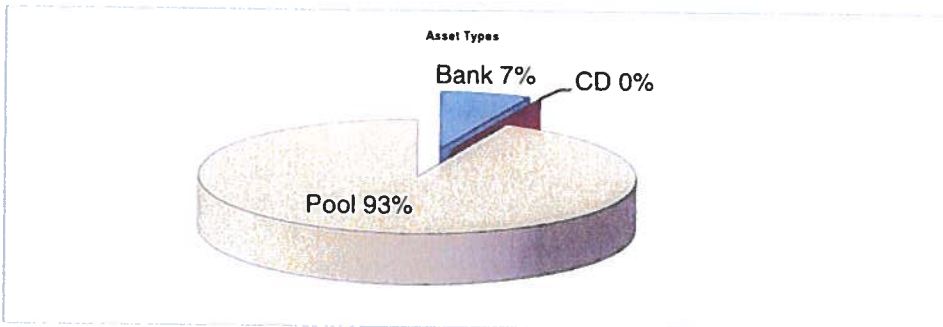
DETAILED REPORT

G/L ACCOUNT	ACCOUNT NAME	PO NO#	DATE	VENDOR	VENDOR NAME	ITEM DESCRIPTION	AMOUNT
03 550-5509	EDC 2015 Cofo EXPENDITUR	19-01012	4/01/2019	1829	HILL COUNTRY BRIDG	PEDESTRIAN BRIDGE INSTA	151,278.15
						** TOTAL **	151,278.15
03 550-5512	CITY 2015 Cofo EXPENDITU	19-01022	6/11/2019	2011	SLABCO INC	Cedar Trail Culvert Pro	20,376.00
						** TOTAL **	20,376.00

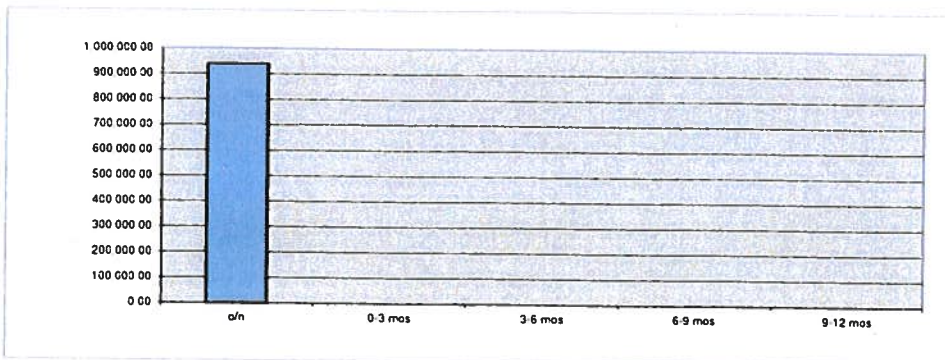
CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION
QUARTERLY INVESTMENT REPORT SUMMARY
period ending 03/31/2019

Beginning Book Value	\$	729,753.26
Beginning Market Value	\$	729,753.26
Beginning Weighted Average Maturity		0 days
Beginning Yield		2.2000%
Ending Book Value	\$	937,759.68
Ending Market Value	\$	937,759.68
Ending Weighted Average Maturity		0 days
Ending Yield		2.5700%
Unrealized Gain/(Loss)	\$	-
Change in Market Value	\$	208,006.42
Benchmark Yield (6 Mth. T-Bill)		2.4100%

Allocation by Type of Investment



Allocation by Maturity Date



CITY OF HELOTES ECONOMIC DEVELOPMENT CORPORATION
QUARTERLY INVESTMENT REPORT

as of
03/31/19

Purchase Date	Security	Coupon or Avg. Rate	Maturity Date	Yield	Par	Price	Days to Maturity	Beginning Book	Beginning Market	Ending Book	Ending Market	Change in Market	Period Earnings
	Bank Checking Accounts												
N/a	Frost Operating Fund	2.0500%	03/31/19	2.0500%	\$62,407.29	100.000	0	\$ 298,985.68	\$ 298,985.68	\$ 62,407.29	\$ 62,407.29	\$(236,578.39)	\$ 586.90
N/a	Farm Bureau Bank	0.0000%	03/31/19	0.0000%	4.11	100.000	0	4.11	4.11	4.11	4.11	\$ -	\$ -
	Subtotal Checking Accounts				\$ 82,411.40			\$ 298,985.79	\$ 298,985.79	\$ 62,411.40	\$ 62,411.40	\$(236,578.39)	\$ 586.90
	Pools												
N/a	LOGIC Operating Fund	2.6100%	03/31/19	2.6100%	\$875,321.46	100.000	0	\$ 429,622.03	\$ 429,622.03	\$ 875,321.46	\$ 875,321.46	\$ 445,699.43	\$ 4,580.78
N/a	TexPool Operating Fund	2.6000%	03/31/19	2.6000%	\$26.82	100.000	0	1,141.44	1,141.44	26.82	26.82	\$(1,114.62)	4.03
	Subtotal Pools				\$ 875,348.28			\$ 430,763.47	\$ 430,763.47	\$ 875,348.28	\$ 875,348.28	\$ 444,684.81	\$ 4,584.81
	TOTALS				\$ 937,759.68			\$ 729,749.26	\$ 729,749.26	\$ 937,759.68	\$ 937,759.68	\$ 200,006.42	\$ 5,171.71
								Average Weighted Maturity				0 days	
								Average Weighted Yield				2.57%	
								Average Portfolio Benchmark (6 Mth. T-Bill)				2.41%	

This quarterly report has been prepared in compliance with the Public Funds Investment Act and the EDC's Investment Policy.

Notes: Funds are left in the bank depository to pay for bank fees. Bank fees are charged based upon an Earnings Credit Rate (ECR) equal to the prior month's average 91-day T-bill rate + 15 points. The ECR is paid directly to the bank depository. Approx. Jan. ECR = 2.53; Feb. ECR = 2.56; Mar. ECR = 2.54

For EDC Capital Fund monies, see City's Quarterly Investment Report dated 03/31/19

Jalitha Durr 4-15-19

[Signature] 4/15/19

Investment Officer Date Investment Officer Date

**City of Helotes
Economic Development Corporation
AGENDA ITEM REQUEST FORM**

DATE: June 19, 2019

AGENDA PLACEMENT: **CONSENT**
 INDIVIDUAL
 PRESENTATION
 CLOSED

CAPTION:

Pursuant to Article IV, Section 4.1 of the City of Helotes Economic Development Corporation (EDC) Amended Bylaws, approval of the EDC FYE 2019 Strategic Work Plan modified and approved by the City Council on May 23, 2019. (Staff)

BACKGROUND:

The EDC Board of Directors adopted and forwarded the EDC FYE 2019 Strategic Work Plan to the City Council for review and approval on April 17, 2019.

On May 23, 2019, the City Council modified and approved the Plan in accordance with the following:

“Motion was made by Mayor Pro Tem Massey, second by Council Member Buys, to discuss and act on this item as written.

Discussion included the removal of Priority One from Goal One of the EDC FYE 2019 Strategic Work Plan.

Motion to amend was made by Mayor Pro Tem Massey, second by Council Member Buys, to remove Priority One from Goal One of the EDC FYE 2019 Strategic Work Plan and to renumber Priority Two and Three, as Priority One and Two. As a result of the requested change, the FYE 2019 Strategic Work Plan will be returned to the EDC. If the EDC approves the FYE 2019 Strategic Work Plan with the requested change, it would not need to return to Council.

Motion to approve carried unanimously.“

The Plan included within EDC packets solely removes Priority One from Goal One, as adopted by the City Council.

FINANCIAL: N/a

RECOMMENDATION:

EDC Staff recommends approval of the EDC FYE 2019 Strategic Work Plan modified and approved by the City Council on May 23, 2019.

SUBMITTED BY: EDC Staff

SUGGESTED MOTION:

Motion to approve the EDC FYE 2019 Strategic Work Plan modified and approved by the City Council on May 23, 2019.

City of Helotes
Economic Development Corporation

FYE 2019 WORK PLAN

ADMINISTERED BY:



BOARD OF DIRECTORS

Pat Wootton, President, Place Three
Alan Holmes, Vice President, Place Four
Kathryn Mitchell, Secretary, Place Five
Bill Putty, Place One
Patrick Adam, Place Two
Mathew McCrossen, Place Six
Stevie Seitz, Place Seven

TECHNICAL SUPPORT

Rick Schroder, Executive Director
Glenn Goolsby, Asst. Exec. Director

Approved by the HEDC Board of Directors on June 19, 2019.

Approved by the City Council on May 23, 2019.

TABLE OF CONTENTS

PAGE 3 	EXECUTIVE SUMMARY Mission & Vision Statements and History
PAGE 4 	GOAL 1: Develop Industry Targets
PAGE 5 	GOAL 2: Gateway Signage
PAGE 6 	GOAL 3: External Marketing & Communication Plan
PAGE 7 	GOAL 4: Internal Marketing & Communication Plan
PAGE 8 	GOAL 5: Visitor Center
PAGE 9 	GOAL 6: Create a Municipal Development District

EXECUTIVE SUMMARY

The **Work Plan** is a living document created by the Helotes Economic Development Corporation (HEDC) Board of Directors to guide future policy decisions and Staff actions. Each year, the HEDC Board of Directors revisits the document to remind itself of the Corporation's mission, vision, history, and goals. The Work Plan constitutes the Annual Plan of the HEDC, mandated by Article IV, Section 4.1 of the HEDC Bylaws, and the Plan must be approved by the City Council on an annual basis.

MISSION STATEMENT

To promote, encourage, and enhance the creation of jobs, the expansion of the local tax base, and our quality-of-life through projects that assist in the retention and expansion of existing employers and which attract new employers and aid in their development and growth.

VISION STATEMENT

Our vision for Helotes includes a balance of sales and property taxes that takes into account our town's historic roots and unique environment, resulting in an improved quality-of-life for all Helotes citizens.

HISTORY

The City of Helotes was incorporated in 1981 in an effort by local residents to avoid annexation by the City of San Antonio. The newly organized City of 1,535 residents rapidly transitioned from a small rural town to a suburban community. To ensure positive growth, the City Council appointed an Economic Development Committee in 1997. In 2002, Helotes citizens approved a ballot initiative to add a half-cent 4B Economic Development Sales Tax. The Helotes Economic Development Corporation (HEDC) was formed in 2003, and the HEDC Board of Directors was tasked with the administration of the dedicated 4B sales tax fund.

Today, the HEDC remains dedicated to thoughtful economic growth, and supports public and private investment in projects that improve the economic outlook of the City and enhance the quality-of-life for more than 9,000 Helotes citizens.

Formatted: Centered

GOAL 1 | DEVELOP INDUSTRY TARGETS
short term goal (2018 – 2019)

PRIORITY ONE:

~~Define desirable industry and business types in Helotes.~~

PROJECTS

- ~~Enlist the assistance of organizations to define desirable industry and business types in Helotes.~~

PRIORITY TWOONE:

~~Refine incentive policies to attract desirable industry and business types.~~

PRIORITY THREETWOONE:

Support the development of Class A office space.

PROJECTS

- ~~Define "Class A" office space.~~
- Utilize industry experts to ~~c~~Conduct a capacity analysis, and identify the amount of underutilized and / or undeveloped office space needed within Helotes.
- ~~Identify speculative office space developers.~~
- Work with property owners, brokers, and speculative office space developers to promote office development opportunities.

Formatted: Not Expanded by / Condensed by

PRIORITY THREETWO:

Encourage the development of mixed-use (including restaurants and retailers), entertainment, and hotel concepts.

Formatted: Font: Bold, Underline

Formatted: Font: Bold, Underline

PROJECTS

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped mixed use, entertainment, and hotel concepts needed within Helotes.
- Identify sites suitable for the aforementioned concepts.
- and build consensus—Work with property owners, brokers, and speculative developers to promote mixed use, entertainment, and hotel development opportunities.

Formatted: Indent: Left: 0.5", Hanging: 0.5", Tab stops: Not at 1.68"

Formatted: Indent: Left: 1", No bullets or numbering

Formatted: Indent: Left: 0.5", Hanging: 0.5"

Formatted: Indent: Left: 0.5", Hanging: 0.5", Bulleted + Level: 1 + Aligned at: 1.25" + Indent at: 1.5", Tab stops: Not at 1.68"

Formatted: Font: Not Bold

GOAL 1 | DEVELOP INDUSTRY TARGETS
short term goal (2018 – 2019)**PRIORITY ONE:**

Support the development of Class A office space.

PROJECTS

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped office space needed within Helotes.
- Work with property owners, brokers, and speculative office space developers to promote office development opportunities.

PRIORITY TWO:

Encourage the development of mixed-use (including restaurants and retailers), entertainment, and hotel concepts.

PROJECTS

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped mixed use, entertainment, and hotel concepts needed within Helotes.
- Identify sites suitable for the aforementioned concepts.
- Work with property owners, brokers, and speculative developers to promote mixed use, entertainment, and hotel development opportunities.

GOAL 2 | GATEWAY SIGNAGE
mid-term goal (2018 – 2021)

PRIORITY ONE:

Establish location(s), funding source(s), and design(s) of gateway signage along State rights-of-way.

PROJECTS

- Locate and secure, through TxDOT, public rights-of-way for signage location(s).
- Engage a landscape architect, architect, or professional engineer to design signage.
- Develop project cost estimate(s) and determine funding options.

PRIORITY TWO:

Bid and construct gateway signage in TxDOT rights-of-way.

**GOAL 3 | EXTERNAL MARKETING & COMMUNICATION PLAN
Development and Real Estate Community
short term goal (2018 – 2019)**

PRIORITY ONE:

Evaluate and refine current marketing and communication plan efforts for the development and real estate community.

PROJECTS

- Ensure easy access to complete and pertinent development information on City and HEDC websites and through other electronic mediums.
- Use social media and other mediums to promote development opportunities.
- Attend trade and similar events and distribute information directly to the development and real estate community.

