



AGENDA
SUNNYVALE 4B DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, MARCH 8, 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 THE JANUARY 2016 FINANCIAL REPORT AND RELATED FINANCIAL ITEMS**
- 2. 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
PROPERTY LOCATED AT OR ABOUT TRIPP RD & REBECCA RD

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

- 3. 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.

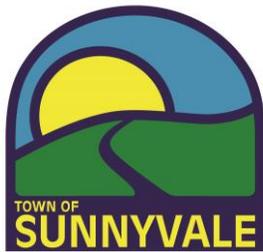
THE FOREGOING NOTICE WAS POSTED IN THE FOLLOWING LOCATIONS:

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

I HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON FRIDAY, 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 8, 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

4B Economic Development Corporation Financial Statement February 29, 2016





Town of Sunnyvale 4B Monthly Finance Report

February 29, 2016 (Unaudited)

Budget: Net Revenues/Expenses: Budget = (\$ 637,184) Actual = (\$ 606,053)

Highlights:

Revenues:	MTD = \$ 62,523.79	YTD = \$ 937,269.00
Expenses:	<u>MTD = \$ 36,152.75</u>	YTD = <u>\$1,543,322.20</u>
Net:	MTD = \$ 26,371.04	YTD =(\$ 606,053.20)

Revenues: Sales tax recorded YTD is \$253,291.38 (actual - 3 months, accrual – 2 months). Interest income recorded YTD is \$108.37. Transfers recorded YTD is \$ 683,869.25 (transfer in from 4A for land purchase @ US 80 and Collins Road).

Expenses: The YTD expenses total \$1,543,322.20 and include 50% of the EDC Director position, 33% of the EDC Assistant position, 1.5 Park Maintenance Technician positions, and the land purchase (13.92 acres at Hwy 80 & Collins Road). MTD expenses include routine payroll, Landscape Maintenance, Axios Group (security camera @ Town Center Park), Morgan Buildings (storage building @ Vineyard Park), MetroStudy for DFW custom market report, TEDC membership dues, and payment to The Retail Coach.

Fund Balance:

Working Capital:

09/30/15	Total Fund Balance	\$1,814,149.75 Unaudited
02/29/16	Net Revenues/Expenses	(\$ 606,053.20)
02/29/16	Total Fund Balance	\$1,208,096.55

92 -4B SALES TAX CORPORATION

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
ASSETS			
=====			
92-1113	4B COMPASS BANK	1,167,505.11	
92-1441	SALES TAX ACCRUAL	100,000.00	
92-1710	LAND	1,375,000.00	
			2,642,505.11
	TOTAL ASSETS		2,642,505.11
			=====
LIABILITIES			
=====			
92-2110	TRADE PAYABLES	2,681.00	
92-2181	DUE TO GENERAL FUND	56,727.56	
	TOTAL LIABILITIES		59,408.56
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	937,269.00	
	TOTAL EXPENSES	1,543,322.20	
	TOTAL REVENUE OVER/(UNDER) EXPENSES	(606,053.20)	
	TOTAL EQUITY & REV. OVER/(UNDER) EXP.		2,583,096.55
	TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.		2,642,505.11
			=====

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 29TH, 2016

92 -4B SALES TAX CORPORATION
 FINANCIAL SUMMARY

41.67% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUE SUMMARY					
5100-TAXES	600,000.00	62,501.88	253,291.38	42.22	346,708.62
5400-TRANSFERS IN	0.00	0.00	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES	300.00	21.91	108.37	36.12	191.63
TOTAL REVENUES	600,300.00	62,523.79	937,269.00	156.13 (336,969.00)
EXPENDITURE SUMMARY					
92-4B SALES TAX CORPORATI	1,237,484.00	36,152.75	1,543,322.20	124.71 (305,838.20)
TOTAL EXPENDITURES	1,237,484.00	36,152.75	1,543,322.20	124.71 (305,838.20)
REVENUES OVER/(UNDER) EXPENDITURES	(637,184.00)	26,371.04	(606,053.20)	(31,130.80)

