

AGENDA
SUNNYVALE 4B DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, FEBRUARY 9, 2016
TOWN HALL – 127 N. COLLINS RD.
6:30 P.M.

CALL MEETING TO ORDER

President calls meeting to order, state the date and time. State Members present and declare a quorum present.

PUBLIC FORUM

Citizens may speak on any matter other than personnel matter or matters under litigation. No actions or discussion will be taken until such matter is placed on the agenda and posted in accordance with law. Please observe the time limit of three (3) minutes.

DISCUSSION / ACTION ITEMS

- 1. DISCUSS AND CONSIDER REGULAR MEETING MINUTES FROM JANUARY 2016**
- 2. DISCUSS AND CONSIDER THE JANUARY 2016 FINANCIAL REPORT AND RELATED FINANCIAL ITEMS**
- 3. DISCUSS AND CONSIDER A MEMORANDUM OF UNDERSTANDING BETWEEN THE 4A AND 4B DEVELOPMENT CORPORATION REGARDING THE OWNERSHIP INTEREST AND REIMBURSEMENT REGARDING PROPERTY LOCATED AT U.S. HWY 80 & COLLINS ROAD**
- 4. DISCUSS AND CONSIDER AN UPDATE REGARDING THE ECONOMIC DEVELOPMENT MARKETING AND BRANDING INITIATIVE BEING FACILITATED BY EISENBERG & ASSOCIATES**

PUBLIC HEARING

Open or continue public hearing, consider testimony and other information provided, close public hearing, and take necessary action with respect to the following:

- 5. DISCUSS AND CONSIDER AN ATHLETIC FIELD MAINTENANCE CONTRACT WITH LEATH LAWNS & ENVIRONMENTAL SERVICES FOR VINEYARD PARK IN AN AMOUNT NOT TO EXCEED \$6,000**
- 6. DISCUSS AND CONSIDER AN ATHLETIC FIELD MAINTENANCE CONTRACT WITH LEATH LAWNS & ENVIRONMENTAL SERVICES FOR JOBSON PARK IN AN AMOUNT NOT TO EXCEED \$6,000**

EXECUTIVE SESSION AGENDA:

A. SECTION 551.072. DELIBERATIONS ABOUT REAL PROPERTY

A GOVERNMENTAL BODY MAY CONDUCT A CLOSED MEETING TO 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.

PROPERTY LOCATED AT OR ABOUT U.S. HWY 80 & COLLINS ROAD

B. SECTION 551.087 – ECONOMIC DEVELOPMENT

TO DELIBERATE THE OFFER OF A FINANCIAL OR OTHER INCENTIVE TO A BUSINESS PROSPECT.

PROSPECTS AT OR ABOUT U.S. HWY 80 & COLLINS ROAD

END OF EXECUTIVE SESSION

7. DISCUSS FUTURE AGENDA ITEMS AND EVENTS

ADJOURN

ALL LOCATIONS IDENTIFIED ARE IN THE TOWN OF SUNNYVALE UNLESS OTHERWISE INDICATED. FOR A DETAILED PROPERTY DESCRIPTION, PLEASE CONTACT THE BUILDING OFFICIAL AT TOWN HALL. PLEASE SILENCE ALL CELLULAR PHONES OR OTHER ELECTRONIC DEVICES WHILE IN ATTENDANCE AT THIS MEETING.

THE SUNNYVALE 4B DEVELOPMENT CORPORATION RESERVES THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION AT ANY TIME DURING THE COURSE OF THIS MEETING TO DISCUSS ANY OF THE MATTERS LISTED ABOVE, AS AUTHORIZED BY TEXAS GOVERNMENT CODE SECTION 551.071 (CONSULTATION WITH ATTORNEY), 551.072 (DELIBERATION ABOUT REAL PROPERTY), 551.073 (DELIBERATIONS ABOUT GIFTS AND DONATIONS), 551.074 (PERSONNEL MATTERS), 551.076 (DELIBERATIONS ABOUT SECURITY DEVICES), AND 551.086 (ECONOMIC DEVELOPMENT).

THE TOWN OF SUNNYVALE IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA). REASONABLE ACCOMMODATIONS AND EQUAL ACCESS TO COMMUNICATIONS WILL BE PROVIDED TO THOSE WHO PROVIDE NOTICE TO THE DIRECTOR OF COMMUNITY SERVICES AT 972-226-7177 AT LEAST 48 HOURS PRIOR TO THE MEETING.

THE FOREGOING NOTICE WAS POSTED IN THE FOLLOWING LOCATIONS:

SUNNYVALE ISD 417 E. TRIPP ROAD
SUNNYVALE LIBRARY AT 402 TOWER PLACE

I HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON FRIDAY, FEBRUARY 5, 2016, IN THE FOLLOWING LOCATION AND REMAINED SO

**POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE
SCHEDULED TIME OF SAID MEETING:**

TOWN HALL AT 127 N. COLLINS ROAD

LESLIE BLACK, TOWN SECRETARY



**MINUTES
SUNNYVALE 4B DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, JANUARY 12, 2016
TOWN HALL – 127 N. COLLINS RD.
6:30 P.M.**

ABSENT	PRESIDENT	MICHAEL GIORDANO
	VICE-PRESIDENT	JAVIER TORRES
	SECRETARY	DEBI LOCKHART
	TREASURER	SARAH BRADFORD
	MEMBER	MARK VAN VESSEM
	MEMBER	POLLYE HUNTER
	MEMBER	NIKI ANTHONY

CALL MEETING TO ORDER

President Giordano called the meeting to order at 6:34 p.m. Secretary Lockhart was absent.

PUBLIC FORUM

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Michael Dawdy 320 Overdale, Sunnyvale Texas 75182

Michael Dawdy addressed his concerns about Jobson and Vineyard Parks.