PRIORITY TWO:

Better communicate the City of Helotes' commercial growth strategy within the corporate City limits and its Extraterritorial Jurisdiction (ETJ).

PROJECTS

- Promote development within the Old Town Helotes Special District.
- Promote development along the S.H. 16 commercial corridor.
- Promote the S.H. 16 water and sewer utility project, including the use of water impact fee credits and sewer pro rata refunds as incentives for desirable developments.
- Work with City Officials and Staff to implement the HEDC Growth Management Plan.
- Highlight the benefits of being located within the corporate City limits.
- Encourage annexation if located in the ETJ.

GOAL 4 | INTERNAL MARKETING & COMMUNICATION PLAN
Area Business Owners
short term goal (2018 – 2019)

PRIORITY ONE:

Evaluate and refine current marketing and communication plan efforts for existing businesses in the City of Helotes.

PROJECTS

- Ensure easy access to complete and pertinent information for existing businesses on City and HEDC websites and through other electronic mediums.
- Use social media, Helotes Magazine, area partnerships, and other mediums to promote business retention and expansion opportunities, economic development opportunities, and related items of interest within the business community.
- Assist and/or coordinate educational programs that support existing business owners. Partners may include the following:
 - UTSA Small Business Development Center;
 - Helotes Area Chamber of Commerce;
 - Alamo Workforce Solutions;
 - Alamo Area Council of Governments;
 - National Association of the Self-Employed;
 - National Association of Women Business Owners; and
 - U.S. Small Business Administration.

PRIORITY TWO:

Continue to promote and encourage day-tripping and other forms of tourism within Helotes.

PROJECTS

- Create a campaign that promotes what to see/do/eat in Helotes.
- Develop videos that highlight activities in Helotes.

GOAL 5 | VISITOR CENTER
long-term goal (2019 – 2029)

PRIORITY ONE:

Establish a Helotes Visitor Center consisting of office space for the HEDC, Helotes Area Chamber of Commerce, Historical Society of Helotes, and other interested organizations that provide governmental, educational, and/or business-related assistance to the community.

PROJECTS

- Gather potential stakeholders and develop a memorandum of understanding.
- Conduct site assessments and determine suitable tract(s).
- Complete land and construction cost estimates.
- Complete a cost benefit analysis of leasing versus ownership.
- Obtain approval from stakeholders and City Council on most viable option.
- Secure funding, either in part or in full.

GOAL 6 | CREATE A MUNICIPAL DEVELOPMENT DISTRICT
mid-term goal (2018 – 2023)

PRIORITY ONE:

Create a Municipal Development District (MDD) once the City of Helotes has secured the release of the San Antonio Metropolitan Transit Authority's (VIA) sales and use tax within the City's ETJ.

PROJECTS

- Collaborate with City Officials and Staff to secure the release of VIA sales and use tax within the City's ETJ.
- Secure City Council approval for MDD creation.
- Hold an election to adopt MDD.

**City of Helotes
Economic Development Corporation
AGENDA ITEM REQUEST FORM**

DATE: **June 19, 2019**

AGENDA PLACEMENT: **CONSENT**
 INDIVIDUAL
 PRESENTATION
 CLOSED

CAPTION:

Discussion of and action on the Old Town Helotes Pedestrian Bridge Project and appropriating capital monies for the manufacture of the bridge and, generally, the construction of bridge abutments, bridge installation, and sidewalk connectivity. (Staff)

Discussion of and action on an FYE 2019 Budget Amendment transferring funds from the EDC General Operating Fund to the City/EDC Capital Fund for the Old Town Helotes Pedestrian Bridge Project. (Staff)

BACKGROUND:

On April 17, 2019, EDC Staff updated the Board of Directors on the progress of the Old Town Helotes Pedestrian Bridge Project, and Staff sought and received an FYE 2019 Budget Amendment transferring \$77,120 from the EDC General Operating Fund to the City/EDC Capital Fund for the same.

Staff seeks an additional transfer of \$22,173, primarily due to the following:

- LNV Engineering construction oversight;
- Sherwood SUE increase in potholing cost by \$4,000; and
- Raba-Kistner inspection / testing services.

FINANCIAL:

On April 17, 2019, EDC Staff provided actual and estimated costs required for Project completion. In certain instances, said costs have been revised as follows:

\$336,302	EDC Capital Fund Balance
- \$141,060	Wheeler Lumber PO (No change)
- \$151,278	Hill Country Bridge PO (No change)
- \$ 2,308	LNV Engineering (CLOMR/Design) (Decreased \$1,907)
- \$ 2,000	LNV Engineering (Construction Oversight) (New)
- \$ Paid	Sherwood SUE (Potholing) (Increased \$4,000)

- \$ 15,736 Raba-Kistner (Inspection / Testing Services) (New)
- \$ 30,256 20% Contingency (Riprap Repair, Sidewalk Connections, Handrails, Etc.)
(No change)
- \$ 15,837 LOMR by LNV Engineering (No change)

\$ (22,173) Remaining Balance

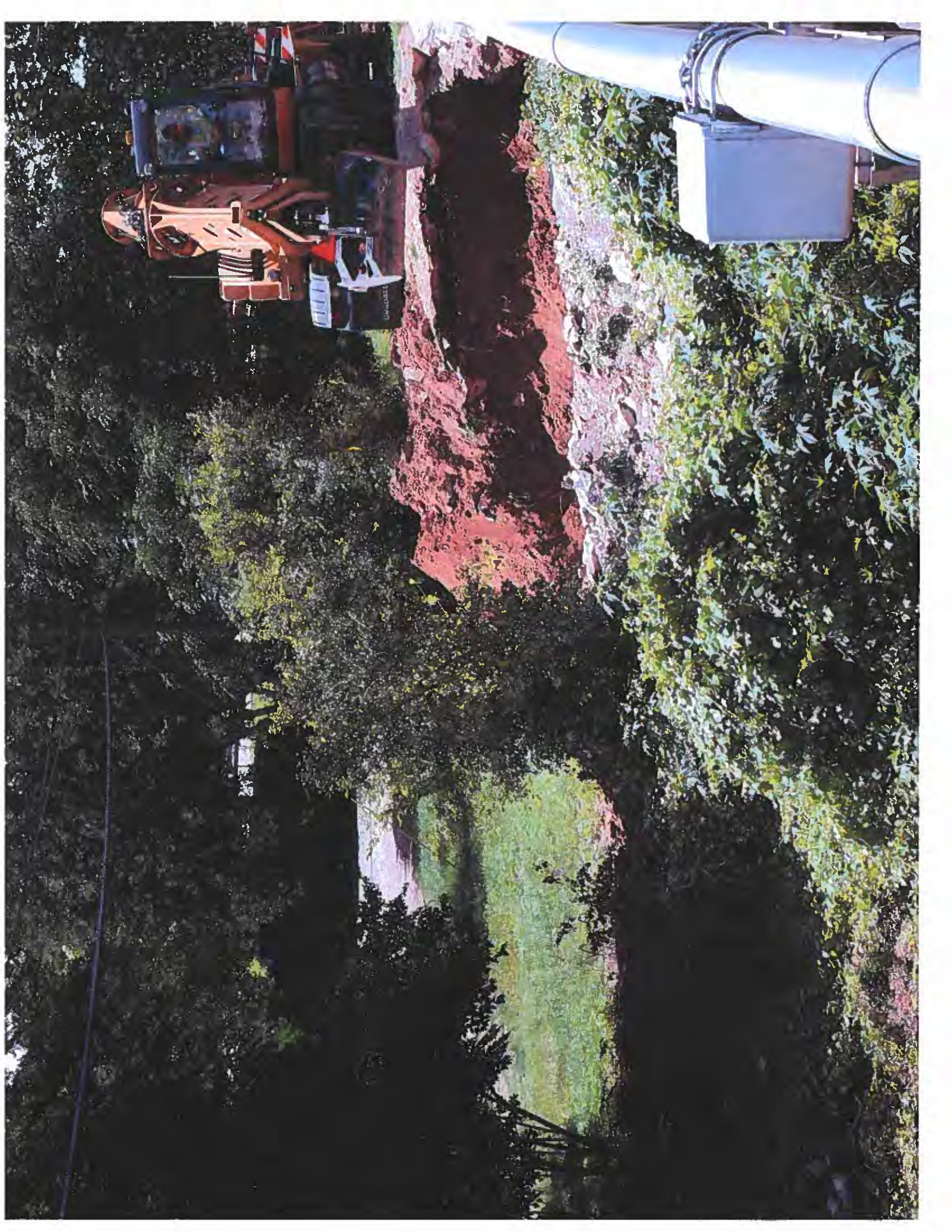
RECOMMENDATION:

EDC Staff recommends approval of an FYE 2019 Budget Amendment transferring \$22,173 from the EDC General Operating Fund to the City/EDC Capital Fund for the Old Town Helotes Pedestrian Bridge Project.

SUBMITTED BY: EDC Staff

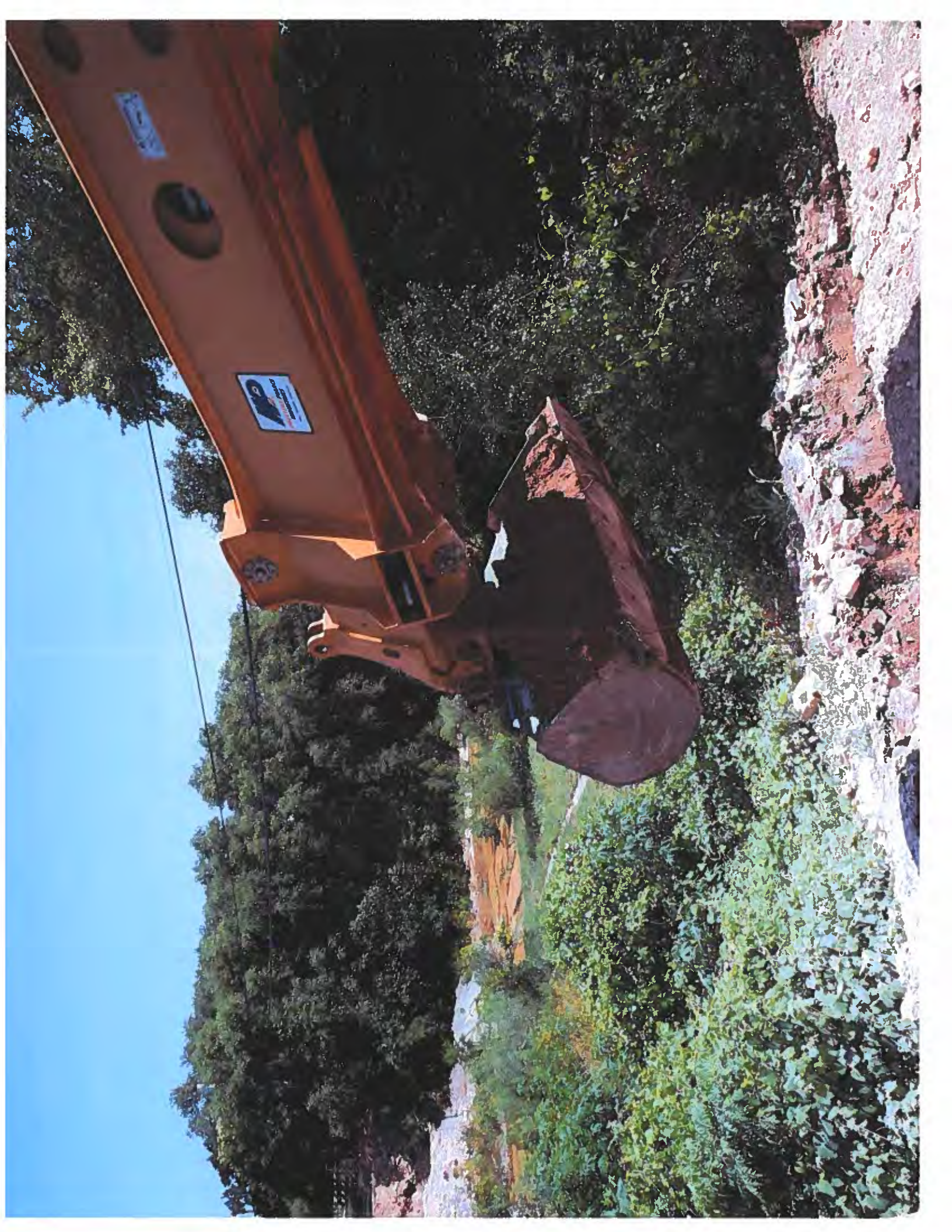
SUGGESTED MOTION:

