

AGENDA
SUNNYVALE 4A DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
WEDNESDAY, MARCH 9, 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.

DISCUSSION / ACTION ITEMS

- 1. DISCUSS AND CONSIDER THE JANUARY 2016 FINANCIAL REPORT**
- 2. DISCUSS AND CONSIDER A MARKETING AGREEMENT WITH MARKETING ALLIANCE FOR THE NEW DESIGN AND RESTRUCTURING OF THE ECONOMIC DEVELOPMENT CORPORATION WEBSITE IN THE AMOUNT OF \$9,500**
- 3. DISCUSS AND CONSIDER AN UPDATE REGARDING THE ECONOMIC DEVELOPMENT MARKETING AND BRANDING INITIATIVE BEING FACILITATED BY EISENBERG & ASSOCIATES**

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

4. 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 COMMUNITY SERVICES AT 972-226-7177 AT LEAST 48 HOURS PRIOR TO THE MEETING.

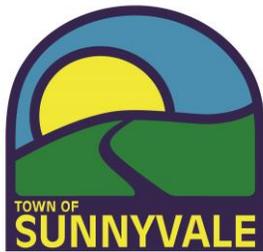
THE FOREGOING NOTICE WAS POSTED IN THE FOLLOWING LOCATIONS:

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

I HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON FRIDAY, MARCH 4, 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



Town of Sunnyvale

Item: 2

Economic Development Branding

March 9, 2015

Prepared By: Randall Heye; Director of Economic Development

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

Summary:

DISCUSS AND CONSIDER A MARKETING AGREEMENT WITH MARKETING ALLIANCE FOR THE NEW DESIGN AND RESTRUCTURING OF THE ECONOMIC DEVELOPMENT CORPORATION WEBSITE IN THE AMOUNT OF \$9,500

Background

One of the first resources many real estate professionals and site selectors turn to when researching a community is their website. In addition to the Town hosting its own website, the economic development corporations currently have an online presence at <http://townofsunnyvale.us/>. Staff has solicited ongoing feedback regarding the website from a number of different stakeholders groups. Although there is currently useful information and resources available, the website itself no longer conveys the correct messaging and is not as user friendly as it should be.

Recognizing these deficiencies, the 4A Development Corporation budgeted \$20,000 in its FY2016 budget for a new website. Instead of starting over, staff is only recommending that the website receive a major overhaul by Marketing Alliance.

Staff Recommendation

Staff recommends the Board approve the marketing agreement with Marketing Alliance for the new design and restructuring of the economic development corporation website.

Attachments

Marketing Agreement and Scope of Work



MARKETING ALLIANCE

A MARKETING RESOURCE COMPANY

MARKETING AGREEMENT

For: Randall Heye
Sunnyvale Economic Development Corporation
127 North Collins Road
Sunnyvale, Texas 75182

From: Lee Campbell
Marketing Alliance, Inc.
1818 Crane Ridge Drive, Suite 100
Jackson, Mississippi 39216

Date: 3/4/2016

DELIVERABLES: Marketing Alliance agrees to provide new design and restructuring services for the Sunnyvale Economic Development Corporation website. Existing expression engine platform will be utilized and updated to latest version.

SUNNYVALE EDC NEW WEBSITE DESIGN & RECONSTRUCTION INCLUDES:

MARKETING ALLIANCE AGREES TO PROVIDE NEW LAYOUT & DESIGN

- New layout and design of home page and secondary page templates.
- Includes a fully functional home page template with up to six-seven navigation sections, main page template for up to 25 pages, and a subpage template for up to 12 pages. Design will include 3 unique page templates (more page templates may be created for an additional fee).
- Responsive Design: Mobile-first approach is used to optimize all web components for efficient viewing on mobile devices.
- Existing static maps on website will be used as is for showing proximity.

MARKETING ALLIANCE AGREES INTO INCLUDE THE FOLLOWING FEATURES

- Page sidebar that may include up to 3 default widgets (recent news, recent events, and featured properties). Other custom widgets (including photo sliders, featured images, Facebook feeds, page-specific Documents section) may be added for an additional fee.
- Incorporation of a "Create a Report" tool that will allow users to create their own customized report that may be printed or output as a PDF for viewing, printing or emailing. This tool reformats the web page content into an 8.5"x11" page size that allows users to create marketing documents on the fly.
- Contact or feedback form for gathering emails and other data.
- Includes social media icons with links to client accounts (account links and access to be provided by client).
- Website development responsive design for smart phone and tablet devices.