Mr. Dawdy expressed concerns about the field conditions at Jobson Park, large ruts and the field is getting torn up by the four wheelers riding across the field. Mr. Dawdy would like to see “No Trespassing” signs posted at Jobson Park.

Jobson Park needs to have year round maintenance with fertilizer, weed control, and mowing.

Mr. Dawdy would like to see about getting a small storage shed to keep soccer goals, materials for marking the field, and other soccer equipment at Jobson Park.

The December 26th tornado destroyed some goals at Jobson Park and would like to see them replaced and add a few smaller goals.

Mr. Dawdy expressed his concerns at Vineyard Park regarding the drainage issues and the effects from it. When the water does not drain properly and holds water it then causes mosquitos to nest, and becomes a safety issue for the kids.

DISCUSSION / ACTION ITEMS

1. DISCUSS AND CONSIDER REGULAR MEETING MINUTES FROM DECEMBER 2015

Member Van Vesseem made a motion, seconded by Member Anthony, to accept the December regular minutes. President Giordano called for a vote, and with all members voting affirmative, the motion passed unanimously. Secretary Lockhart was absent.

2. DISCUSS AND CONSIDER THE DECEMBER 2015 FINANCIAL REPORT AND RELATED FINANCIAL ITEMS.

Secretary Bradford reviewed the updated December Financial reports.

Member Hunter made a motion, seconded by Member Torres, to approve the December 2015 Financial Report. President Giordano called for a vote, and with all members voting affirmative, the motion passed unanimously. Secretary Lockhart was absent.

3. DISCUSS AND CONSIDER A MEMORANDUM OF UNDERSTANDING BETWEEN THE 4A AND 4B DEVELOPMENT CORPORATION REGARDING THE OWNERSHIP INTEREST AND REIMBURSEMENT REGARDING PROPERTY LOCATED AT U.S. HWY 80 & COLLINS ROAD

Economic Development Director Randall Heye provided an update on the purchase of the 13.92 acres located at the Southeast corner of U.S. HWY 80 & Collins Road.

Economic Development Director Randall Heye stated we will have a memorandum at the meeting scheduled for February 2016.

Treasure Bradford asked if this project had been approved by Town Council? Economic Development Director Randall Heye stated that it had been approved by council and is scheduled to close at the end of January 2016.

3. DISCUSS AND CONSIDER AN UPDATE OF THE RETAIL ECONOMIC DEVELOPMENT PLAN

Arron Farmer with The Retail Coach provided an update regarding the retail economic development plan and potential economic development prospects that have expressed interest in Sunnyvale as a part of their ongoing work effort.

Retail Market Profile 2015



Contact Information

Randall Hays, AKP
 Economic Development Director
 Sunnyvale Economic Development Corporation
 127 N. Collins Road
 Sunnyvale, Texas 75182
 Phone: 972.203.4139
 randall.hays@sunnyvale.org
 www.townofsunnyvale.us

August 2015. All information furnished is from sources deemed reliable and is intended solely for advisory purposes. Changes of name and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.821.0943.

Population

	1990	2010	2015 ESTIMATE	2020 PROJECTION
Parish Trade Area	88,631	81,101	87,387	92,468

Income

	2010 ESTIMATE
Average Household	\$71,429
Median Household	\$42,910
Per Capita	\$23,337

Educational Attainment

	2010 ESTIMATE
Graduate or Professional	2.09%
Bachelor's Degree	14.13%
Associate Degree	8.67%
Some College, No Degree	25.30%
High School Graduate	28.46%
Some High School, No Degree	10.17%
Less than 9th Grade	6.02%

Race Distribution

	2010 ESTIMATE
White	36.17%
Black or African American	23.87%
American Indian/Alaskan	0.43%
Asian	5.80%
Native Hawaiian/Other Pacific Islander	0.09%
Other Race	6.98%
Two or More Races	3.42%
Hispanic or Latino (of any race)	27.89%

Age

GROUPS	2010 ESTIMATE
9 Years and Under	14.60%
10-17 Years	13.20%
18-24 Years	22.90%
25-34 Years	15.42%
35-44 Years	13.20%
45-54 Years	14.82%
55-64 Years	13.14%
65 Years and Over	8.37%

STATISTICS	2010 ESTIMATE
Median Age	34.6
Average Age	35.4



Retail Opportunity Analysis

SECTOR	DESCRIPTION	POTENTIAL SALES
	Total Retail Sales Incl Eating and Drinking Places	1,528,748,566
441	Motor Vehicle and Parts Dealers	250,577,224
4411	Automotive Dealers	230,260,685
4412	Other Motor Vehicle Dealers	22,164,627
4413	Automotive Parts/Accs., Tire Stores	18,151,913
442	Furniture and Home Furnishings Stores	24,681,628
4421	Furniture Stores	13,050,755
4422	Home Furnishing Stores	11,630,673
443	Electronics and Appliance Stores	23,116,411
44311	Appliances, TVs, Electronics Stores	17,968,696
443111	Household Appliances Stores	3,195,557
443112	Radio, Television, Electronics Stores	14,773,139
44312	Computer and Software Stores	4,618,691
44313	Camera and Photographic Equipment Stores	529,024
444	Building Material, Garden Equip Stores	132,546,089
4441	Building Material and Supply Dealers	113,405,162
44411	Home Centers	45,870,713
44412	Paint and Wallpaper Stores	1,902,039
44413	Hardware Stores	11,486,257
44419	Other Building Materials Dealers	54,146,154
4442	Lawn, Garden Equipment, Supplies Stores	19,140,928
44421	Outdoor Power Equipment Stores	5,572,578
44422	Nursery and Garden Centers	13,568,350