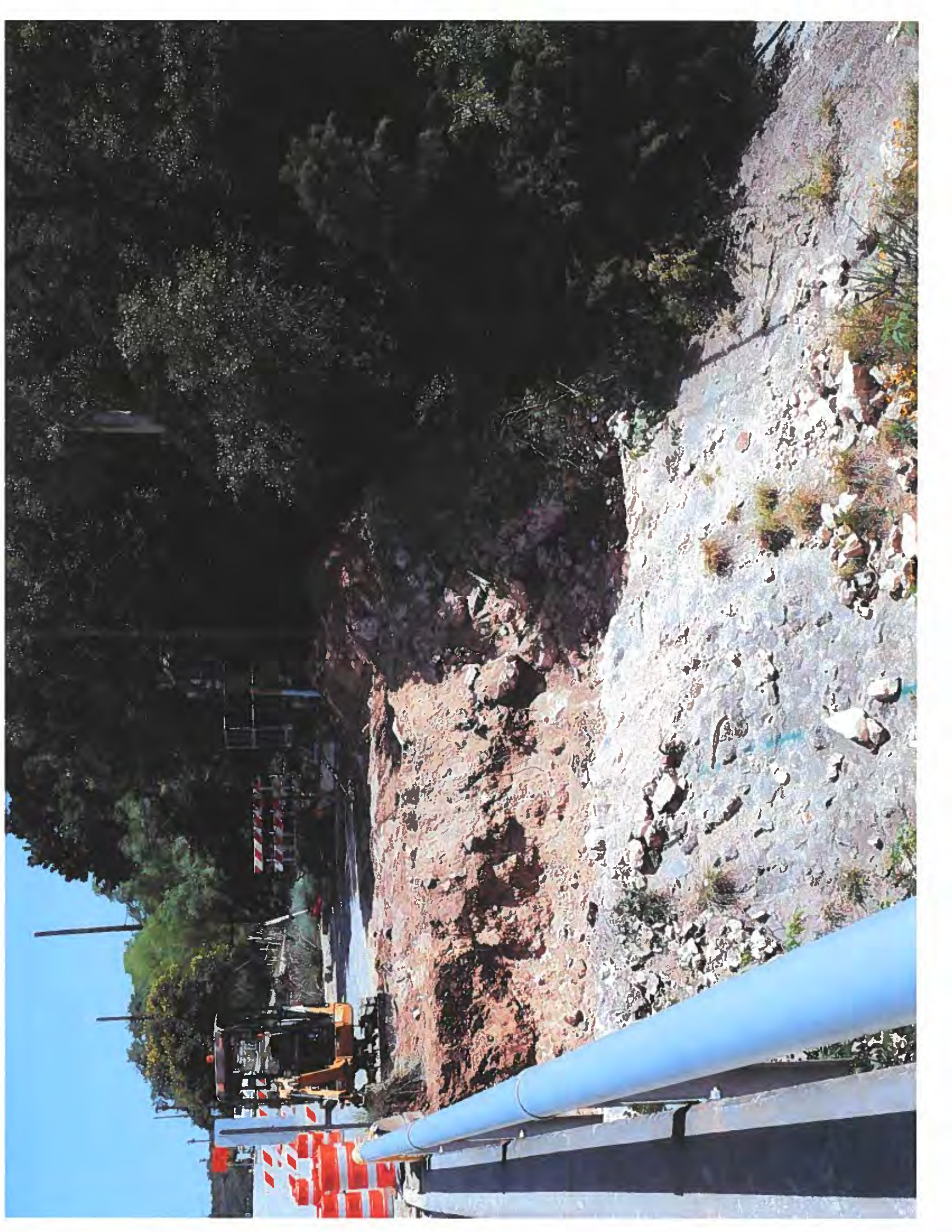
Motion to approve an FYE 2019 Budget Amendment transferring \$22,173 from the EDC General Operating Fund to the City/EDC Capital Fund for the Old Town Helotes Pedestrian Bridge Project.

