



**AGENDA**  
**SUNNYVALE 4A DEVELOPMENT CORPORATION**  
**BOARD OF DIRECTORS**  
**WEDNESDAY, FEBRUARY 17, 2016**  
**TOWN HALL – 127 N. COLLINS RD.**  
**6:00 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.

- 1. DISCUSS AND CONSIDER REGULAR MEETING MINUTES FROM JANUARY 2016**
- 2. DISCUSS AND CONSIDER THE JANUARY 2016 FINANCIAL REPORTS 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 EXPENDITURE OF \$883,070.40 FOR THE SUNNYVALE CENTER INDUSTRIAL PARK WATER LINE PROJECT**
- 5. DISCUSS AND CONSIDER AN UPDATE REGARDING THE ECONOMIC DEVELOPMENT MARKETING AND BRANDING INITIATIVE BEING FACILITATED BY EISENBERG & ASSOCIATES**
- 6. 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 4A 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 ECONOMIC DEVELOPMENT AT 972-226-7177 AT LEAST 48 HOURS PRIOR TO THE MEETING.

THE FOREGOING NOTICE WAS POSTED IN THE FOLLOWING LOCATIONS:

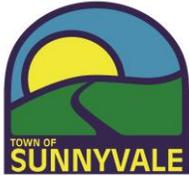
SUNNYVALE ISD 417 E. TRIPP ROAD  
SUNNYVALE LIBRARY AT 402 TOWER PLACE

**I HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON FRIDAY, FEBRUARY 12, 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**

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**LESLIE BLACK, TOWN SECRETARY**



**MINUTES  
SUNNYVALE 4A DEVELOPMENT CORPORATION  
REGULAR MEETING  
WEDNESDAY, JANUARY 13, 2016  
6:00 P.M.**

**PRESIDENT  
VICE PRESIDENT  
TREASURER  
SECRETARY  
MEMBER**

**TERRI SHATTER  
FRANKLIN WEEKS  
HARI PILLAI  
TJ TRECEK  
K. PAUL CASH**

**CALL MEETING TO ORDER**

President Shatter called the meeting to order at 6:08 p.m.

**PUBLIC FORUM**

(CITIZENS MAY SPEAK ON ANY MATTER OTHER THAN PERSONNEL MATTERS OR MATTERS UNDER LITIGATION. NO SUNNYVALE 4B DEVELOPMENT CORPORATION ACTIONS OR DISCUSSION WILL BE TAKEN UNTIL SUCH MATTER IS PLACED ON THE AGENDA AND POSTED IN ACCORDANCE WITH LAW)

**1. DISCUSS AND CONSIDER REGULAR MEETING MINUTES FROM SEPTEMBER, NOVEMBER, AND DECEMBER 2015**

Member Cash made a motion, seconded by Member Weeks, to approve the September, November and December Regular Meeting Minutes. President Shatter called for a vote and with all members voting affirmative, the motion passed unanimously.

**2. DISCUSS AND CONSIDER THE NOVEMBER AND DECEMBER 2015 FINANCIAL REPORTS AND RELATED FINANCIAL ITEMS**

Finance Director Liz Hopkins reviewed the November and December 2015 Financial Reports.

Treasurer Pillai made a motion, seconded by Vice President Weeks, to approve the November and December Financial Reports. President Shatter called for a vote, and with all members voting affirmative, the motion passed unanimously.

**3. DISCUSS AND CONSIDER THE SUNNYVALE CENTER INDUSTRIAL PARK WATER LINE PROJECT**

Economic Development Director Randall Heye provided an update on the Sunnyvale Center Industrial Park Water Line project and projected time line.

Member Cash asked if the system is going to be looped? Economic Development Director Randall Heye confirmed that the system will be looped.

Treasure Pillai questioned if the bidding process has started on the project yet? Economic Development Director Randall Heye confirmed the bidding process has started and will close on January 28, 2016.

Vice President Weeks asked if the, the 4A Development Board of Directors is committed to fund any change orders.