SECTOR	DESCRIPTION	POTENTIAL SALES
445	Food and Beverage Stores	165,517,262
4451	Grocery Stores	109,476,492
44511	Supermarkets, Grocery (Ex Conv) Stores	102,416,409
44512	Convenience Stores	7,060,088
4452	Specialty Food Stores	13,419,546
4453	Beer, Wine and Liquor Stores	42,621,225
446	Health and Personal Care Stores	75,547,785
44611	Pharmacies and Drug Stores	60,343,842
44612	Cosmetics, Beauty Supplies, Perfume Stores	5,274,326
44613	Optical Goods Stores	3,208,847
44619	Other Health and Personal Care Stores	6,720,769
447	Gasoline Stations	131,307,305
44711	Gasoline Stations With Conv Stores	95,402,388
44719	Other Gasoline Stations	35,904,917
448	Clothing and Clothing Accessories Stores	61,127,417
4481	Clothing Stores	34,603,305
44811	Men's Clothing Stores	1,581,172
44812	Women's Clothing Stores	7,766,343
44813	Childrens, Infants Clothing Stores	2,232,242
44814	Family Clothing Stores	18,813,734
44815	Clothing Accessories Stores	1,511,368
44819	Other Clothing Stores	2,368,046
4482	Shoe Stores	5,350,387
4483	Jewelry, Luggage, Leather Goods Stores	21,123,725
44831	Jewelry Stores	18,649,533
44832	Luggage and Leather Goods Stores	2,474,192

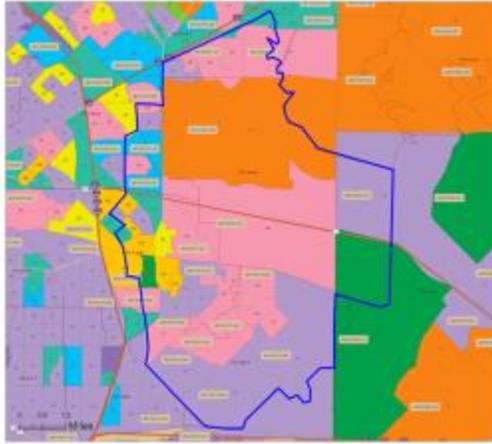
SECTOR	DESCRIPTION	POTENTIAL SALES
451	Sporting Goods, Hobby, Book, Music Stores	22,995,969
4511	Sporting Goods, Hobby, Musical Inst Stores	10,203,126
45111	Sporting Goods Stores	10,710,738
45112	Hobby, Toys and Games Stores	3,798,407
45113	Sew/Needlework/Piece Goods Stores	1,696,152
45114	Musical Instrument and Supplies Stores	1,995,927
4512	Book, Periodical and Music Stores	2,792,843
45121	Book Stores and News Dealers	2,358,188
451211	Book Stores	2,054,290
451212	News Dealers and Newsstands	300,908
45122	Pre-recorded Tapes, CDs, Record Stores	434,655
452	General Merchandise Stores	116,718,987
4521	Department Stores Excl Leased Dept	68,254,673
4529	Other General Merchandise Stores	48,464,314
453	Miscellaneous Store Retailers	33,893,811
4531	Florists	1,292,793
4532	Office Supplies, Stationery, Gift Stores	13,802,485
45321	Office Supplies and Stationery Stores	7,470,448
45322	Gift, Novelty and Souvenir Stores	6,332,037
4533	Used Merchandise Stores	2,644,922
4539	Other Miscellaneous Store Retailers	11,863,431
454	Non-Store Retailers	113,504,736
722	Foodservice and Drinking Places	183,884,741
7221	Full-Service Restaurants	62,643,304
7222	Limited-Service Eating Places	14,875,930
7223	Special Foodservices	13,053,998
7224	Drinking Places -Alcoholic Beverages	5,431,509

Psychographic Profile



RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP Sunnyvale, Texas

- L1 AFFLUENT ESTATES**
Established wealth — educated, well-traveled married couples
- L2 URBAN KNOWLEDGE**
Progressive, market-focused in higher density neighborhoods
- L3 UPTOWN PROFESSIONALS**
Young, urban singles on the move
- L4 FAMILY LANDSCAPES**
Society younger families in new housing
- L5 SUBURBAN**
Gen X or millennial families with home lots and a mortgage
- L6 CODY COUNTRY**
EPA's focus on rustic settings
- L7 ETHNIC ENCLAVES**
Established diversity — young, Hispanic, Suburbanized with families
- L8 MIDDLE GROUND**
Lifestyles of "try something"
- L9 SENIOR STYLUS**
Senior lifestyles escape the effects of aging for retirement
- L10 RUSTIC OUTPOSTS**
Country life with older families, poor homes
- L11 MISTOWN SINGLES**
Millennials on the move, single, diverse, and urban
- L12 HOUSTON**
Booming, ad and therapy, close to home, fringe townships
- L13 NEXT WAVE**
Millennials, young, diverse, tech-savvy singles
- L14 SCHOLARS AND PROFESSORS**
College campuses and nearby neighborhoods



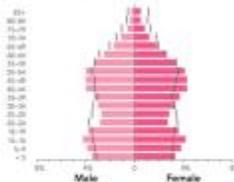
4A SOCCER MOMS LifeMode Group • Family Landscapes



AGE BY SEX

Median Age: 36.6 US: 37.6

† Includes US



RACE AND ETHNICITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.3 US: 42.1



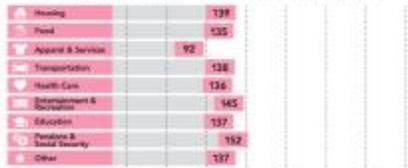
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Sunnyvale Site Profiles

SITE AVAILABLE | 15.98 ACRE SITE
Collins Road and Highway 801 Sunnyvale, Texas 75082



AVAILABLE SPACE
Net Acres - 2.06 Acres
Lot Size - 13.92 Acres

RATES / FINN & PRICE
Per Sq. Ft. - \$100,000
Land - \$1,000,000

TRAFFIC COUNTS
20,580 AADT - Collins Road
81,888 AADT - Highway 80
Source: TxDOT

PROPERTY INFORMATION

- Close proximity to the future Sunnyvale Center, a mixed-use retail area.
- Area retail includes Subway, Life Community Church, Century 21 and Anglin's Petcare.
- Close proximity to Sunnyvale Town Hall, Sunnyvale Volunteer Fire Department, and Town Center Park.