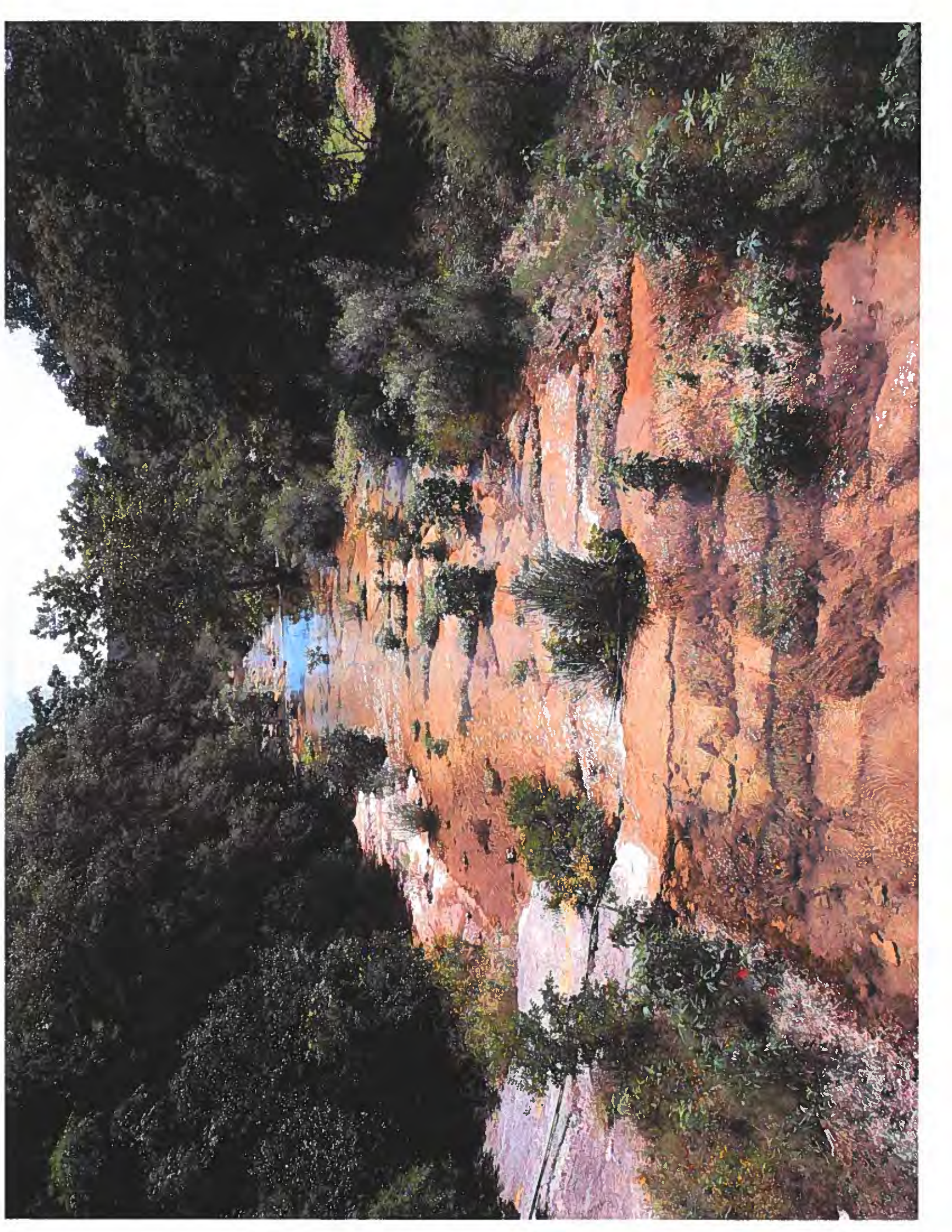


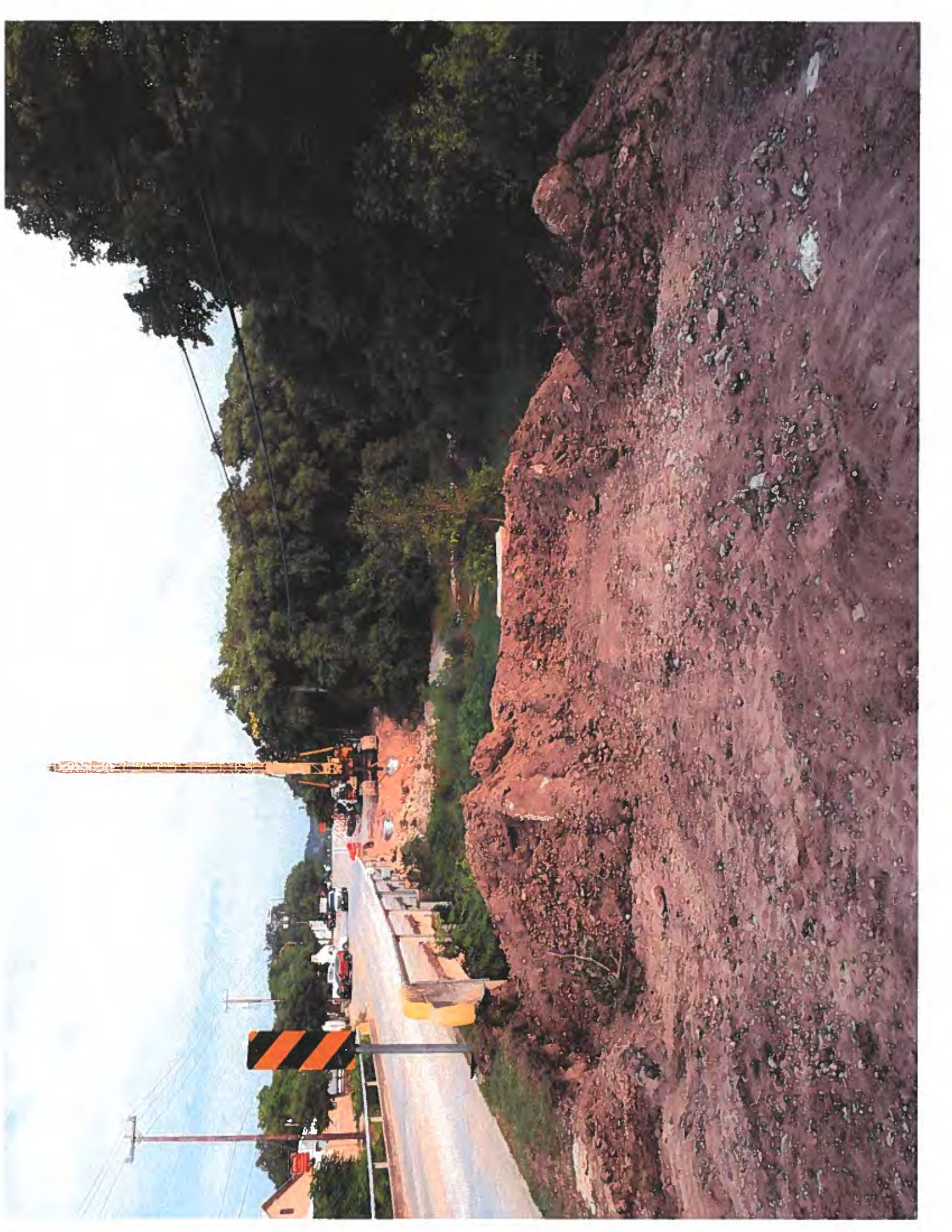








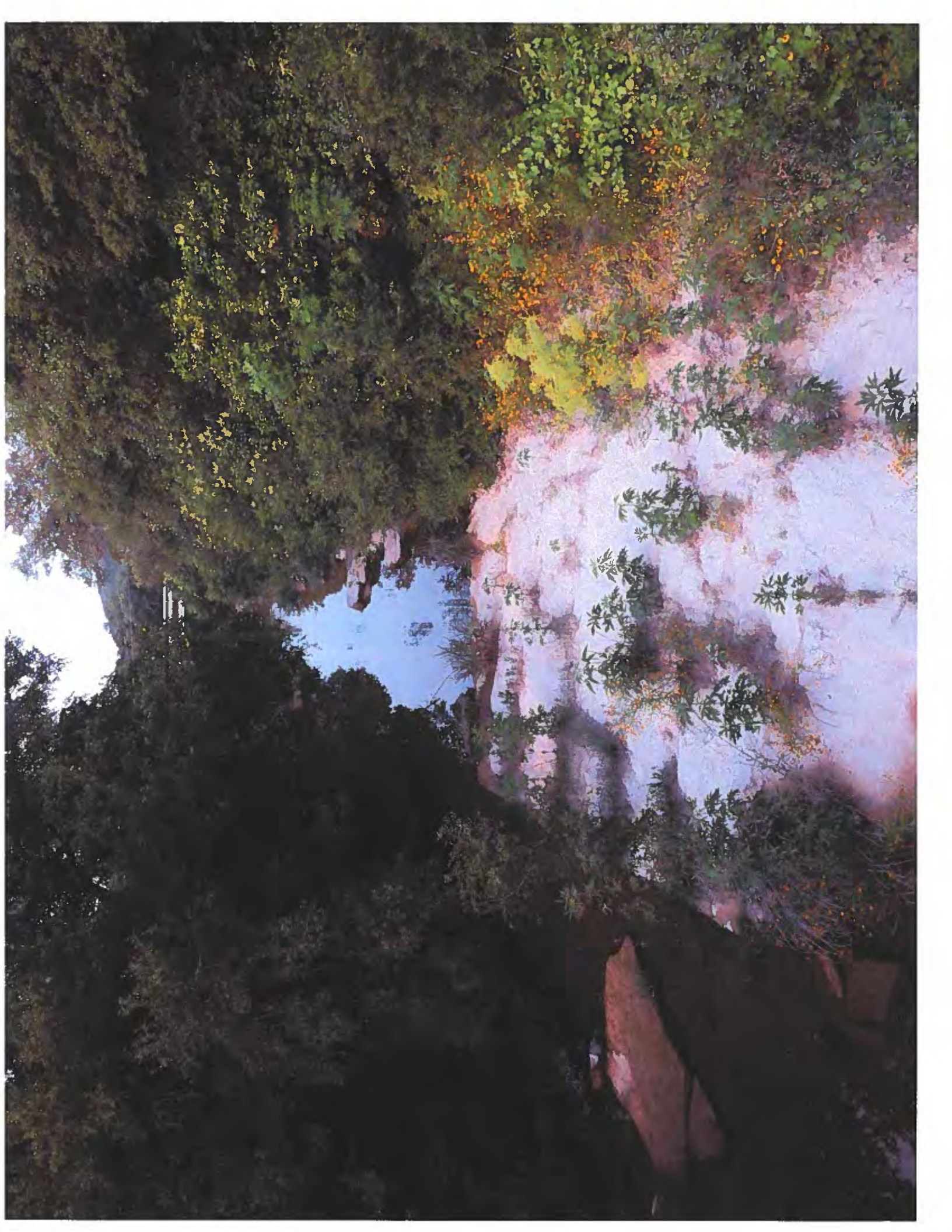


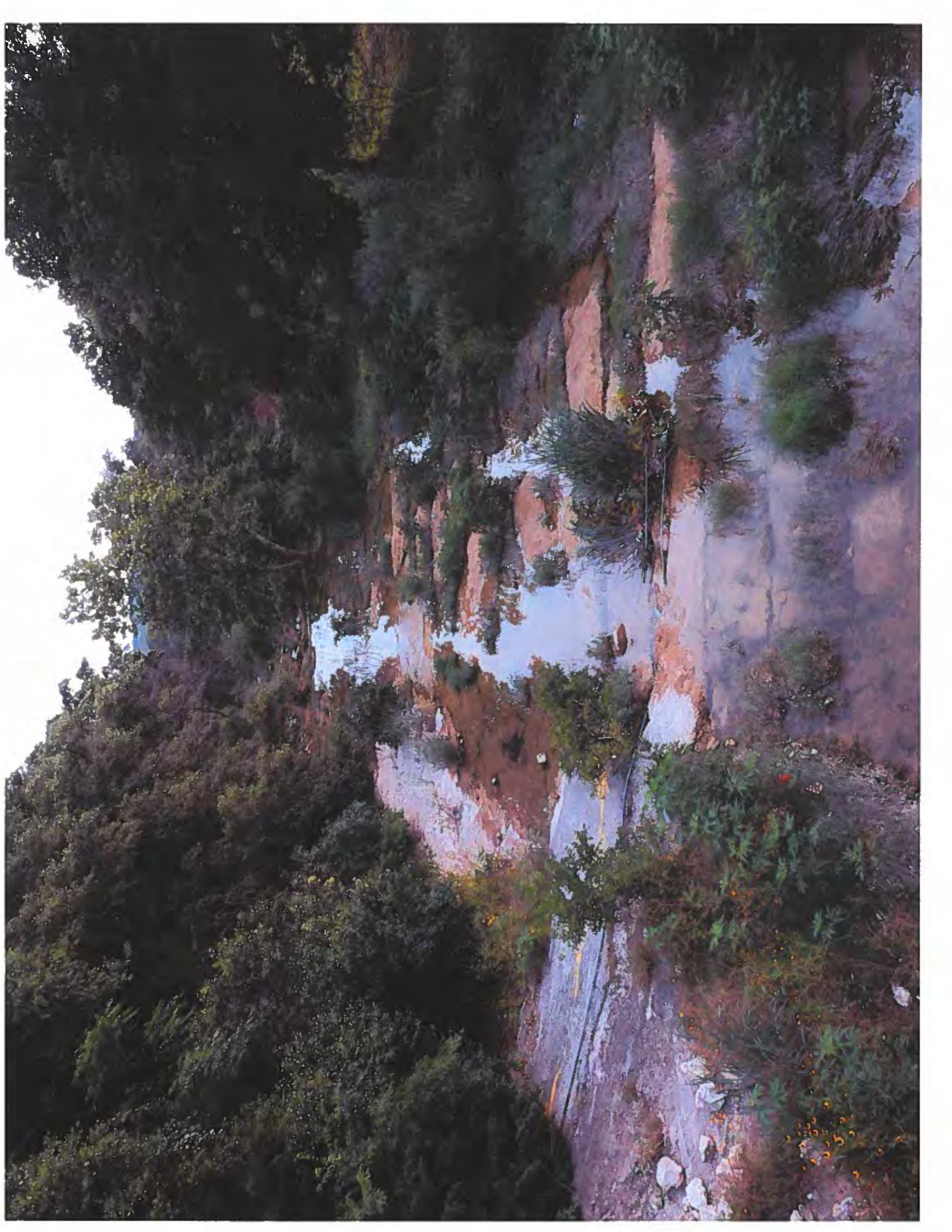


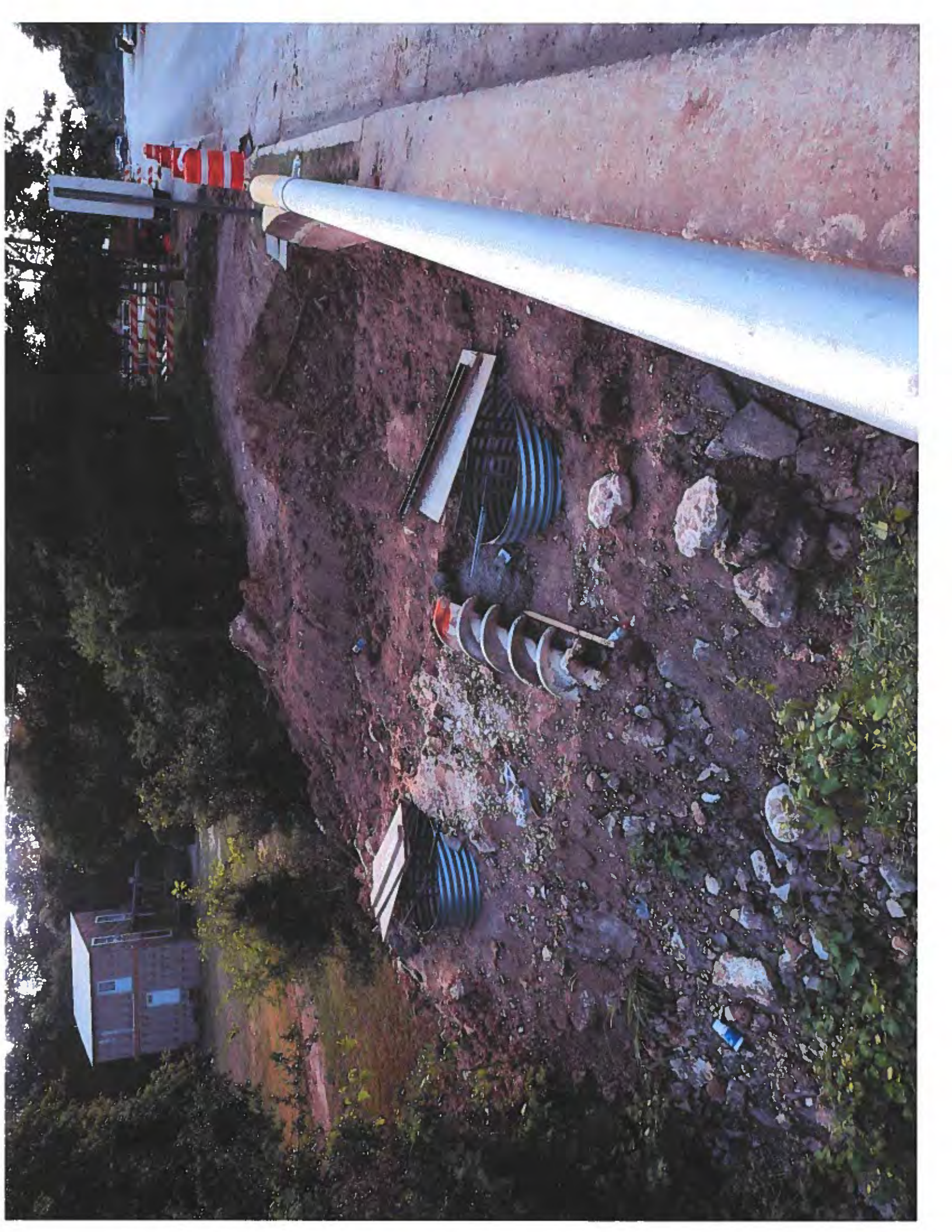




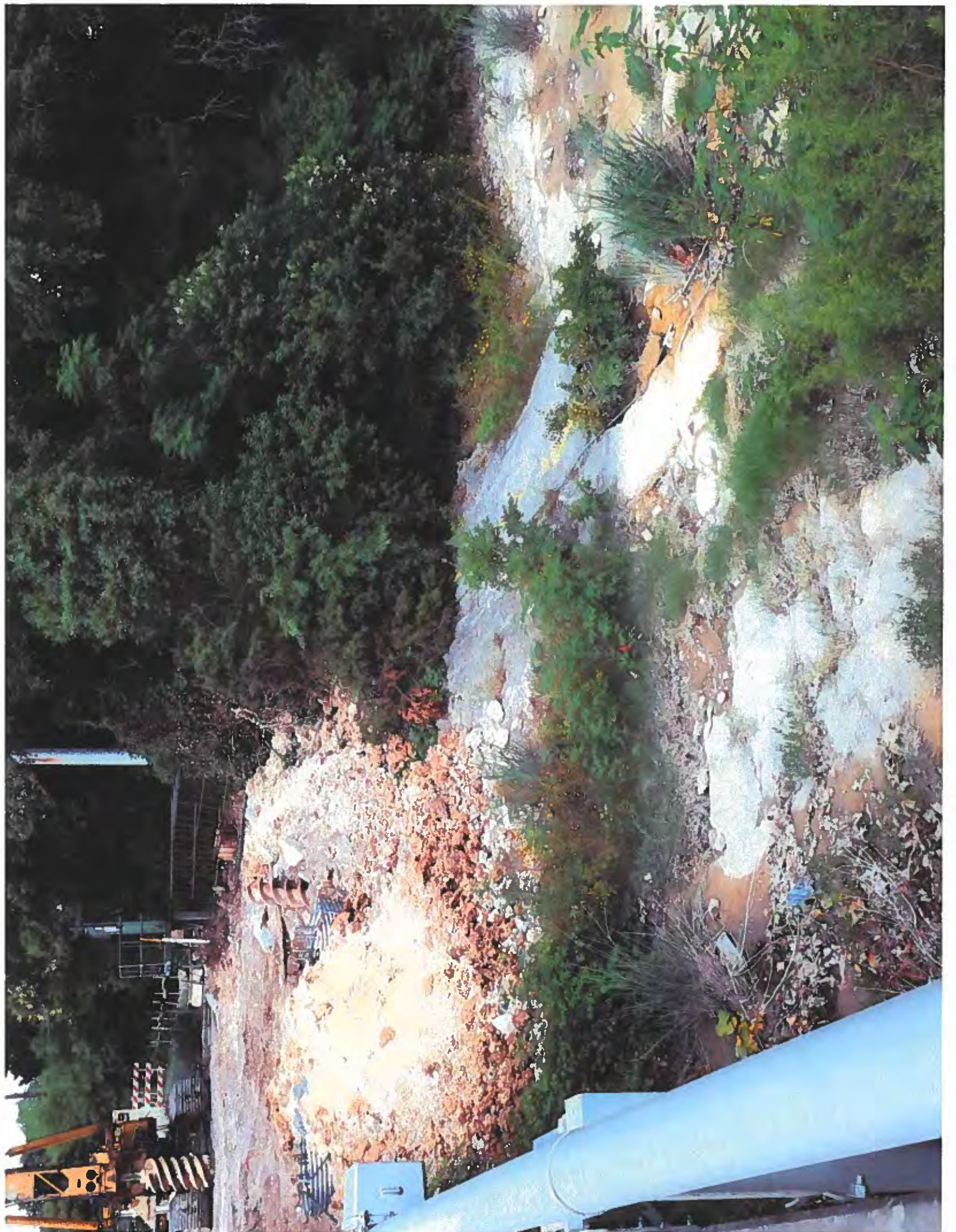






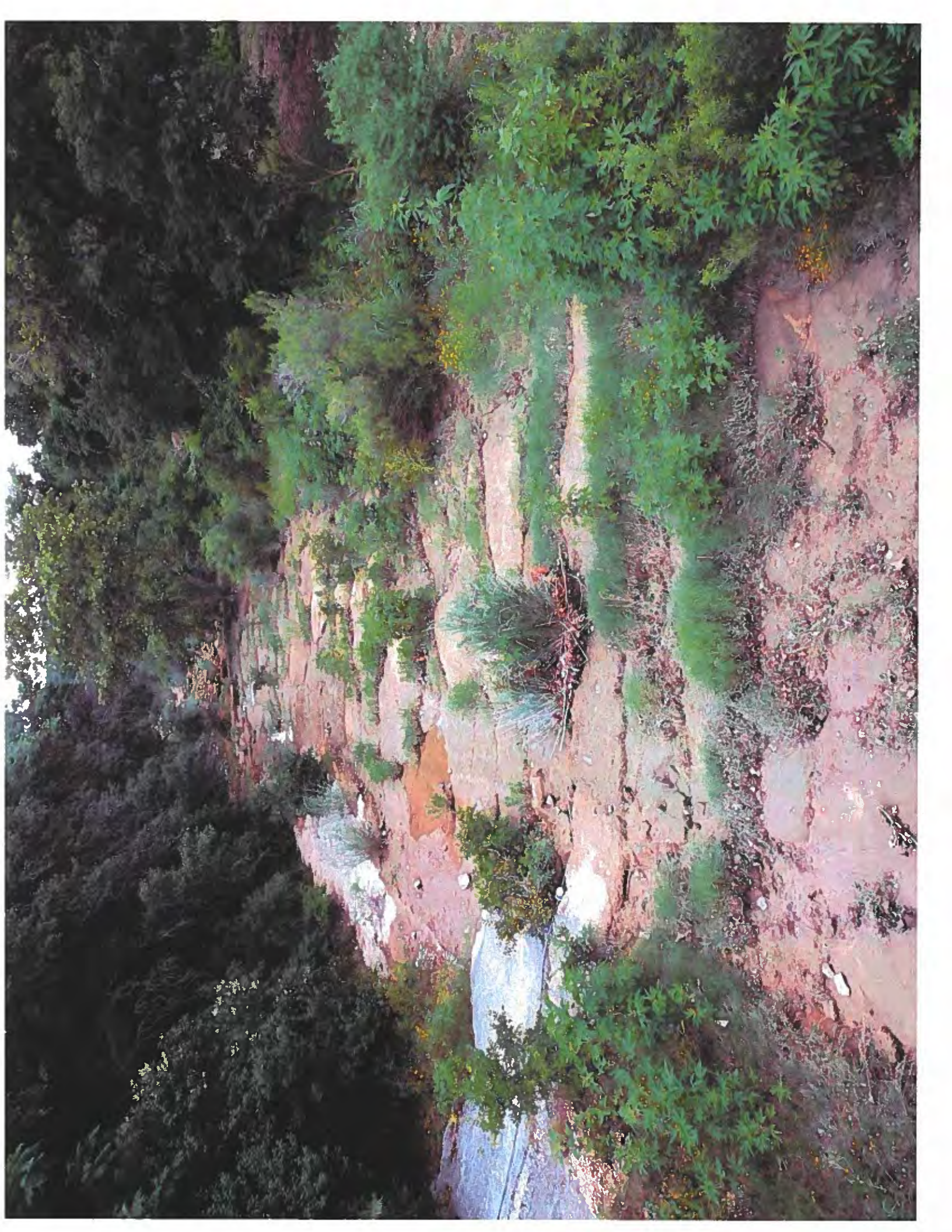












**City of Helotes
Economic Development Corporation
AGENDA ITEM REQUEST FORM**

DATE: June 19, 2019

AGENDA PLACEMENT: **CONSENT**
 INDIVIDUAL
 PRESENTATION
 CLOSED

CAPTION:

Discussion of and action on the design and installation of gateway monument signage on S.H. 16, Hausman Rd., and/or F.M. 1560, including, but not limited to, authorizing the Executive Director to obtain City approval of design and location(s) and coordinate with the Texas Dept. of Transportation (TxDOT) on final location(s). (Staff)

BACKGROUND:

On April 17, 2019, the EDC Board of Directors authorized the Executive Director to solicit proposals from sign contractors for the design and construction of gateway monument signage. Subsequently, EDC Staff coordinated with the City's Purchasing Dept. to solicit proposals on sign design. Contacted sign contractors were:

1. Keller Custom Signs;
2. Comet Signs;
3. The Sign Center;
4. Signs of San Antonio;
5. Xpress Signs; and
6. Executive Signs.