Economic Development Director Randall Heye informed the board that the 4A Development Board of Directors would not be responsible for any change orders, they would go to either the 4B Development Board or Town Council.

#### **4. 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 stated that closing on the property located at U.S. HWY 80 & Collins Road is scheduled for closing at the end of January 2016.

The 4B Development Board of Directors agrees that a memorandum should be put in place between the 4A and 4B Development Boards.

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

President Shatter recessed the 4A Economic Development Corporation into Executive Session at 6:30 p.m.

**END OF EXECUTIVE SESSION**

President Shatter reconvened into open session at 7:20 p.m.

Member Cash made a motion to approve \$40,000.00 infrastructure grant to Palmetto Capital Group, seconded by Treasurer Pillai. President Shatter called for a vote, and all with all members voting affirmative, the motion passed unanimously.

**ADJOURN**

President Shatter adjourned the meeting at 7:23 p.m.

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

\_\_\_\_\_  
President Terri Shatter

Attest:

\_\_\_\_\_  
Randall Heye  
Economic Development Director



## Town of Sunnyvale 4A Monthly Finance Report

### January 31, 2016 (Unaudited)

**Budget:**                      Net Revenues/Expenses:      Budget = \$9,344                      Actual = \$ (657,251.04)

**Highlights:**

Revenues:	MTD = \$ 22,487.23	YTD = \$ 95,926.62
Expenses:	MTD = \$704,116.05	YTD = \$753,177.66
Net:	MTD = (\$681,628.82)	YTD = (\$657,251.04)

Revenues: Sales tax recorded YTD is \$95,394.74 (actual – 2 months, accrual – 2 months). Interest earned YTD is \$ 531.88.

Expenses: The YTD expenses total \$753,177.66. The MTD expenses include routine payroll, CoStar payment, Rosenberg Paschall Johnson (legal services-Sunnyvale Industrial Park), McManus & Johnson (design services-Sunnyvale Industrial Park), ICMA membership dues, transfer to 4B for land purchase (13.92 acres at Hwy 80 & Collins Road), and misc office supplies.

**Fund Balance (Unaudited):**

09/30/15 Unassigned Fund Balance	\$1,089,056.18
09/30/15 Assigned Industrial Park	\$1,018,164.63
Fund Balance	\$2,107,220.81
01/31/16 Net Revenues/Expenses	\$( 657,251.04)
01/31/16 Unassigned Fund Balance	\$ 471,155.14
01/31/16 Assigned Industrial Park	\$ 978,814.63
Fund Balance	\$1,449,969.77

91 -4A SALES TAX CORPORATION

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
<b>ASSETS</b>			
=====			
91-1112 4A - COMPASS BANK ACCOUNT		1,422,495.40	
91-1441 SALES TAX ACCRUAL		50,000.00	
			1,472,495.40
TOTAL ASSETS			1,472,495.40
			=====
<b>LIABILITIES</b>			
=====			
91-2181 DUE TO GENERAL FUND		22,525.63	
TOTAL LIABILITIES			22,525.63
<b>EQUITY</b>			
=====			
91-3117 UNRESERVED FUND BALANCE		1,089,056.18	
91-4407 ASSIGNED INDUSTRIAL PARK		1,018,164.63	
TOTAL BEGINNING EQUITY			2,107,220.81
TOTAL REVENUE			95,926.62
TOTAL EXPENSES			753,177.66
TOTAL REVENUE OVER/(UNDER) EXPENSES			( 657,251.04)
TOTAL EQUITY & REV. OVER/(UNDER) EXP.			1,449,969.77
TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.			1,472,495.40
			=====

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

91 -4A 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	300,000.00	22,276.72	95,394.74	31.80	204,605.26
5500-OTHER REVENUES	309.00	210.51	531.88	172.13 (	222.88)
TOTAL REVENUES	300,309.00	22,487.23	95,926.62	31.94	204,382.38
EXPENDITURE SUMMARY					
91-4A SALES TAX CORPORATI	290,965.00	704,116.05	753,177.66	258.86 (	462,212.66)
TOTAL EXPENDITURES	290,965.00	704,116.05	753,177.66	258.86 (	462,212.66)
REVENUES OVER/(UNDER) EXPENDITURES	9,344.00 (	681,628.82) (	657,251.04)		666,595.04