DEMOGRAPHICS (based on 2015 data)

Category	Community	Percentage	2015
2015 Population	3,222	87.8%	
Average HH Income	\$30,811	\$71,475	
Median Age	41.5	34.4	

CONTACT

Aspirin Partners, Senior Vice President
The Retail Coach
aspirin@thetailcoach.com
952.228.0658

Ronald Hoyt, Economic Development Director
Sunnyvale Economic Development Corporation
ronald.hoyt@suncityofsunnyvale.org
972.293.4709

The Retail Coach #10000 Sunnyvale, TX 75082 | 952.228.0658 | www.thetailcoach.com

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Sunnyvale Marketing

Retail Market Profile 2015

Contact Information
Aspirin Partners, Senior Vice President
The Retail Coach
aspirin@thetailcoach.com
952.228.0658

Category	Value	Percentage
Population	3,222	87.8%
Average HH Income	\$30,811	\$71,475
Median Age	41.5	34.4

SITE AVAILABLE | 15.98 ACRE SITE
Collins Road and Highway 801 Sunnyvale, Texas 75082



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EXECUTIVE SESSION

Recess into executive session pursuant to Chapter 551, Subchapter D of the Texas Government Code:

EXECUTIVE SESSION AGENDA:

A. SECTION 551.072. DELIBERATIONS ABOUT REAL PROPERTY

A GOVERNMENTAL BODY MAY CONDUCT A CLOSED MEETING TO 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.

PROPERTY LOCATED AT OR ABOUT U.S. HWY 80 & COLLINS ROAD

B. SECTION 551.087 – ECONOMIC DEVELOPMENT

TO DELIBERATE THE OFFER OF A FINANCIAL OR OTHER INCENTIVE TO A BUSINESS PROSPECT.

PROSPECT AT THE SUNNYVALE CENTER INDUSTRIAL PARK

PROSPECT AT OR ABOUT U.S. HWY 80 & JOBSON ROAD

PROSPECTS AT OR ABOUT U.S. HWY 80 & COLLINS ROAD

President Giordano recessed the 4B Economic Development Corporation into Executive Session at 8:08 p.m.

END OF EXECUTIVE SESSION

Reconvene into open session and take any action necessary as a result of the Executive Session.

President Giordano reconvened the meeting at 9:05 p.m.

No action was taken

4. DISCUSS AND CONSIDER FUTURE AGANEDA ITEMS AND EVENTS

No future items

ADJOURN

President Giordano adjourned the meeting at 9:06 p.m.

The undersigned presiding officer certifies that this is a true and correct record of the proceedings.

Michael Giordano, President

Attest:

Randall Heye, Economic Development Director

4B Economic Development Corporation

Financial Statement

January 31, 2016





Town of Sunnyvale 4B Monthly Finance Report

January 31, 2016 (Unaudited)

Budget: Net Revenues/Expenses: Budget = (\$ 637,184) Actual = \$(632,424.24)

Highlights:

Revenues:	MTD = \$ 728,444.68	YTD = \$ 874,745.21
Expenses:	<u>MTD = \$1,380,888.13</u>	YTD = <u>\$1,507,169.45</u>
Net:	MTD = \$(652,443.45)	YTD = \$(632,424.24)

Revenues: Sales tax recorded YTD is \$190,789.50 (actual - 2 months, accrual – 2 months). Interest income recorded YTD is \$86.46. Transfers recorded YTD is \$ 683,869.25 (transfer in from 4A for land purchase @ US 80 and Collins Road).

Expenses: The YTD expenses total \$1,507,169.45 and include 50% of the EDC Director position, 33% of the EDC Assistant position and 1.5 Park Maintenance Technician positions. MTD expenses include routine payroll, Republic Title of Texas for land purchase at US 80 & Collins Road (\$1,370,419.50 net of taxes and fees), and misc office supplies.

Fund Balance:

Working Capital:

09/30/15	Total Fund Balance	\$1,814,149.75 Unaudited
01/31/16	Net Revenues/Expenses	\$(632,424.24)
01/31/16	Total Fund Balance	\$1,181,725.51

92 -4B SALES TAX CORPORATION

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
ASSETS			
=====			
92-1113	4B COMPASS BANK	1,130,678.54	
92-1441	SALES TAX ACCRUAL	100,000.00	
92-1710	LAND	1,375,000.00	
			2,605,678.54
	TOTAL ASSETS		2,605,678.54
=====			
LIABILITIES			
=====			
92-2110	TRADE PAYABLES	2,681.00	
92-2181	DUE TO GENERAL FUND	46,272.03	
	TOTAL LIABILITIES		48,953.03
EQUITY			
=====			
92-3117	UNRESERVED FUND BALANCE	1,814,149.75	
92-4311	INVESTMENT IN FIXED ASSETS	1,375,000.00	
	TOTAL BEGINNING EQUITY	3,189,149.75	
	TOTAL REVENUE	874,745.21	
	TOTAL EXPENSES	1,507,169.45	
	TOTAL REVENUE OVER/(UNDER) EXPENSES	(632,424.24)	
	TOTAL EQUITY & REV. OVER/(UNDER) EXP.		2,556,725.51
	TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.		2,605,678.54
=====			