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 29TH, 2016

92 -4B SALES TAX CORPORATION

41.67% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<hr/>					
5100-TAXES					
92-5140 SALES TAX RECEIPTS	600,000.00	62,501.88	253,291.38	42.22	346,708.62
TOTAL 5100-TAXES	600,000.00	62,501.88	253,291.38	42.22	346,708.62
5400-TRANSFERS IN					
92-5402 TRANSFER IN	0.00	0.00	683,869.25	0.00 (683,869.25)
TOTAL 5400-TRANSFERS IN	0.00	0.00	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES					
92-5510 INTEREST EARNED	300.00	21.91	108.37	36.12	191.63
TOTAL 5500-OTHER REVENUES	300.00	21.91	108.37	36.12	191.63
<hr/>					
TOTAL REVENUES	600,300.00	62,523.79	937,269.00	156.13 (336,969.00)
	=====	=====	=====	=====	=====

TOWN OF SUNNYVALE
 REVENUE & EXPENSE REPORT (UNAUDITED)
 AS OF: FEBRUARY 29TH, 2016

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

41.67% 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	7,698.29	40,060.14	40.69	58,397.86
92-692-6001 OVERTIME	500.00	0.00	279.05	55.81	220.95
92-692-6002 TMRS	12,356.00	950.74	5,388.15	43.61	6,967.85
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	547.09	3,019.57	40.09	4,512.43
92-692-6005 EMPLOYEE INSURANCE	14,538.00	1,259.41	6,105.28	42.00	8,432.72
TOTAL LABOR AND BENEFITS	133,984.00	10,455.53	56,854.24	42.43	77,129.76
SUPPLIES AND MATERIALS					
CONTRACTUAL SERVICES					
92-692-6370 LANDSCAPE MAINTENANCE CONTRACT	28,000.00	2,700.00	10,800.00	38.57	17,200.00
92-692-6371 PROFESSIONAL SERVICES	80,000.00	10,184.14	25,485.15	31.86	54,514.85
TOTAL CONTRACTUAL SERVICES	108,000.00	12,884.14	36,285.15	33.60	71,714.85
TRAINING/DUES/SUBSCRIPT					
92-692-6512 GENERAL OFFICE SUPPLIES	500.00	24.38	164.84	32.97	335.16
TOTAL TRAINING/DUES/SUBSCRIPT	500.00	24.38	164.84	32.97	335.16
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	125.00	1,755.71	35.11	3,244.29
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	1,584.95	3,674.04	36.74	6,325.96
TOTAL CAPITAL OUTLAYS & PROJEC	105,000.00	1,709.95	5,429.75	5.17	99,570.25
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	8,885.00	9,403.16	0.00 (9,403.16)
92-692-9213 PARKS AND TRAILS	160,000.00	2,193.75	62,265.56	38.92	97,734.44
TOTAL CAPITAL-TOWN IMPROVEMENT	275,000.00	11,078.75	71,668.72	26.06	203,331.28
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 LAND ACQUISITION	600,000.00	0.00	1,372,919.50	228.82 (772,919.50)
TOTAL CAPITAL-PARK/REC IMPROVEM	600,000.00	0.00	1,372,919.50	228.82 (772,919.50)
TOTAL 92-4B SALES TAX CORPORATI					
	1,237,484.00	36,152.75	1,543,322.20	124.71 (305,838.20)
TOTAL EXPENDITURES					
	1,237,484.00	36,152.75	1,543,322.20	124.71 (305,838.20)

TOWN OF SUNNYVALE
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: FEBRUARY 29TH, 2016

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

41.67% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES

CURRENT
BUDGET

CURRENT
PERIOD

YEAR TO DATE
ACTUAL

% OF
BUDGET

BUDGET
BALANCE

REVENUES OVER/(UNDER) EXPENDITURES

(637,184.00)

26,371.04 (

606,053.20)

(31,130.80)