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

91 -4A SALES TAX CORPORATION

33.33% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
5100-TAXES					
91-5140 SALES TAX RECEIPTS	300,000.00	22,276.72	95,394.74	31.80	204,605.26
TOTAL 5100-TAXES	300,000.00	22,276.72	95,394.74	31.80	204,605.26
5500-OTHER REVENUES					
91-5510 INTEREST EARNED	309.00	210.51	531.88	172.13 (	222.88)
TOTAL 5500-OTHER REVENUES	309.00	210.51	531.88	172.13 (	222.88)
TOTAL REVENUES	300,309.00	22,487.23	95,926.62	31.94	204,382.38
	=====	=====	=====	=====	=====

91 -4A SALES TAX CORPORATION  
91-4A SALES TAX CORPORATI

33.33% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>LABOR AND BENEFITS</b>					
91-691-6000 WAGES & SALARIES	50,402.00	4,012.09	16,651.11	33.04	33,750.89
91-691-6001 OVERTIME	0.00	0.00	128.87	0.00 (	128.87)
91-691-6002 TMRS	6,325.00	495.47	2,254.11	35.64	4,070.89
91-691-6003 BUY BACK	500.00	0.00	822.99	164.60 (	322.99)
91-691-6004 PAYROLL TAXES	3,856.00	286.57	1,260.14	32.68	2,595.86
91-691-6005 EMPLOYEE INSURANCE	5,223.00	391.11	1,535.09	29.39	3,687.91
TOTAL LABOR AND BENEFITS	66,306.00	5,185.24	22,652.31	34.16	43,653.69
<b>SUPPLIES AND MATERIALS</b>					
91-691-6113 ADMINSTRATIVE SERVICES	12,000.00	0.00	0.00	0.00	12,000.00
TOTAL SUPPLIES AND MATERIALS	12,000.00	0.00	0.00	0.00	12,000.00
<b>CONTRACTUAL SERVICES</b>					
<b>TRAINING/DUES/SUBSCRIPT</b>					
91-691-6512 GENERAL OFFICE SUPPLIES	500.00	53.53	93.51	18.70	406.49
TOTAL TRAINING/DUES/SUBSCRIPT	500.00	53.53	93.51	18.70	406.49
<b>CAPITAL OUTLAYS &amp; PROJEC</b>					
91-691-6718 SUNNVALE INDUSTRIAL PARK	0.00	14,175.00	39,350.00	0.00 (	39,350.00)
91-691-6751 LEGAL SERVICES	5,000.00	0.00	0.00	0.00	5,000.00
91-691-6752 BROCHURE/PUBLICATIONS	10,000.00	0.00	531.67	5.32	9,468.33
91-691-6753 WEBSITE MAINTENANCE	20,000.00	0.00	0.00	0.00	20,000.00
91-691-6755 BOND BRIDGE PAYMENTS	45,909.00	0.00	0.00	0.00	45,909.00
91-691-6820 DUES AND MEMBERSHIPS	7,500.00	833.03	2,283.12	30.44	5,216.88
91-691-6830 OUTSIDE TRAINING EXPENSE	5,000.00	0.00	485.85	9.72	4,514.15
91-691-6831 LOCAL BUSINESS BREAKFAST MEET	750.00	0.00	0.00	0.00	750.00
91-691-6890 OTHER MISCELLANEOUS EXPENSE	2,000.00	0.00	138.43	6.92	1,861.57
91-691-6912 TRAVEL/PROSPECTING	10,000.00	0.00	722.50	7.23	9,277.50
TOTAL CAPITAL OUTLAYS & PROJEC	106,159.00	15,008.03	43,511.57	40.99	62,647.43
<b>MARKETING &amp; INCENTIVES</b>					
91-691-9423 MARKETING	5,000.00	0.00	0.00	0.00	5,000.00
91-691-9424 INCENTIVES	100,000.00	0.00	0.00	0.00	100,000.00
91-691-9425 SUNNYVALE CHAMBER SUPPORT/MEMB	1,000.00	0.00	551.02	55.10	448.98
TOTAL MARKETING & INCENTIVES	106,000.00	0.00	551.02	0.52	105,448.98
<b>CAPITAL-PARK/REC IMPROVEM</b>					
91-691-9728 LAND ACQUISITION	0.00 (	2,500.00)	0.00	0.00	0.00
91-691-9729 TRANSFER OUT - LAND	0.00	686,369.25	686,369.25	0.00 (	686,369.25)
TOTAL CAPITAL-PARK/REC IMPROVEM	0.00	683,869.25	686,369.25	0.00 (	686,369.25)
TOTAL 91-4A SALES TAX CORPORATI	290,965.00	704,116.05	753,177.66	258.86 (	462,212.66)