The City received one (1) response from Keller Custom Signs, which, coincidentally, completed the design and construction of the City's LED monument sign in front of City Hall. Keller Custom Signs provided three (3) sign designs at no cost and associated costs for sign manufacturing and installation. The proposed signs meet the City's Code of Ordinances sign provisions.

FINANCIAL: See attachments.

RECOMMENDATION: No recommendation provided.

SUBMITTED BY: EDC Staff

SUGGESTED MOTION: No motion provided.



KELLER
CUSTOM SIGNS

1234 San Francisco - San Antonio, Tx. 78201
(210) 695-8767 - Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project Fax

City of Helotes

San Antonio, Texas

Date: 5.3.19

Customer Approval

Date:

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU. IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS. VIOLATION OF THE ABOVE, ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

CLIENT ACKNOWLEDGEMENT
ALL SIZES GIVEN IN DIMENSIONS SPECIFIED ON THE DRAWING

Sales Rep.: Angelo

SCALE: 3/4" = 1'-0"

Dwg #: 10661-A



MANUFACTURE AND INSTALL (1) ONE NON-LIT SINGLE FACE SIGN.

- A. ROCK BASE
- B. ALUMINUM CABINET TO BE PRIMED AND PAINTED TAN STUCCO.
- C. PMS # RED BACKGROUND
- D. 3M #7725-38 PURPLE TRIM
- E. F.C.O. ALUMINUM PRIMED AND PAINTED WHITE.
- F. REVERSE CHANNEL ALUMINUM NON-LIT LETTERS



**P.O. Box 690970
San Antonio, TX 78269**

Phone # 210-695-8767
Fax # 210-695-8760
Web Site kellercustomsigns.com

Date 5/22/2019
Job # 10661-A
Rep AG

Credit Cards Accepted:
Mastercard American Express
Visa Discover

Quotation and Purchase Contract

Client Billing Information

Job Location

City of Helotes
12951 Bandera Rd
Helotes, TX 78023

Customer Phone

City of Helotes
12951 Bandera Rd
Helotes, TX 78023

Authorization / P.O.

Customer Fax

50% down payment / 50% upon completion - Thank You!

We Respectfully Submit Specification & Estimates For:

Description	Qty	Rate	Amount
Manufacture and install (1) 6'6" x 3'3-1/2" non-illuminated monument sign. Back and edges stucco finish with painted red front. Windmill design and "CITY OF" graphics 1/8" aluminum routed out and painted white. Aluminum "Helotes" letters mounted to rock base and painted to match. Colors to be determined. Includes digging hole, setting concrete form, setting steel post, pouring concrete and rock base.	1	9,776.00	9,776.00T

*Please Make All Checks Payable To Keller Custom Signs & Designs
 *Out Of State Taxes Are The Responsibility Of The Client
 *Initial Deposit Total Is Required At Time Of Contract Signing
 *Final Balance Total Is Due Upon Installation.
 *THIS PROPOSAL MAY BE WITHDRAWN BY KELLER CUSTOM SIGNS IF PROPOSAL, DEPOSIT, AND FINAL DRAWING NOT ACCEPTED WITHIN 15 DAYS OF PROPOSAL DATE IF AT ANY TIME THE SCOPE OF WORK CHANGES THE PRICE IS SUBJECT TO CHANGE. *Customer Is To Furnish All Primary Electrical Service (120V UNLESS OTHERWISE AGREED) And Connection To The Sign Including: Timers, Photocells, Switches, And /Or Other Controls Required By Local City Ordinances At Customers Own Expense.
 *Installation Portion Of This Estimate Is Based On Adequate Access To Front And Backside Of The Installation Area.
 *Installation Above Ceiling Line May Require Roof Repair And Is The Responsibility Of The Client.
 *This Proposal Becomes A Contract Upon Acceptance And Subject To All Terms And Conditions.

Subtotal	\$9,776.00
Sales Tax (0.0%)	\$0.00
Total Contract	\$9,776.00

This Agreement Is Accepted & Approved By:

Customer Signature _____	Sales Account Rep _____	Date _____
Date _____	KCSD Management Approval _____	Date _____



KELLER
CUSTOM SIGNS

1224 San Francisco - San Antonio, Tx, 78201
(210) 695-8767 - Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project Fee:

City of Helotes

San Antonio, Texas

Date: 5.3.19

Customer Approval

Date:

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU.

IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS.

VIOLATION OF THE ABOVE ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

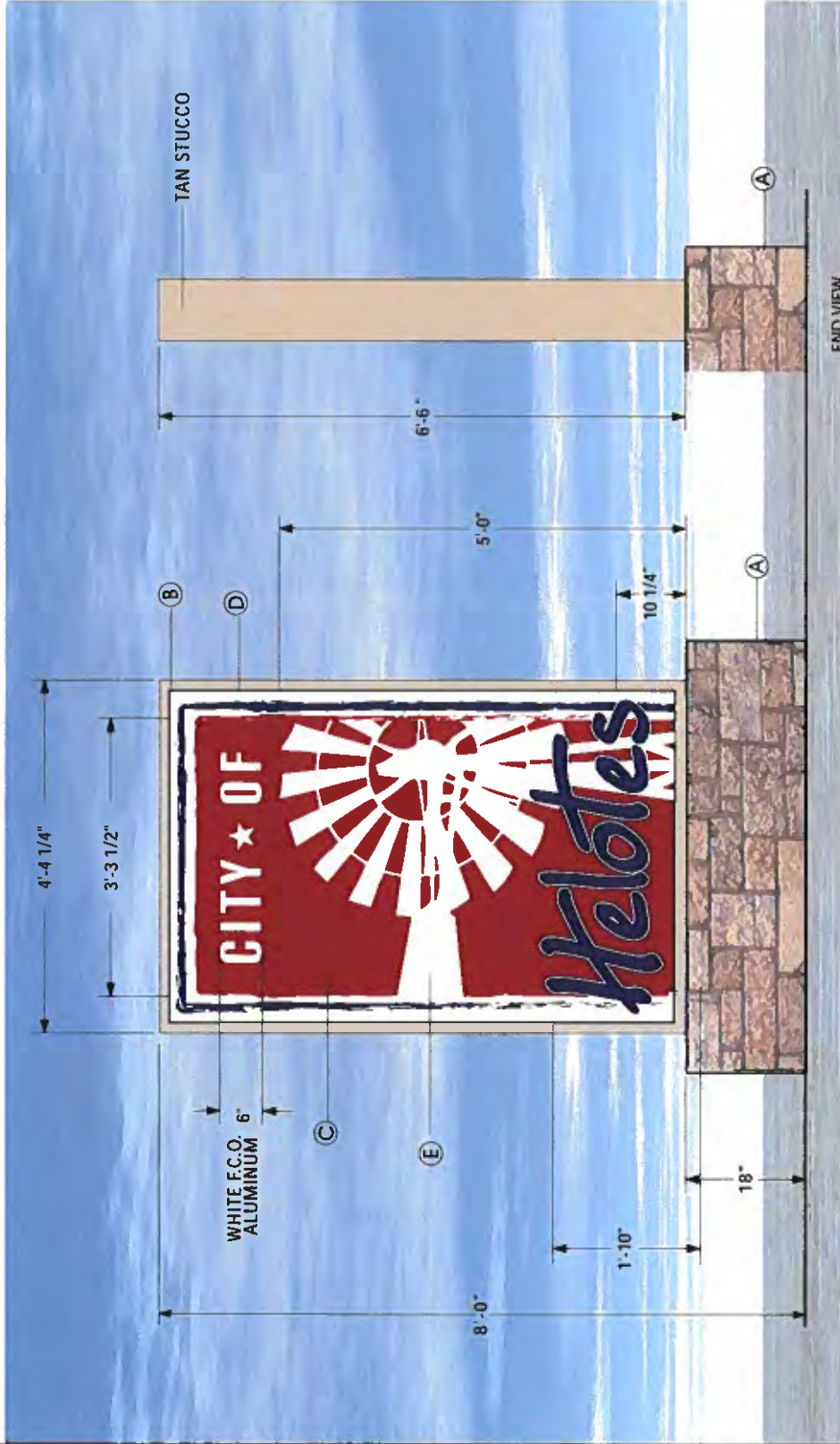
CLIENT ACKNOWLEDGEMENT

ALL SIGNS ARE TO BE MANUFACTURED BY KELLER CUSTOM SIGNS & DESIGNS

Sales Rep.: Angelo

SCALE: 3/4" = 1'-0"

Dwg #: 10661-B



- MANUFACTURE AND INSTALL (1) ONE NON-LIT SINGLE FACE SIGN.
- A ROCK BASE
- B. ALUMINUM CABINET TO BE PRIMED AND PAINTED TAN STUCCO.
- C. WHITE PLEXI FACE WITH 3M #3630-33 RED BACKGROUND
- D. 3M #3630- PURPLE TRIM
- E. WHITE SHOW-THRU COPY.



**P.O. Box 690970
San Antonio, TX 78269**

Phone # 210-695-8767
Fax # 210-695-8760
Web Site kellercustomsigns.com

Date 5/22/2019

Job # 10661-B

Rep AG

Credit Cards Accepted:

Mastercard American Express
Visa Discover

Quotation and Purchase Contract

Client Billing Information

Job Location

City of Helotes
12951 Bandera Rd
Helotes, TX 78023

Customer Phone

City of Helotes
12951 Bandera Rd
Helotes, TX 78023

Authorization / P.O.

Customer Fax

50% down payment / 50% upon completion - Thank You!

We Respectfully Submit Specification & Estimates For:

Description	Qty	Rate	Amount
Manufacture and install (1) 6'6" x 3'3-1/2" non-illuminated monument sign. Back and edges stucco finish with painted white front. Graphics design 3M high performance vinyl. Colors to be determined. Includes digging hole, setting concrete form, setting steel post, pouring concrete and rock base.	1	7,234.00	7,234.00T

*Please Make All Checks Payable To: Keller Custom Signs & Designs.
*Out Of State Taxes Are The Responsibility Of The Client
*Initial Deposit Total Is Required At Time Of Contract Signing
*Final Balance Total Is Due Upon Installation.
*THIS PROPOSAL MAY BE WITHDRAWN BY KELLER CUSTOM SIGNS IF PROPOSAL, DEPOSIT, AND FINAL DRAWING NOT ACCEPTED WITHIN 15 DAYS OF PROPOSAL DATE. IF AT ANY TIME THE SCOPE OF WORK CHANGES THE PRICE IS SUBJECT TO CHANGE. *Customer Is To Furnish All Primary Electrical Service (120V UNLESS OTHERWISE AGREED) And Connection To The Sign Including: Timers, Photocells, Switches, And /Or Other Controls Required By Local City Ordinances At Customers Own Expense.
*Installation Portion Of This Estimate Is Based On Adequate Access To Front And Backside Of The Installation Area.
*Installation Above Ceiling Line May Require Roof Repair And Is The Responsibility Of The Client.
*This Proposal Becomes A Contract Upon Acceptance And Subject To All Terms And Conditions.