MARKETING ALLIANCE

A MARKETING RESOURCE COMPANY

MARKETING ALLIANCE AGREES TO HANDLING OF CONTENT

- Updating to Expression Engine 2.8 content management system (CMS) to allow administration of content through an online administrative back-end console. The CMS provides the client the ability to add pages and posts as well as add, change or remove text, photographs, files, media and tables. Expression Engine (www.expressionengine.com) is used by major companies such as Apple, Disney, Ford, Cisco, Nike and many others. The content management system is web-based, very secure and easy to use.
- Marketing Alliance will reorganize all existing website copy currently found on "townofsunnyvale.us" according to the approved new flowchart and input up to 10 pages of new client provided copy content. *Client will be trained on how to update existing copy, input new copy and photos at this point to handle extra assets beyond 10 pages.*
- Content such as text, photography, and graphic images must be provided by client unless contracted separately. *(Upon request, Marketing Alliance can provide copy writing services at our current rate.)*
- Post archives, such as news or blogs, to be provided by the client in a spreadsheet (xml or csv) format, so it may be imported into the new system. If this is not possible, Marketing Alliance will import a maximum total of 25 posts for the current year. Any additional posts manually imported after that will be charged to the client on a per hour basis.

TRAINING & OPTIMIZATION FOR LAUNCH

- Two hours of client training for Expression Engine content management software.
- Includes Google Analytic tracking that provides usage statistics for numbers of pages being visited, duration of page views, location of website visitor, and collection of data to provide intelligence for improving the performance of the site.
- Two hours of Search Engine Optimization to ensure the website is visible on major search engines and all impediments to successful rankings are removed. This includes a brief overview during training, building of management controls for meta data and titles, registration of the site with Google Search Console, and optimization of xml site maps and server files.

SUNNYVALE EDC NEW WEBSITE DESIGN & RECONSTRUCTION: \$9,500



MARKETING ALLIANCE

A MARKETING RESOURCE COMPANY

IMPLEMENTATION SCHEDULE:

The website development process includes:

- **Creative brief process.** Marketing Alliance will discuss the needs and expectations of the website with Sunnyvale EDC to discover the client’s likes and dislikes, call to action, mandatory design elements.
- **Flow Chart development.** Marketing Alliance will develop a draft flow chart for review. Sunnyvale EDC will make changes as needed and a revised flow chart will be provided for approval. **Website construction does not begin until flowchart is approved.**
- **Home page design process.** Marketing Alliance will provide 2-3 home page design options to Sunnyvale EDC based on input from the creative brief process and dependent on photography and graphics provided by the client.
- **Secondary page design process.** Marketing Alliance will provide a secondary page design option to the client based on the approved home page design. One additional design option is included, if necessary.
- **Developmental site.** Once Marketing Alliance has an approved design for the site, the company will begin cutting up and coding the pages for viewing on a developmental website. The client will have access to the site at this point to view the progress and make recommendations for improvement.
- Once the website has been fully coded and is functional within the content management software, the client will have access to add or edit content.
- Once the website is functioning with approved content on all visible pages, Marketing Alliance will coordinate with the client for a launch date to take the site live. Normal website development process timeline is 10 to 12 weeks

	Week 1	2	3	4	5	6	7	8	9	10
Creative Brief	■									
Flow Chart	■	■								
Home Page Design		■	■							
Secondary Page Design				■						
Coding & Programming					■	■				
Add copy & graphics						■	■			
Testing & troubleshooting							■	■	■	■
Final Approval & Sign Off										■

The execution of the timeline provided above is dependent on the client’s ability to provide requested materials in a timely manner. Adjustment to the timeline may be necessary if the client requires additional time to receive design approvals from a board or committee that causes a delay. Marketing Alliance, Inc. will make every attempt to keep the website development process on schedule.



MARKETING ALLIANCE

A MARKETING RESOURCE COMPANY

INVOICING AND TERMS:

This agreement includes preliminary numbers for the specifications included. Unless otherwise noted, this agreement includes charges for all labor, material and services. It does not include shipping, tax, postage and stock photography. If stock photography is required Marketing Alliance will bill \$25 per image.

No additional annual fees, license fees or maintenance and support fees are required. Marketing Alliance charges \$130 an hour for all services and support that are outside the scope of this agreement.

Marketing Alliance, Inc. strives to pull together accurate estimates and does so in good faith. On occasion, some projects require more hours than anticipated, and in this situation, Marketing Alliance, Inc. reserves the right to invoice for the additional hours required to produce the project with additional billing not to exceed more than 10% above estimate.

Marketing Alliance invoices at the end of each month for time-to-date. Invoices are net 30.

AGREEMENT:

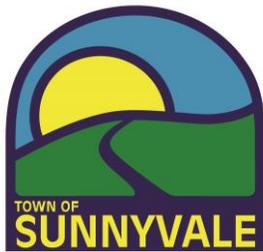
The undersigned authorizes Marketing Alliance to provide the services described above at the price indicated and agrees to the conditions described herein.

Prepared by:

Accepted by:

Lee Campbell
Account Executive
Marketing Alliance, Inc.

Randall Heye
Economic Development Director
Sunnyvale, Texas EDC



Town of Sunnyvale

Item: 3

Economic Development Branding

March 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