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

91 -4A 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
TRAINING/DUES/SUBSCRIPT					
TOTAL EXPENDITURES	290,965.00	704,116.05	753,177.66	258.86 (	462,212.66)
REVENUES OVER/(UNDER) EXPENDITURES	9,344.00 (	681,628.82) (	657,251.04)		666,595.04



# Town of Sunnyvale

Item: 3

4A/4B Memorandum of Understanding

February 17, 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**

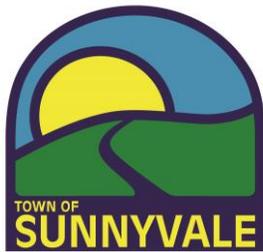
**Background:**

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

Sunnyvale Center Industrial Park

February 17, 2016

**Prepared By: Randall Heye; Director of Economic Development**

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

**Summary:**

**DISCUSS AND CONSIDER AN EXPENDITURE OF \$883,070.40 FOR THE SUNNYVALE CENTER INDUSTRIAL PARK WATER LINE PROJECT**

**Background:**

The Sunnyvale Center Industrial Park, located on Clay Road between Scyene Road and Aston Drive, experienced five to six major breaks to its water works system during 2014. The breaks and condition of the water works system are a significant disruption to the existing businesses, hinder potential business expansion, may lead to future business retention issues and are an impediment to new businesses locating to the Sunnyvale Center Industrial Park. All of which negatively impacts economic development within the industrial park and Town of Sunnyvale.

After coordination with the Sunnyvale Center Industrial Park Property Owners Association and its representatives, staff has identified a possible solution that would improve the water works system by assessing benefitted properties a portion of the estimated cost of improvements in accordance with Chapter 552 of the Texas Local Government Code. These public improvements may include constructing, extending, enlarging, or reconstructing the system.

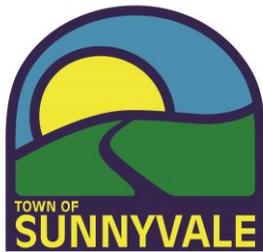
Town Council has previously approved a resolution declaring the need for improvements at the industrial park exist, stating the general nature of the improvements, and directing staff to obtain detailed plans, specifications, and cost estimates of the improvements for future consideration by Town Council.

**Fiscal Impact::**

The 4A Development Corporation previously assigned \$1,100,000 for the design and construction of the project with the expectation that half of the total project costs will be reimbursed to the Corporation via an assessment placed on the benefitted property owners by the Town.

**Staff Recommendation:**

Staff recommends the Board receive the presentation and approve an expenditure of \$883,070.40 for the construction of the Sunnyvale Center Industrial Park water line.