Subtotal

\$7,234.00

Sales Tax (0.0%)

\$0.00

Total Contract

\$7,234.00

This Agreement Is Accepted & Approved By:

Customer Signature _____	Sales Account Rep _____	Date _____
Date _____	KCSD Management Approval _____	Date _____



KELLER
CUSTOM SIGNS

1234 San Francisco • San Antonio, Tx. 78201
(210) 695-8767 • Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project For:

City of Helotes

San Antonio, Texas

Date: 5.3.19

Customer Approval

Date:

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU. IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS. VIOLATION OF THE ABOVE ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

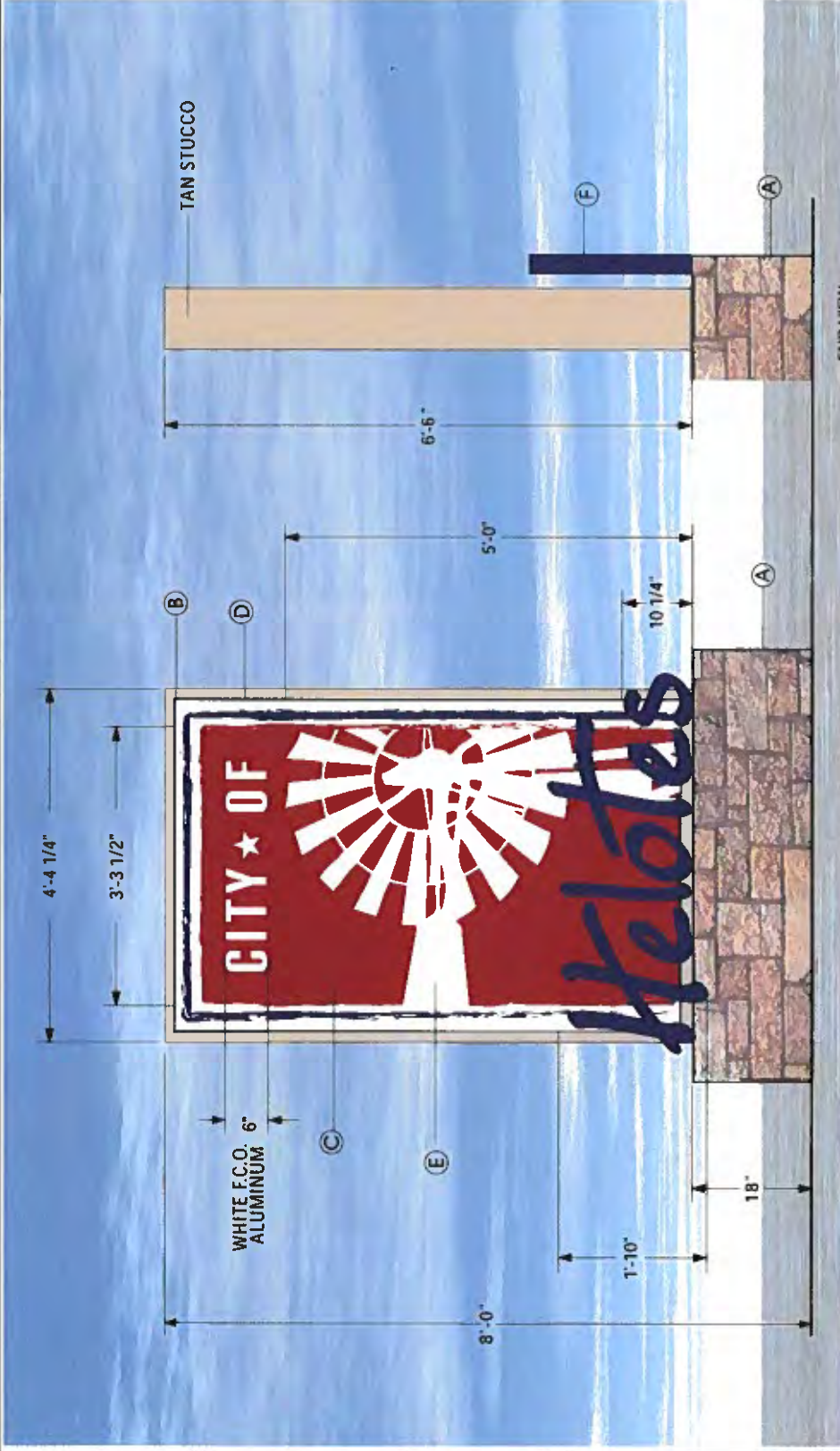
CLIENT ACKNOWLEDGEMENT

ALL WORK SHALL BE PERFORMED IN ACCORDANCE WITH THE FOLLOWING:

Sales Rep.: Angelo

SCALE: 3/4" = 1'-0"

Draw # 10661-C



END VIEW

MANUFACTURE AND INSTALL (1) ONE NON-LIT SINGLE FACE SIGN.

- A. ROCK BASE
- B. ALUMINUM CABINET TO BE PRIMED AND PAINTED TAN STUCCO.
- C. WHITE PLEXI FACE WITH 3M #3630-33 RED BACKGROUND
- D. 3M #3630- PURPLE TRIM
- E. WHITE SHOW-THRU COPY.
- F. REVERSE CHANNEL ALUMINUM NON-LIT LETTERS



**P.O. Box 690970
San Antonio, TX 78269**

Phone # 210-695-8767

Fax # 210-695-8760

Web Site kellercustomsigns.com

Date 5/22/2019

Job # 10661-C

Rep AG

Credit Cards Accepted:

Mastercard American Express
Visa Discover

Quotation and Purchase Contract

Client Billing Information

Job Location

City of Helotes
12951 Bandera Rd
Helotes, TX 78023

Customer Phone

City of Helotes
12951 Bandera Rd
Helotes, TX 78023

Authorization / P.O.

Customer Fax

50% down payment / 50% upon completion - Thank You!

We Respectfully Submit Specification & Estimates For:

Description	Qty	Rate	Amount
Manufacture and install (1) 6'-6" x 3'-3-1/2" non-illuminated monument sign. Back and edges stucco finish with painted white front. Graphics design 3M high performance vinyl. Aluminum "Helotes" letters mounted to rock base and painted to match. Colors to be determined. Includes digging hole, setting concrete form, setting steel post, pouring concrete and rock base.	1	9,064.00	9,064.00T

*Please Make All Checks Payable To: Keller Custom Signs & Designs.
 *Out Of State Taxes Are The Responsibility Of The Client.
 *Initial Deposit Total Is Required At Time Of Contract Signing.
 *Final Balance Total Is Due Upon Installation.
 *THIS PROPOSAL MAY BE WITHDRAWN BY KELLER CUSTOM SIGNS IF PROPOSAL, DEPOSIT, AND FINAL DRAWING NOT ACCEPTED WITHIN 15 DAYS OF PROPOSAL DATE. IF AT ANY TIME THE SCOPE OF WORK CHANGES THE PRICE IS SUBJECT TO CHANGE. *Customer Is To Furnish All Primary Electrical Service (120V UNLESS OTHERWISE AGREED) And Connection To The Sign Including: Timers, Photocells, Switches, And /Or Other Controls Required By Local City Ordinances At Customers Own Expense.
 *Installation Portion Of This Estimate Is Based On Adequate Access To Front And Backside Of The Installation Area.
 *Installation Above Ceiling Line May Require Roof Repair And Is The Responsibility Of The Client.
 *This Proposal Becomes A Contract Upon Acceptance And Subject To All Terms And Conditions.

Subtotal

\$9,064.00

Sales Tax (0.0%)

\$0.00

Total Contract

\$9,064.00

This Agreement Is Accepted & Approved By:

Customer Signature _____

Sales Account Rep _____

Date _____

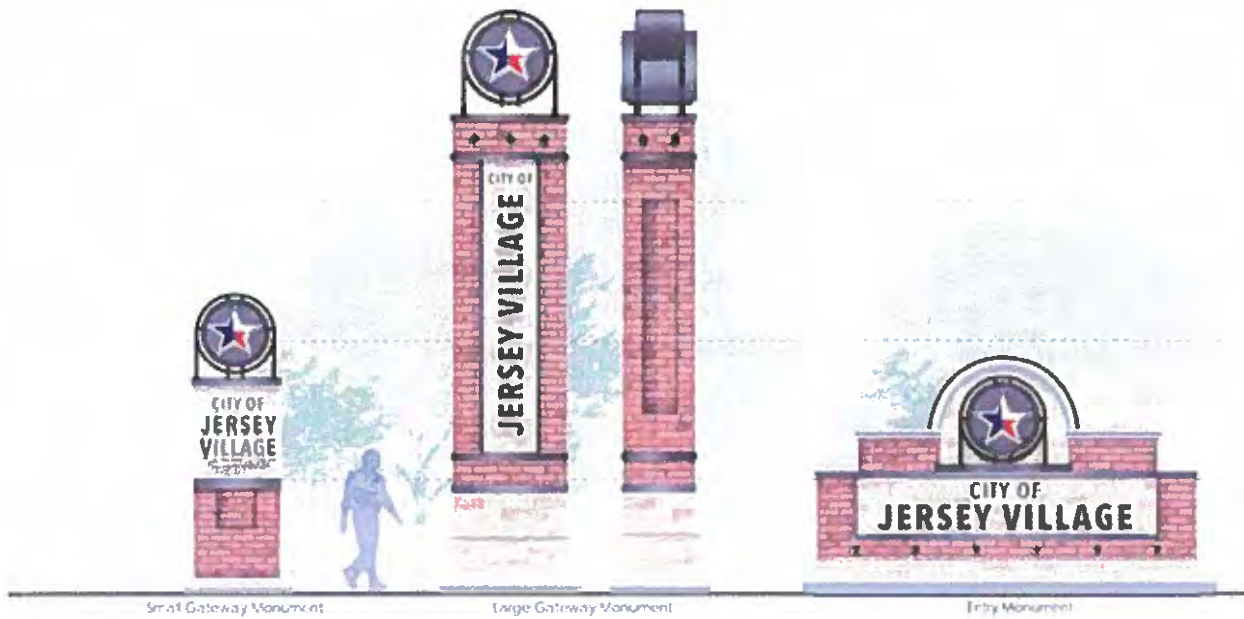
Date _____

KCSD Management
Approval _____

Date _____

Other City Designs





Small Gateway Monument

Large Gateway Monument

Entry Monument



Directional Sign (Small)

Park Identification Sign (Large)

Park Identification Sign (Medium)

Park Identification Sign (Small)

Blue Path Identification Sign

Blue Marker

Interpretive Sign

Interpretive Sign (Post)

Interpretive Dual Post

Map Sign

Blue Path Identification Sign

Blue Path Identification Sign

Blue Path Identification Sign

Blue Path Identification Sign

Blue Path Identification Sign

Blue Path Identification Sign

SIGNAGE FAMILY

E. A. S. R. I.
 4400 West Loop West, Suite 100
 Houston, TX 77025
 (713) 865-1111



**City of Helotes
Economic Development Corporation
AGENDA ITEM REQUEST FORM**

DATE: June 19, 2019

AGENDA PLACEMENT: CONSENT
 INDIVIDUAL
 PRESENTATION
 CLOSED

CAPTION:

Discussion of and direction on proactive retail, restaurant, developer, and tenant representative outreach and recruitment services within the City of Helotes and an agreement between the EDC and NextSite for the same. (Staff)

BACKGROUND:

In August 2018, the EDC released a Request for Proposal (RFP) for Business Recruitment Services. Different from year's past, the RFP sought consultants that would provide services based upon a flat fee or percentage basis for each new development, re-development, or tenant location recruited within the City of Helotes. No firms submitted responsive proposals.

Recently, the EDC Board of Directors and City Council mutually agreed to remove Goal 3, Priority Two referencing the use of a site selection consultant from the 2019 EDC Strategic Work Plan:

"PRIORITY TWO:

Continue to utilize and monitor the effectiveness of the site selection consultant for retail development.

PROJECTS

- Review and revise site inventory list to include site-specific advantages and disadvantages. Address disadvantages.
- Assess current and future road improvement projects to determine new commercial development opportunities."

In May 2019, EDC Staff visited with NextSite at the International Conference of Shopping Center's ReCON convention in Las Vegas, NV. NextSite's business model more closely fits with the EDC Board of Director's original request and desired compensation model. See attachments.

FINANCIAL: See Engagement Options.

RECOMMENDATION: No recommendation provided.

SUBMITTED BY: EDC Staff

SUGGESTED MOTION: No motion provided.



HELOTES, TX

PREPARED BY: CHUCK BRANCH
MANAGING PARTNER
880 MONTCLAIR ROAD SUITE 525
BIRMINGHAM, AL 35213
205.218.9652
mike@NextSite.net

Engagement Options

\$35,000/Yr – Three Year Minimum

- Minimum 3-year agreement
- Updated research and analysis with on-demand reporting
- A pragmatic approach to creating a realistic retail and restaurant target list
- Representation at 10+ retail real estate conferences
- Connecting opportunities to the appropriate real estate contacts
- Quarterly updates or more frequent as recruitment warrants

Solution #2 - \$15,000/Yr + Success Fee

- Minimum 3-year agreement
- Updated research and analysis with on-demand reporting
- A pragmatic approach to creating a realistic retail and restaurant target list
- Representation at 10+ retail real estate conferences
- Connecting opportunities to the appropriate real estate contacts
- Quarterly updates or more frequent as recruitment warrants

Success Fee Contract Language & Schedule

In consideration of NextSite's agreement to significantly reduce its standard engagement fee (from \$35,000 per year to \$15,000 per year), the Client will pay NextSite LLC recruitment success fees per the schedule below on all commercial development recruited and completed during the period beginning on the date the Client and NextSite LLC execute the "Agreement to Provide Research, Marketing & Recruitment Services" (the "Agreement") and ending at the conclusion of 24 months following the termination of the Agreement (initial Agreement term is 3 years). A development will be considered complete for the purposes of this agreement when the retailer/restaurant open for business. For multi-tenant developments, the fee is due when the first retailer opens for business. Out parcel developments are considered separate success fees.

- Restaurant(s) – QSR, FSR or Fast Casual - \$5,000 per location
- Single or Multi-Tenant development of less than 10,000 square feet - \$7,500 per development
- Multi-tenant development or single tenant retailer(s) between 10,001 and 50,000 square feet - \$12,500 per development
- Multi-tenant development or single tenant retailer(s) between 50,001 and 100,000 square feet - \$20,000 per development
- Development or single tenant retail of 100,001+ square feet - \$30,000 per location
- Multi-family, hospitality, healthcare, entertainment or senior housing development - \$25,000 per location if the developer is introduced to the market by NextSite

Get ready for what's NEXT

NextSite was formed with a goal to challenge the status quo and bring disruption to an industry that has not changed in 20+ years. We started by developing a more cost-effective retail advisory solution that focused on providing unique market analysis and delivering results by connecting opportunities in our client communities to the developers and tenant reps that drive the retail site selection process.

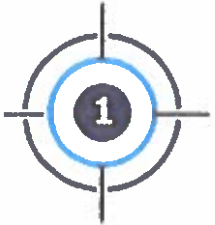
Developers, Tenant Reps and Retailers recognize that our research is unique and helps tell the “story” of why concepts work for your market. Our analysis of consumer travel patterns, customer journey and peer analysis confirm why your community warrants consideration for specific target opportunities.

We also recognized many communities have more than just retail gaps and expanded our efforts to connect developers to hospitality, multi-family, healthcare, senior housing and workforce housing opportunities when appropriate. In just over three years, we've successfully connected and supported over 12,000,000 square feet of commercial development and redevelopment projects in client communities.