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

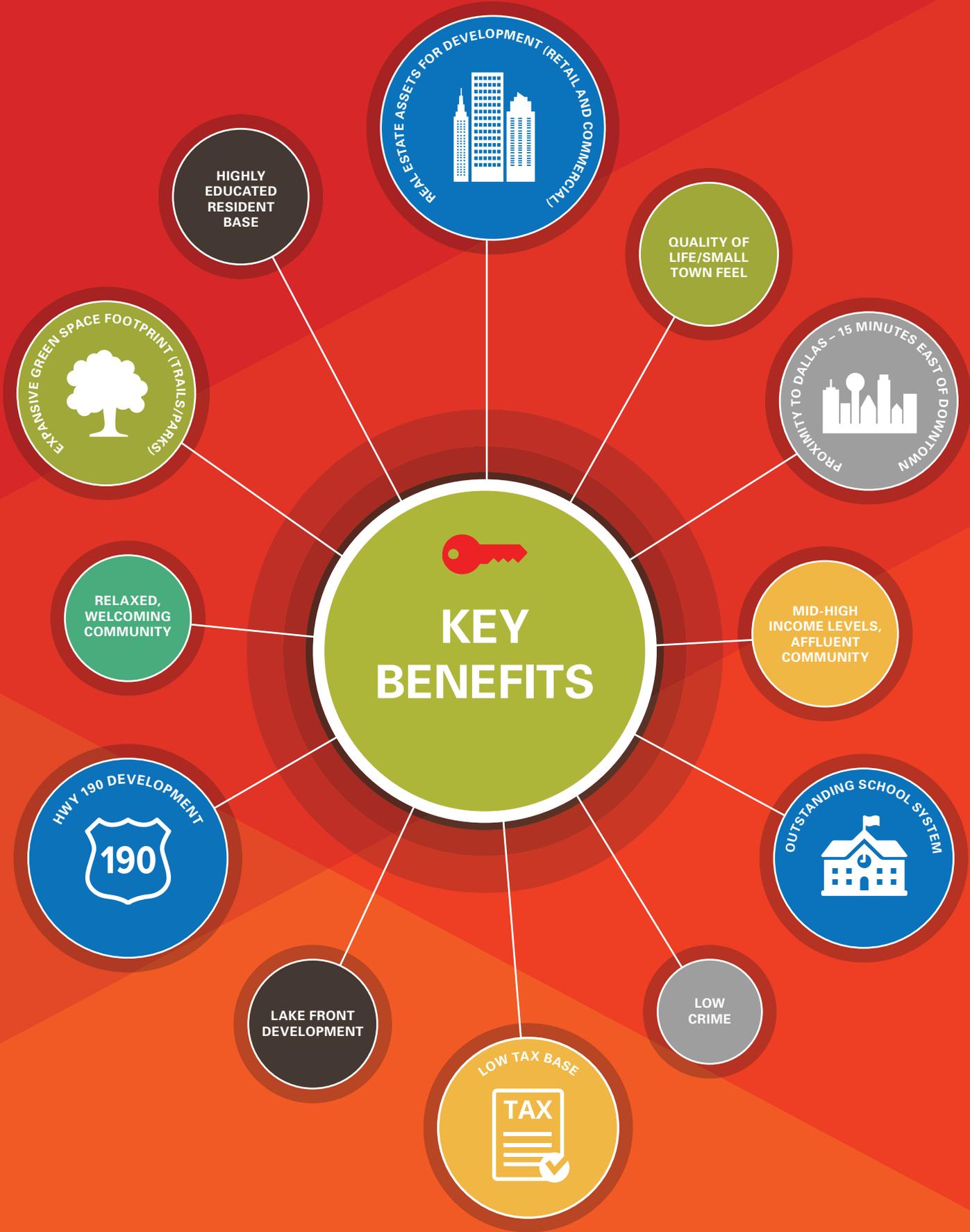
- **Small/Mid-Size Manufacturing**
- **Call Center**
- **Small/Mid-Size High Tech Firms**
(businesses that would benefit from the Level 3 fiber-optics installed around the railway)

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