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: JANUARY 31ST, 2016

92 -4B SALES TAX CORPORATION
 FINANCIAL SUMMARY

33.33% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUE SUMMARY					
5100-TAXES	600,000.00	44,553.46	190,789.50	31.80	409,210.50
5400-TRANSFERS IN	0.00	683,869.25	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES	300.00	21.97	86.46	28.82	213.54
TOTAL REVENUES	600,300.00	728,444.68	874,745.21	145.72 (274,445.21)
EXPENDITURE SUMMARY					
92-4B SALES TAX CORPORATI	1,237,484.00	1,380,888.13	1,507,169.45	121.79 (269,685.45)
TOTAL EXPENDITURES	1,237,484.00	1,380,888.13	1,507,169.45	121.79 (269,685.45)
REVENUES OVER/(UNDER) EXPENDITURES	(637,184.00)	(652,443.45)	(632,424.24)	(4,759.76)

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: JANUARY 31ST, 2016

92 -4B SALES TAX CORPORATION

33.33% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
5100-TAXES					
92-5140 SALES TAX RECEIPTS	600,000.00	44,553.46	190,789.50	31.80	409,210.50
TOTAL 5100-TAXES	600,000.00	44,553.46	190,789.50	31.80	409,210.50
5400-TRANSFERS IN					
92-5402 TRANSFER IN	0.00	683,869.25	683,869.25	0.00 (683,869.25)
TOTAL 5400-TRANSFERS IN	0.00	683,869.25	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES					
92-5510 INTEREST EARNED	300.00	21.97	86.46	28.82	213.54
TOTAL 5500-OTHER REVENUES	300.00	21.97	86.46	28.82	213.54
TOTAL REVENUES	600,300.00	728,444.68	874,745.21	145.72 (274,445.21)

TOWN OF SUNNYVALE
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JANUARY 31ST, 2016

92 -4B SALES TAX CORPORATION
92-4B SALES TAX CORPORATI

33.33% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
LABOR AND BENEFITS					
92-692-6000 WAGES & SALARIES	98,458.00	7,708.74	32,361.85	32.87	66,096.15
92-692-6001 OVERTIME	500.00	0.00	279.05	55.81	220.95
92-692-6002 TMRS	12,356.00	952.08	4,437.41	35.91	7,918.59
92-692-6003 BUY BACK	600.00	0.00	2,002.05	333.68 (1,402.05)
92-692-6004 PAYROLL TAXES	7,532.00	547.91	2,472.48	32.83	5,059.52
92-692-6005 EMPLOYEE INSURANCE	14,538.00	1,121.42	4,845.87	33.33	9,692.13
TOTAL LABOR AND BENEFITS	133,984.00	10,330.15	46,398.71	34.63	87,585.29
SUPPLIES AND MATERIALS					
CONTRACTUAL SERVICES					
92-692-6370 LANDSCAPE MAINTENANCE CONTRACT	28,000.00	0.00	8,100.00	28.93	19,900.00
92-692-6371 PROFESSIONAL SERVICES	80,000.00	0.00	15,301.01	19.13	64,698.99
TOTAL CONTRACTUAL SERVICES	108,000.00	0.00	23,401.01	21.67	84,598.99
TRAINING/DUES/SUBSCRIPT					
92-692-6512 GENERAL OFFICE SUPPLIES	500.00	53.53	140.46	28.09	359.54
TOTAL TRAINING/DUES/SUBSCRIPT	500.00	53.53	140.46	28.09	359.54
CAPITAL OUTLAYS & PROJEC					
92-692-6751 LEGAL SERVICES	10,000.00	0.00	0.00	0.00	10,000.00
92-692-6830 OUTSIDE TRAINING EXPENSE	5,000.00	0.00	1,630.71	32.61	3,369.29
92-692-6891 TRANSFERS OUT INDIRECT COSTS	80,000.00	0.00	0.00	0.00	80,000.00
92-692-6912 BUSINESS DEVELOPMENT & MKT	10,000.00	84.95	2,089.09	20.89	7,910.91
TOTAL CAPITAL OUTLAYS & PROJEC	105,000.00	84.95	3,719.80	3.54	101,280.20
CAPITAL-BUILDING IMPROVEM					
CAPITAL-TOWN IMPROVEMENT					
92-692-9210 RETAIL INCENTIVES	100,000.00	0.00	0.00	0.00	100,000.00
92-692-9211 TOWN BEAUTIFICATION	15,000.00	0.00	0.00	0.00	15,000.00
92-692-9212 SURVEILLANCE EQUIPMENT	0.00	0.00	518.16	0.00 (518.16)
92-692-9213 PARKS AND TRAILS	160,000.00	0.00	60,071.81	37.54	99,928.19
TOTAL CAPITAL-TOWN IMPROVEMENT	275,000.00	0.00	60,589.97	22.03	214,410.03
CAPITAL IMPROVEMENTS					
92-692-9611 CAPITAL MAINTENANCE EQUIPMENT	15,000.00	0.00	0.00	0.00	15,000.00
TOTAL CAPITAL IMPROVEMENTS	15,000.00	0.00	0.00	0.00	15,000.00
CAPITAL-PARK/REC IMPROVEM					
92-692-9728 PARK ACQUISITION	600,000.00	1,370,419.50	1,372,919.50	228.82 (772,919.50)
TOTAL CAPITAL-PARK/REC IMPROVEM	600,000.00	1,370,419.50	1,372,919.50	228.82 (772,919.50)
TOTAL 92-4B SALES TAX CORPORATI					
	1,237,484.00	1,380,888.13	1,507,169.45	121.79 (269,685.45)
TOTAL EXPENDITURES					
	1,237,484.00	1,380,888.13	1,507,169.45	121.79 (269,685.45)

TOWN OF SUNNYVALE
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JANUARY 31ST, 2016