We've also heard from community leaders that they would like to have a consultant relationship where the compensation model is more closely tied to the successful recruitment of commercial development projects. We understand the importance of aligning our compensation more closely to your community's goals and now offer a significantly reduced upfront commitment combined with a success fee based on the type of commercial development projects we recruit.

Ultimately our goal is to affect positive change in your community. We would welcome the opportunity to work with you and your organization to achieve these goals.

NextSite



Research/Market Analysis

Understanding market analysis that drives commercial development.



Identify Realistic Retail Targets

Through extensive analysis, demographic profiling, parameter matching, and retailer site selection experience, we can identify new retail, restaurant and commercial opportunities for your market.



Marketing & Recruiting

Pro-active outreach to developers and tenant reps puts your community's opportunities in front of the commercial real estate professionals that drive site decisions.



Results

The primary goal is to affect positive change in your community while maximizing your return on investment.

The NextSite Team



The NextSite team is client focused and passionate about connecting opportunities to affect positive change in the communities we serve. Our process is driven by an understanding that decision critical market analysis, realistic target identification, pro-active recruitment and communication lead to success.

Key Personnel



CHUCK BRANCH

MANAGING PARTNER

Chuck is the Managing Partner of NextSite. Chuck has spent the past 20 years providing research and marketing services to the public sector, commercial developers and commercial real estate firms. His background includes research, consulting, project management and product implementation. He is a graduate of the University of Alabama with a Bachelor of Science degree in Accounting and minors in Marketing and English Literature. Chuck is a member of the International Council of Shopping Centers.

MIKE RHODES

SENIOR VP OF CORPORATE DEVELOPMENT

Mike is the Senior VP of Corporate Development for NextSite. Prior to joining NextSite, Mike spent over 17 years with Alabama Power Company and Southern Company holding various roles in their Marketing, Customer Service, Energy Service and National Account groups. Mike holds certifications as a Certified Energy Manager and Certified Food Service Professional. Mike is a graduate of Auburn University at Montgomery with a Bachelor of Science degree in Marketing. Mike maintains memberships in the International Council of Shopping Centers and the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).



DOUG NEIL

Doug serves as Managing Partner of Redmont Consulting Group, and is a Member of NextSite, LLC. Prior to Redmont, Doug served as Vice President of Development and Consulting with Daniel Community Advisors. His professional experience includes strategic consulting and incentive negotiation, economic and community development, international banking and corporate finance. He holds a master's degree in International Business Studies from the University of South Carolina and a Bachelor of Arts degree in Economics from Davidson College. Doug is a member of the International Council of Shopping Centers.



CHARLES BRANCH

VP OF BUSINESS DEVELOPMENT

Charles is a Member of NextSite LLC and Vice President of Business Development for NextSite. His focus is on new client engagement, communications and proactive recruitment of developers and tenant reps. He is a graduate of the University of Alabama with a Bachelor of Science degree in Finance. Charles is a member of the International Council of Shopping Centers.



ANDY CAMP

VP OF BUSINESS DEVELOPMENT

Andy is the Vice President of Business Development for NextSite. Prior to joining the NextSite team, Andy served as an economic development officer for Carrol County, GA and the City of LaGrange, Troup County, GA. He spent 14 years in the construction and development industries prior to entering economic development. His previous construction experience includes two hospitals, multiple data centers, and academic buildings for universities. For developers, he consulted on numerous industrial, commercial and residential land developments including two LEED certified projects.

Andy is a graduate of the McWhorter School of Building Science at Auburn University. He is also a graduate of Leadership Georgia Class of 2015, a professional land surveyor in three states, a LEED AP and a member of the International Council of Shopping Centers.



SHELLEY SHORES

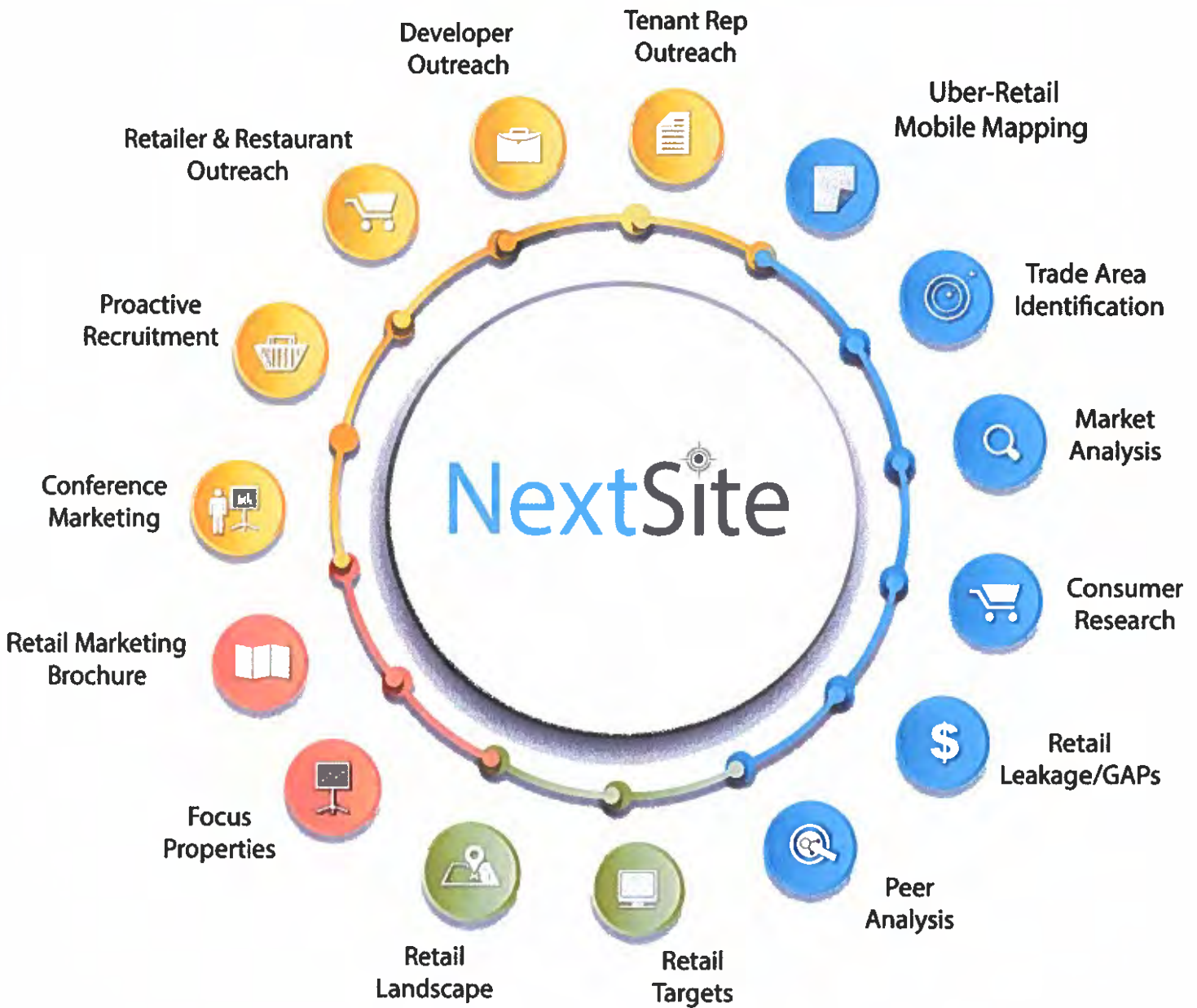
VP OF BUSINESS DEVELOPMENT

Shelley is the Vice President of Business Development for NextSite. Prior to joining NextSite, Shelley was a Sales Executive with Xceligent, Inc. where she was responsible for sales, service and training for both the Birmingham and Huntsville markets. She worked extensively with local brokers, developers, investors, appraisers and municipalities. Prior to joining Xceligent, Shelley spent ten years in economic development with both the Birmingham Metropolitan Development Board and the Birmingham Business Alliance.

Shelley is a graduate of the University of Alabama with a Bachelor of Science degree in Finance. She currently serves on the NAIOP Alabama Board of Directors and is a member of the International Council of Shopping Centers.



Our Solution



NextSite's Process for your Community

Day
1

- ✓ Contract executed to engage **NextSite**
- ✓ Getting Started Questionnaire provided to the primary contact
- ✓ Basecamp Account is activated & document sharing begins
- ✓ Research & Market Analysis work begins
- ✓ Developer & Tenant Rep Contacts notified of client engagement

Day
1-15

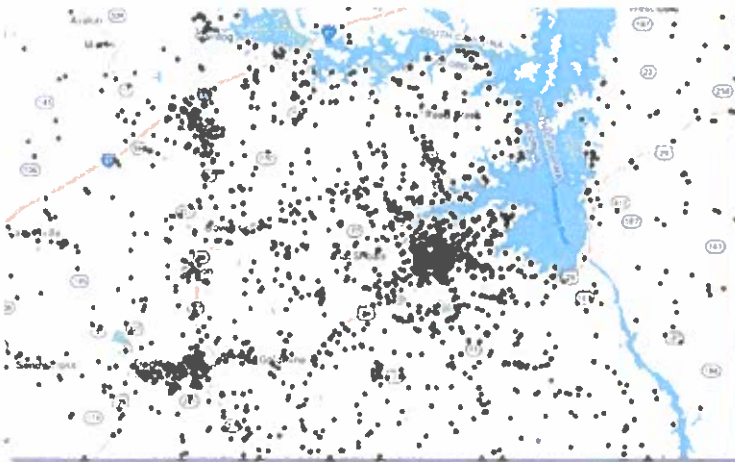
- ✓ Getting Started Questionnaire has been received
- ✓ Mobile Mapping Analysis completed
- ✓ Aerial & Map work begins
- ✓ Peer Analysis & Retail Leakage reports completed



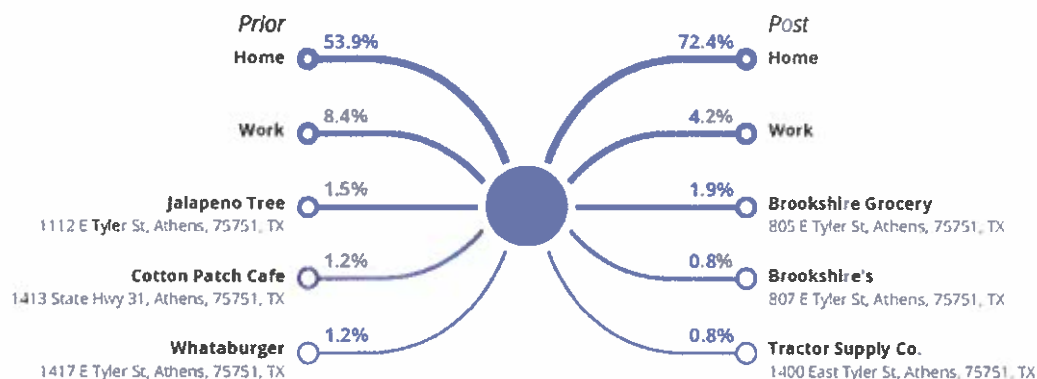
Mobile Mapping

Identify the Appropriate Retail Trade Corridors/Areas

NextSite will identify the appropriate radius, drive time and custom trade areas based on feedback from key community contacts, analysis of peer communities, onsite market visits and analysis of consumer travel patterns our **Uber-Retail Mobile Mapping data and Consumer Travel Patterns/Consumer Journey from Placer AI.**



Walmart Supercenter / E Tyler St

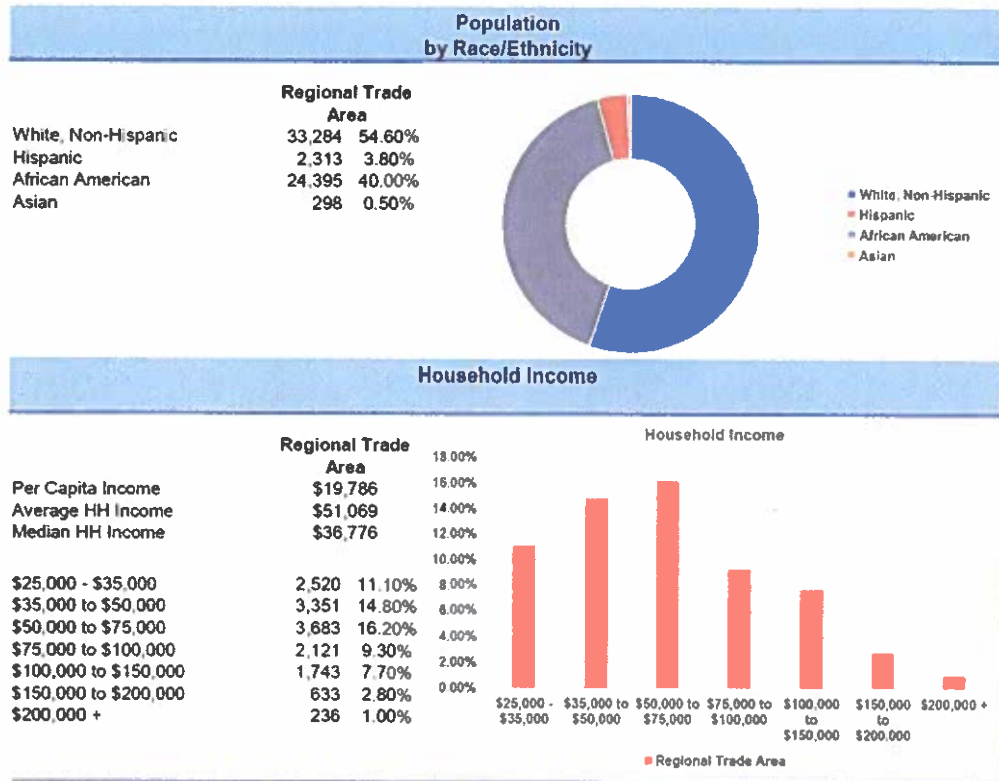




Retail
Leakage/GAPs

Perform Market & Retail GAP/Leakage Analysis

Once the Retail Trade Areas are identified, we begin the process of performing detailed demographic research, GAP/leakage analysis across all retail categories and household-level consumer expenditure reviews. Our Custom Demographic Research includes Historical, Current and Projected Demographics from multiple sources.