# Town of Sunnyvale

Item: 5

Economic Development Branding

February 17, 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**

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Family friendly  
 Different is good  
 Untapped/affluent consumer base

**SUNNYVALE & CHILL: KEY PROPOSITION**

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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

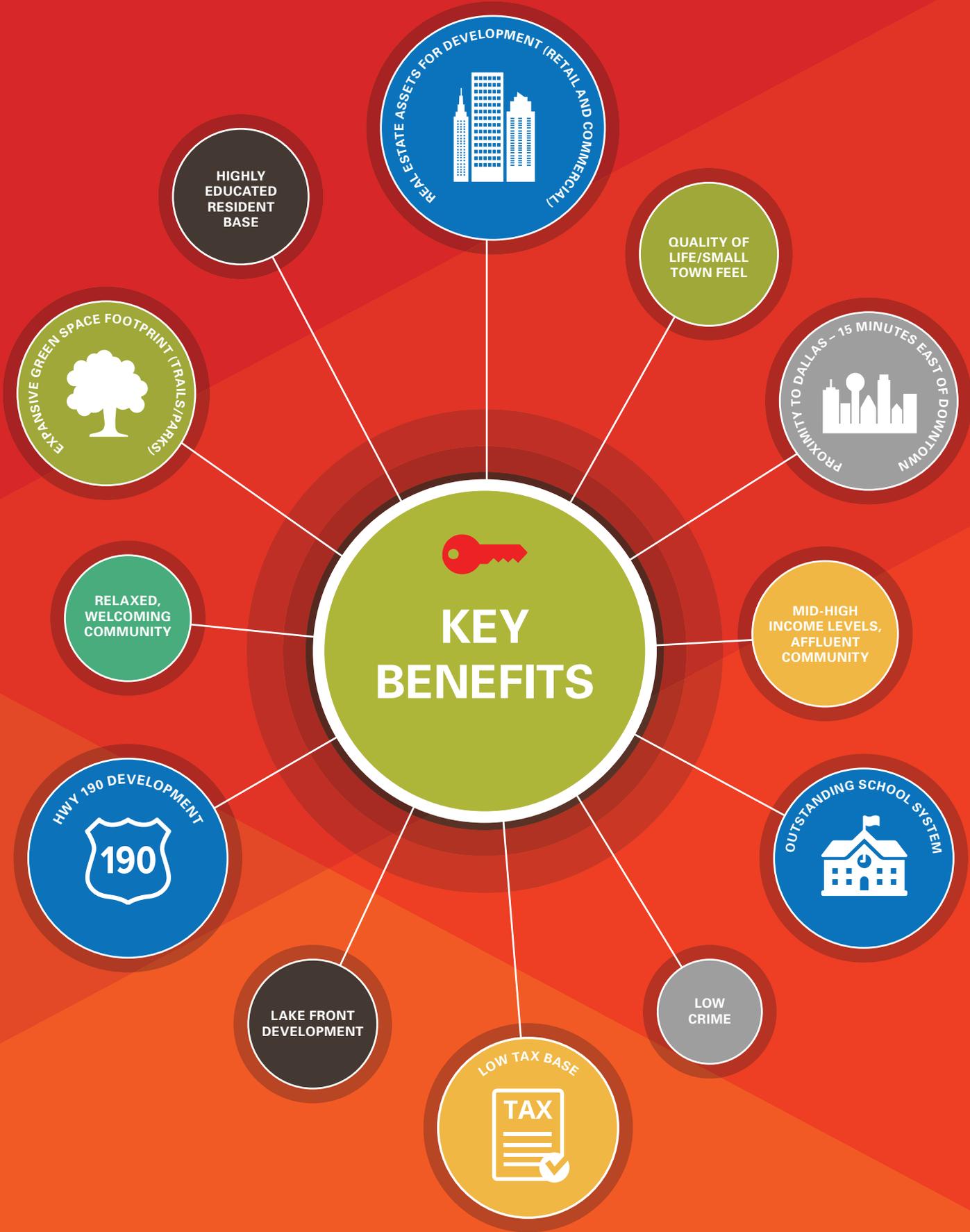
- **Small/Mid-Size Manufacturing**
- **Call Center**
- **Small/Mid-Size High Tech Firms**  
(businesses that would benefit from the Level 3 fiber-optics installed around the railway)

# 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**



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214-528-5990 | [www.eisenberginc.com](http://www.eisenberginc.com)