92 -4B SALES TAX CORPORATION
92-4B SALES TAX CORPORATI

33.33% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES

CURRENT
BUDGET

CURRENT
PERIOD

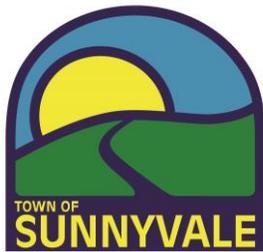
YEAR TO DATE
ACTUAL

% OF
BUDGET

BUDGET
BALANCE

REVENUES OVER/(UNDER) EXPENDITURES

(637,184.00) (652,443.45) (632,424.24) (4,759.76)



Town of Sunnyvale

Item: 3

Acquisition of 13.92 acres

February 9, 2016

Prepared By: Randall Heye; Director of Economic Development

Consent **Public Hearing** **Discussion** **Action**

Summary:

DISCUSS AND CONSIDER A MEMORANDUM OF UNDERSTANDING BETWEEN THE 4A AND 4B DEVELOPMENT CORPORATION REGARDING THE OWNERSHIP INTEREST AND REIMBURSEMENT REGARDING PROPERTY LOCATED AT U.S. HWY 80 & COLLINS ROAD

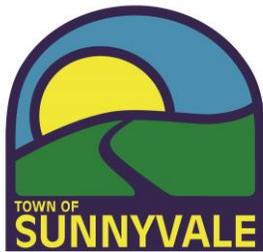
Background:

Approximately 13.92 acres at the southeast corner of U.S. Highway 80 and Collins Road is currently classified as REO (real estate owned) property by InterBank. Recognizing the unique opportunity to itself own and control a considerable amount of property at the most traveled intersection in the community; the 4A and 4B Development Corporations, and Town Council have approved the purchase of the property for future economic development projects. Owning land is a common tool and incentive that many municipalities and their economic development corporations utilize on a regular basis (e.g. business park, industrial park).

Following the request of each Board, staff has prepared a memorandum of understanding between the 4A and 4B Development Corporations outlining that any proceeds from the disposition of the property will be evenly distributed between the two corporations.

Staff Recommendation

Staff recommends the Board receive the presentation and approve the memorandum of understanding between the 4A and 4B Development Corporation.



Town of Sunnyvale

Item: 4

Economic Development Branding

February 9, 2015

Prepared By: Randall Heye; Director of Economic Development

Consent **Public Hearing** **Discussion** **Action**

Summary:

DISCUSS AND CONSIDER AN UPDATE REGARDING THE ECONOMIC DEVELOPMENT MARKETING AND BRANDING INITIATIVE BEING FACILITATED BY EISENBERG & ASSOCIATES

Background

As the Dallas-Fort Worth region continues to grow, it is becoming easier for communities to get “lost in the crowd” when it comes to economic development. To become a competitive economic development community, the Sunnyvale Development Corporations must begin marketing and differentiating the community to targeted audiences.

There are seven primary techniques used to reach economic development prospects:

- Advertising (e.g. print brochures, trade publications, online advertising)
- Publicity (e.g. unpaid news stories)
- Promotional materials (e.g. website, small gifts)
- Direct mail (e.g. postcards)
- Personal selling (e.g. ICSC’s Deal Making Event, site visits, prospecting)
- Email (e.g. virtual newsletters)
- Web 2.0 (e.g. social media)

Staff has been actively prospecting with the commercial real estate community in North Texas. Brokers, leasing agents, tenant reps, site location consultants, and developers are a primary source for new leads and prospects. These individuals have offered intelligence on trends within the region as well as feedback on Sunnyvale’s competitive position in the marketplace. They have reaffirmed staff’s assessment; the community’s previous marketing efforts are insufficient for future use.

Last year the 4B Development Corporation approved engaging Eisenberg and Associates to facilitate efforts leading to an economic development branding and marketing campaign. As a part of this effort, the selected firm facilitated an interactive, highly-focused workshop with stakeholders from the community. The structured workshop led the stakeholders toward a consensus on the most compelling messaging option specific to economic development. Eisenberg and Associates took the feedback received and has continued to refine and develop a series proposals for the development corporation’s consideration.

Staff Recommendation

Staff recommends the Board receive the update and provide staff with direction.

Attachments

Message Platform



EISENBERG AND ASSOCIATES

TOWN OF SUNNYVALE BRAND MESSAGE
PLATFORM DEVELOPMENT



EISENBERG



**TOWN OF SUNNYVALE
BRAND MESSAGE PLATFORMS**

TOWN OF SUNNYVALE BRAND MESSAGE PLATFORM TEMPLATE 1ST DRAFT

BRAND MESSAGE PLATFORM OPTIONS

OPTION #1

Key Audience	What do we offer them?	What do they want from us?
Retail developers (grocery stores, restaurants and shopping).	Pad sites/land availability, existing real estate assets, ease of doing business, solid workforce in Town of Sunnyvale and tax incentives.	Incentives, access with no red tape, flexibility, strong workforce for employment and solid customers for revenue and growth.

Questions	Answers
Who is the target?	Retail developers, site consultants for grocery store and “small box” retailers who are looking to expand in an affluent growing community minutes from Dallas.
What are their needs?	And want a new untapped customer base, a strong workforce built into the community and/or surrounding area, available sites for construction development and incentives to build in Sunnyvale.
What are the challenges?	Perception of Sunnyvale not wanting development, Town government is difficult to do business with and restrictive.
What does Town of Sunnyvale offer?	Sunnyvale offers available pad sites for large scale retail development around the Town Center (80/Collins) and select assets for re-development. Local government/EDC that is eager to partner with retail developers, and provide limited incentives to build/develop.
What is Town of Sunnyvale’s competitive advantage?	Town of Sunnyvale is an untapped community for retail growth and revenue potential with an affluent, highly educated population that strongly desires to spend their resources in Sunnyvale. Developers have a rare opportunity to build and grow unlike anywhere else in the metroplex.