Food and Beverage Stores

	2019 Supply (\$)	2019 Demand (\$)	GAP/Surplus (\$)
Food and beverage stores (NAICS 445)	147,203,272	226,357,123	78,054,477
Grocery stores (NAICS 4451)	144,452,022	203,578,203	58,127,569
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	141,892,663	194,213,896	51,365,795
Convenience stores (NAICS 44512)	2,559,359	9,364,306	6,761,774
Specialty food stores (NAICS 4452)	425,829	7,315,792	6,853,467
Meat markets (NAICS 44521)	2,418	2,403,249	2,388,854
Fish and seafood markets (NAICS 44522)	188,088	881,077	688,595
Fruit and vegetable markets (NAICS 44523)	142,445	1,493,526	1,343,626
Other specialty food stores (NAICS 44529)	92,877	2,537,940	2,432,393
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	90,954	1,363,620	1,265,851
All other specialty food stores (NAICS 445299)	1,923	1,174,320	1,166,542
Beer, wine, and liquor stores (NAICS 4453)	2,325,421	15,463,128	13,073,441

Health and Personal Care Stores

	2019 Supply (\$)	2019 Demand (\$)	GAP/Surplus (\$)
Health and personal care stores (NAICS 446)	69,544,450	102,034,312	32,035,082
Pharmacies and drug stores (NAICS 44611)	67,114,732	84,865,083	17,373,163
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	909,518	6,433,283	5,495,282
Optical goods stores (NAICS 44613)	7,681	3,571,312	3,546,458
Other health and personal care stores (NAICS 44619)	1,512,519	7,164,635	5,620,178
Food (health) supplement stores (NAICS 446191)	482,245	2,624,895	2,130,820
All other health and personal care stores (NAICS 446199)	1,030,274	4,539,740	3,489,358



Peer
Analysis

Conduct Retail Peer Identification & Analysis

Retailers tend to locate in similar communities and/or trade areas. By identifying communities similar to yours from a demographic and business scope, we can analyze those retailers who have shown a propensity to locate in these peer areas.

City	State	Population (2010)	Population (2018)	Population (2023)	Households (2018)	Average Household Income (2018)	Total Retail Expenditures
Albertville	AL	20,687	20,929	21,837	7,406	\$ 50,633	\$ 292,035,764
Anniston	AL	23,120	21,520	21,791	9,227	\$ 49,467	\$ 284,811,812
Leesburg	FL	21,123	23,064	24,166	9,923	\$ 53,361	\$ 335,226,600
Candler-McAfee	GA	22,945	23,222	23,287	8,656	\$ 48,993	\$ 344,953,815
Griffin	GA	23,581	23,302	23,771	8,573	\$ 49,609	\$ 329,036,186
Laurel	MS	18,998	18,200	18,265	6,573	\$ 47,633	\$ 249,755,290
Vicksburg	MS	23,503	22,485	22,545	8,972	\$ 47,978	\$ 306,068,885
Shelbyville	TN	20,587	22,203	24,276	8,005	\$ 53,671	\$ 312,386,271

City	State	Population (2010)	Population (2018)	Population (2023)	Households (2018)	Average Household Income (2018)	Total Retail Expenditures
Helena	AL	16,809	19,561	21,901	7,044	\$ 89,112	\$ 322,145,245
Pelham	AL	19,169	20,971	22,829	8,099	\$ 85,535	\$ 338,902,533
Fayetteville	GA	17,399	18,730	19,604	7,050	\$ 89,755	\$ 309,342,117
Carrboro	NC	19,201	20,606	21,893	9,016	\$ 88,222	\$ 334,707,676
Clemmons	NC	18,261	20,065	21,049	7,902	\$ 90,668	\$ 316,692,352
Fort Mill	SC	11,742	17,683	21,800	6,613	\$ 93,181	\$ 272,307,124

Day
15-30

- ✓ Focus Property information uploaded to Basecamp by client
- ✓ Radius, Travel Time & Regional Trade Area research completed
- ✓ All Market Analysis has been completed



Consumer Research

Lifestyles – Psychographic Profiles of Trade Area/Market Segmentation Analysis

Retailers today know the psychographic profiles of their target consumer. Through this data, we review segmentation groups and match the consumer profile of your community’s shoppers to prospective retailers. This data can also be critical to retailers regarding the types of product and service offered once the location decision has been reached.

N · N46 · N47 · N48 · N49

N48

Rural Southern Bliss

Lower to middle income multi-generational families living in small towns

Johnny & Janice

🏠 1.45% | 1.65% 👤



Key Features

- Fashion-focused
- Limited discretionary spend
- Aspirational
- Multi-generational households
- Modest educations
- Status-shoppers

Who We Are

<p>Head of household age</p> <p>46-50</p> <p>12.1% 141</p>	<p>Type of property</p> <p>Single family</p> <p>97.8% 123</p>
<p>Estimated household income</p> <p>\$35,000-\$49,999</p> <p>19.7% 144</p>	<p>Household size</p> <p>3 persons</p> <p>13.9% 113</p>
<p>Home ownership</p> <p>Homeowner</p> <p>77.6% 119</p>	<p>Age of children</p> <p>7-9</p> <p>13.2% 140</p>

Channel Preference

<p>64</p>	<p>99</p>	<p>66</p>
<p>217</p>	<p>28</p>	<p>29</p>

Technology Adoption



Mosaic USA

© 2017 Experian Ltd

Day
30-45

- ✓ All Maps & Aerial outputs have been completed
- ✓ Focus Property Analysis has been completed & uploaded OppSites
- ✓ NextSite Retailer Target List completed
- ✓ Retail Marketing Brochure completed



Retail Marketing
Brochure



Retailer
Targets

Identification of Retail Prospects to be Targeted for Recruitment

NextSite will develop a Retail Target List consisting of new to market retail/restaurants that fit the market profile as well as the profile of targeted consumers. This list of retailer and restaurant targets is based on the initial research and analysis done for your community and the identified trade areas. The Retail Target List is updated as we determine interest levels through our conversations with developers and tenant rep firms.

City	State	Population	Average HH Income	10 mi Population	10 mi Avg HH Inc	15 mi Population	15 mi Avg HH Inc	T.J. Maxx	HomeGoods	Ross Stores	Hobby Lobby Stores	Burlington Coat Factory	Five Below	ULTA Beauty	ALDI
Alexandria	LA	46,246	\$58,131	96,169	\$61,248	118,464	\$62,082	80	82	76	1	1	81	1	161
Cyle	TX	44,437	\$81,764	165,550	\$74,008	413,732	\$83,877	16	16	1	8	14	12	11	35
Vacogdoches	TX	33,869	\$54,127	52,034	\$59,665	62,801	\$61,009	21	79	21	2	22	58	21	62
Copperas Cove	TX	32,965	\$65,413	133,272	\$61,550	241,131	\$62,399	36	45	2	11	12	15	15	8
Cluburne	TX	30,920	\$64,887	73,703	\$70,003	158,226	\$77,008	16	16	16	13	23	16	16	12
Harcker Heights	TX	29,029	\$83,742	224,328	\$65,317	301,643	\$69,314	30	41	1	4	4	1	1	4
Fuquay-Varina	NC	24,836	\$84,116	206,293	\$100,328	543,499	\$93,723	12	12	12	18	12	12	6	1
Cerrville	TX	24,256	\$65,339	46,386	\$67,753	54,910	\$69,835	45	45	45	44	50	44	45	96
Midney	OH	20,553	\$65,587	41,524	\$70,753	90,023	\$67,994	33	37	104	29	29	29	33	2
Spiqua	OH	19,930	\$53,733	76,791	\$66,332	142,329	\$69,477	28	28	98	20	20	20	28	2
Archary	LA	16,959	\$88,057	85,362	\$66,907	247,843	\$61,868	20	20	20	16	16	20	16	236

Develop Marketing Materials

NextSite develops marketing materials to market the community and site opportunities to retailers, developers and tenant reps.

Major Retail Competition Aerial

Understanding the location of current retailers in your community and the various retail trade corridors provides valuable insight into co-location opportunities, competitors and available sites for development/redevelopment. We extend this analysis to understand the retailer mix in competitor communities.



Day
45-60+

- ✓ Proactive Marketing & Conference Representation begins
- ✓ Developer & Tenant Rep Contacts are provided market analysis, target list & aerial overview of existing retail



Conference
Representation



Proactive
Marketing



Tenant Rep
Outreach



Developer
Outreach

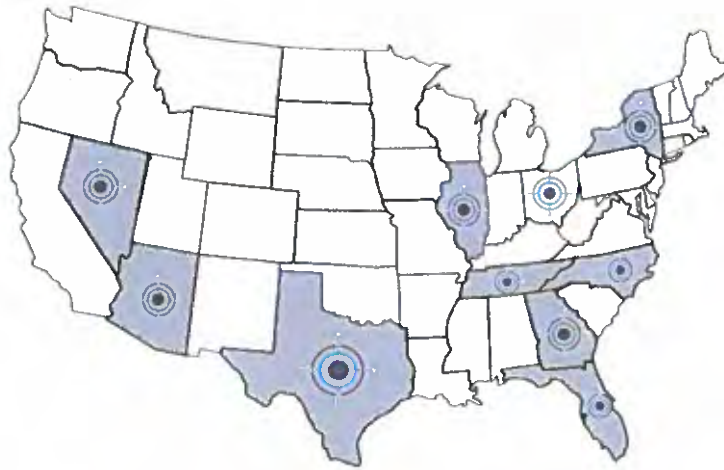


Retailer & Restaurant
Outreach

Proactive Retail Recruitment

The most important service we provide is proactively recruiting **developers and tenant reps** to position the identified target retailers/restaurants.

We have identified retailers and developers looking to aggressively expand their market presence regionally and nationally. We understand the parameters set by retailers when reviewing potential new locations. We have a roster of developers who are looking to replicate previous developments in similar communities across appropriate geographic regions. NextSite meets with these retailers and developers in a variety of settings – corporate and ICSC functions – to position opportunities across our engaged city portfolio. Extensive analysis and preparation prior to the Portfolio Review allow meetings to focus on deal making in addition to exchanging information. Retailers and developers have told us that this is the most productive use of their time, and their preferred way to discuss opportunities and market visits.



The NextSite conference schedule for the next 12 months includes the following conferences:

- ICSC Red River Conference and Deal Making
- ICSC West Florida IDEX
- ICSC Carolinas Conference and Deal Making
- ICSC North Florida IDEX
- ICSC RECon
- ICSC Tennessee/Kentucky IDEX

- ICSC Florida Conference and Deal Making
- Retail Live!
- Center Build
- ICSC Southeast Conference and Deal Making
- ICSC Chicago Conference and Deal Making
- ICSC New York Deal Making



Representative NextSite Projects

Hinesville GA – 120,000 sq. ft. shopping center – TJ Maxx, Dick’s Sporting Goods, Hobby Lobby, Starbucks, Chick Fil A, etc..

Athens TX – Burger King, Dairy Queen and currently working with a developer on Panda Express, Arbys and T-Mobile.

Tuscaloosa AL – NextSite’s Managing Partner provided the market analysis, retail target identification and customized research to assist the city’s rebuilding effort after the F5 tornado in 2011 destroyed most of the city’s retail corridor. The result of this effort was over 500,000 square feet of new to market retail.

Northport AL – Publix (2nd location), Harbor Freight, Aldi, Premier Cinemas, Firehouse Subs, O’Reilly, Planet Fitness.

Oxford AL – TX Roadhouse, Starbucks (2nd location), T-Mobile, Planet Fitness, Ulta, Five Below, Moe’s Southwest, and currently working with Hull Property Group on the redevelopment of Quintard Mall.

Madison AL – Currently working with the City, Fuqua Development and SRS (leasing team) on two upscale development projects. NextSite’s focus is providing our unique market analysis and retail target identification.

Albertville AL – Currently working on a grocery anchored center that will also include Ulta and Five Below plus working with multiple developers we’ve introduced to the market to locate Panera Bread, T-Mobile, Dunkin Donuts, Firehouse Subs, McAlisters Deli and two hotels (Marriott and IHG flags).

Cornelia GA – working with the developer of a new mixed-use development which will include Marshall’s, Aldi, Ross, Petsense, a medical office building, Middle Market multi-family and a Marriott flag hotel.

Augusta GA – working with Daniel Corporation, the Hospital Foundation and University on a 1 million square foot mixed use development to include a grocery anchored shopping center, student housing, medical office buildings, multi-family and senior housing.

Kingsport TN – working with the developer of Tri-Cities Crossing, a mixed-use development that will include an auto mall, hospitality, retail/restaurants and potentially Tennessee’s first Buccee’s.

Mountain Brook & Vestavia Hills AL – worked with Daniel Corporation on respective Grocery anchored upscale developments, providing market analysis and project support. Lane Parke in Mountain Brook included upscale multi-family, a boutique hotel and 80,000 sq. ft. of restaurants and shops. Patchwork Farms in Vestavia Hills included Lifetime Fitness, a Publix anchored neighborhood center, multi-family and an assisted living center.

Crossville TN – working with Carolina Holdings LLC on a Regional Power Center and RealtyLink has broken ground on Aspen Dental & T-Mobile.

GA Power, Gulf Power & MS Power – two years ago, NextSite partnered with these Southeast utility companies to work with communities throughout their respective states. Over the past 24 months, NextSite has successfully connected over 11 million square feet of projects to developers, tenant reps and property owners. These projects have included retail, hospitality, multi-family, healthcare, senior housing or some combination thereof.

NextSite has successfully connected developers & tenant reps to single tenant, multi-tenant and shopping center opportunities in communities across the Southeast, upper Midwest, Atlantic Coast and TX.