SUNNYVALE, JUST GETS BETTER!: KEY PROPOSITION

Retail incentives
 Property ready to build or re-develop
 Affluent/educated consumer base

SUNNYVALE, JUST GETS BETTER!: BRAND VALUES / PERSONALITY

Build and grow in Sunnyvale
 Ready to do business in Sunnyvale
 Be different and develop revenue in Sunnyvale

BRAND MESSAGE PLATFORM OPTIONS, continued

Option #2

Key Audience	What do we offer them?	What do they want from us?
Commercial/Industrial developers	Pad site/land availability, existing real estate assets, low tax base, fiber optic access (Level 3), work force.	Tax incentives, access with no red tape, assets for expansion.

Questions	Answers
Who is the target?	Commercial/Industrial developers and site consultants who are looking to grow and/or expand their development footprint in a unique community close of Dallas and major highway thoroughfares.
What are their needs?	And want to acquire real estate to develop or re-develop existing assets within a growing community.
What are the challenges?	On-going negative perception that Town of Sunnyvale does not want development and/or "selectively" keeps out certain types of businesses. Should commercial/industrial developers open or build in Sunnyvale, workforce would come in from other communities as there is no/little multifamily within the community and it is not wanted.
What does Town of Sunnyvale offer?	The Town of Sunnyvale offers a small town feel near the heart of Dallas. Sunnyvale does have land and sites available for commercial/industrial development along the rail line that includes fiber optic capabilities. This area would be ideal for small/mid-size technology companies.
What is Town of Sunnyvale's competitive advantage?	No barriers to steady, organic development within Sunnyvale. The town maintains an affluent, educated citizenship open to new commercial and industrial development that compliments Sunnyvale's unique offering and quality of life. Sunnyvale is in a position to offer a robust and more appealing offering to developers that far exceeds that of its neighboring communities.

DOING IT BETTER IN SUNNYVALE: KEY PROPOSITION

Ready to build
 Business and development friendly
 Solid workforce – available to some extent within Sunnyvale, however can pull a strong workforce from Dallas.

DOING IT BETTER IN SUNNYVALE: BRAND VALUES / PERSONALITY

We're ready for consistent organic growth
 Build and grow affordably
 Ready for business

BRAND MESSAGE PLATFORM OPTIONS, continued

OPTION #3

Key Audience	What do we offer them?	What do they want from us?
Hospitality/entertainment/sports complex developers and owners.	Future development potential along Lake Ray Hubbard for hotel and attractions. Within the current infrastructure, Sunnyvale offers development assets for family sports facilities, park development other attractions.	Incentives for development, flexible access to do business, customer base and welcoming environment.

Questions	Answers
Who is the target?	Hospitality – hotels (national chains and boutique), family entertainment venues (water park, etc), sport complexes (practice/ sports facilities) performing arts center - developers and/or corporations.
What are their needs?	A unique and available foot print for specialty entertainment, family focused development with an untapped, affluent consumer base.
What are the challenges?	Development would need to be organic and scalable. Sunnyvale does not have the structure or desire for large scale entertainment venues i.e. Main Event.
What does Town of Sunnyvale offer?	Diverse land availability to develop, incentives to build, workforce, use of doing business/permitting and most important an untapped consumer base with resources to spend at home within Sunnyvale.
What is Town of Sunnyvale’s competitive advantage?	Higher incomes, better educated, low tax base.

SUNNYVALE & CHILL: KEY PROPOSITION

Family friendly
 Different is good
 Untapped/affluent consumer base

SUNNYVALE & CHILL: KEY PROPOSITION

Sunnyvale Your Final Destination

① PRIMARY TARGET AUDIENCE



RETAIL DEVELOPMENT

- **Grocery Store**
- **Restaurants**
 - Select "Chain" restaurants
 - Unique independently owned
- **Shopping**
 - Boutique retail stores apparel, gifts, etc.
- **Shopping Retail Services**
 - Veterinarian
 - Nursery/Garden Center
 - Sporting Goods



COMMERCIAL/INDUSTRIAL

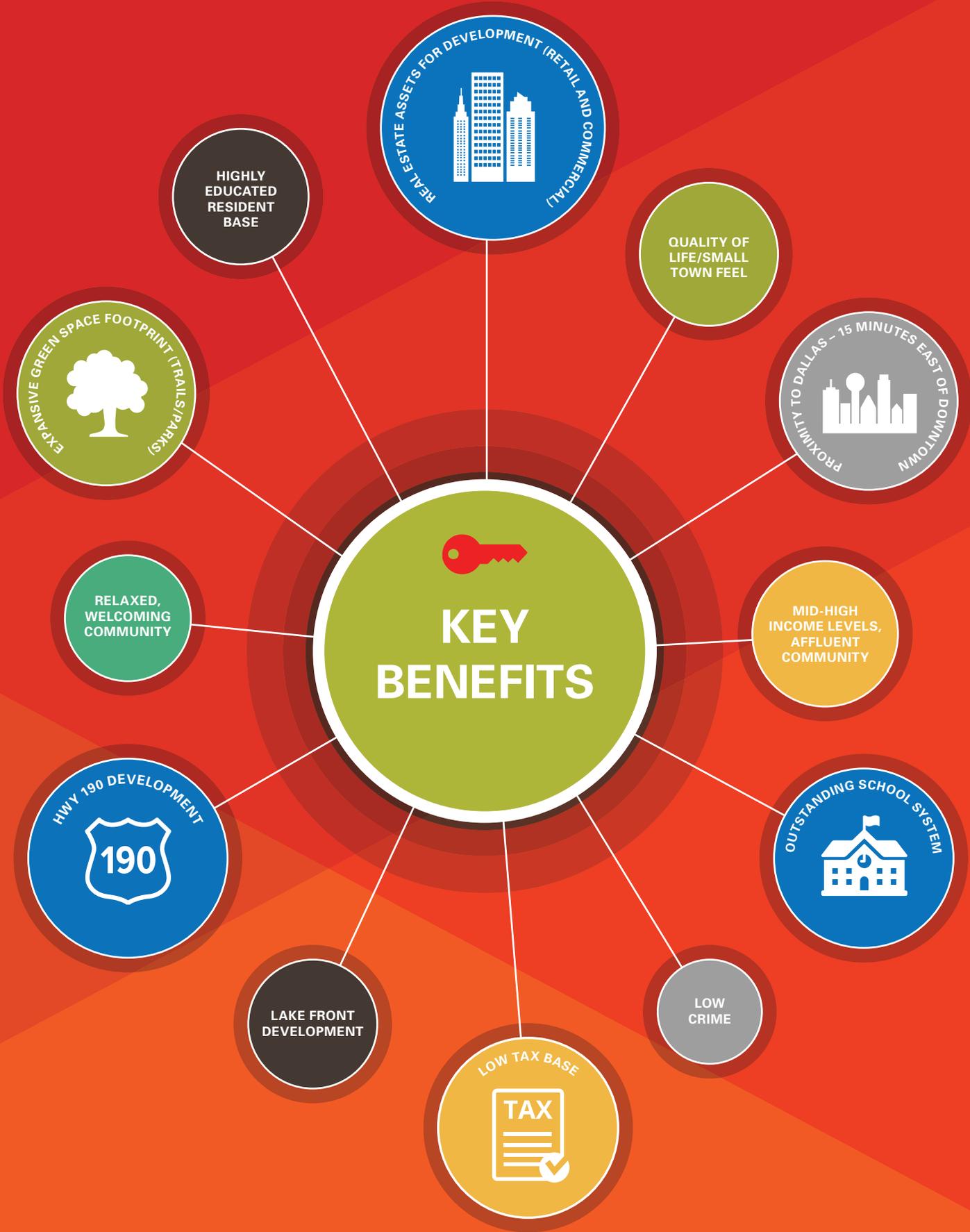
- **Small/Mid-Size Manufacturing**
- **Call Center**
- **Small/Mid-Size High Tech Firms**
(businesses that would benefit from the Level 3 fiber-optics installed around the railway)

② SECONDARY TARGET AUDIENCE



HOTEL

- **Hotel - small box**
- **Attractions**
 - Water Park
 - Bowling
 - Family Sports Center
- **Parks/Trail Development**



S.W.O.T. ANALYSIS



STRENGTHS

- Ready to build/real estate for development
- Development incentives
- Highway 190 development
- Sunnyvale ISD
- Location to Dallas
- Strong/growing property value of single family homes
- Safe community
- Future lake front development opportunity
- Diverse community
- Ready to do business/change perception



WEAKNESSES

- Bad press
- Town government difficult to work with
- Town doesn't want development
- Town population
- Select traffic issues
- Perception of being "stuck-up" border line racist
- No dedicated police/fire departments
- Doesn't want multi-family/mix use developments
- Mixed reviews off and on with the hospital



OPPORTUNITIES

- Available development assets
- Ability to change perception/shift message
- Ability to recruit developers and change perception
- More positives than negatives – change will be easy
- Development opportunities
 - Retail
 - Performing Arts Center
 - Library
 - Family Sports Center
 - Industrial
 - Parks
 - Farmers Market



THREATS

- Lack of established retail
- Negative perception within surrounding communities
- Negative perceptions with developers
- Mesquite, Forney and Garland

THANK YOU



EISENBERG

214-528-5990 | www.eisenberginc.com



Town of Sunnyvale

Item: 5

Vineyard Park Field Maintenance

February 9, 2015

Prepared By: Randall Heye; Director of Economic Development

Consent **Public Hearing** **Discussion** **Action**

Summary:

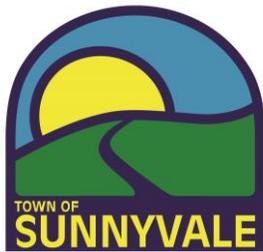
DISCUSS AND CONSIDER AN ATHLETIC FIELD MAINTENANCE CONTRACT WITH LEATH LAWNS & ENVIRONMENTAL SERVICES FOR VINEYARD PARK IN AN AMOUNT NOT TO EXCEED \$6,000

Background

The 4B Development Corporation, and Town Council, recently approved an expenditure for the addition of a new youth soccer field at Vineyard Park. Although existing Park Maintenance staff is responsible for the mowing and general upkeep of the entire park, staff is recommending the Board contract with a third-party for additional maintenance, fertilization, aeration, and expertise necessary for ensuring the fields remain in condition suitable for organized competition.

Staff Recommendation

Staff recommends the Board receive the update and provide staff with direction.



Town of Sunnyvale

Item: 6

Jobson Park Field Maintenance

February 9, 2015

Prepared By: Randall Heye; Director of Economic Development

Consent **Public Hearing** **Discussion** **Action**

Summary:

DISCUSS AND CONSIDER AN ATHLETIC FIELD MAINTENANCE CONTRACT WITH LEATH LAWNS & ENVIRONMENTAL SERVICES FOR JOBSON PARK IN AN AMOUNT NOT TO EXCEED \$6,000

Background

Although existing Park Maintenance staff is responsible for the mowing and general upkeep of the entire park, staff is recommending the Board contract with a third-party for additional maintenance, fertilization, aeration, and expertise necessary for ensuring the fields remain in condition suitable for organized competition.

Staff Recommendation

Staff recommends the Board receive the update and provide staff with direction.