



AGENDA
SUNNYVALE 4B DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
TUESDAY, APRIL 12, 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 FEBRUARY 2016 FINANCIAL REPORT, THE MARCH 2016 FINANCIAL REPORT, AND RELATED FINANCIAL ITEMS**
- 2. DISCUSS AND CONSIDER A FISCAL YEAR 2016 MID-YEAR BUDGET AMENDMENT**
- 3. DISCUSS AND CONSIDER AN UPDATE REGARDING THE ECONOMIC DEVELOPMENT MARKETING AND BRANDING INITIATIVE BEING FACILITATED BY EISENBERG & ASSOCIATES**
- 4. DISCUSS AND CONSIDER A PROPOSAL FOR PROFESSIONAL PHOTOGRAPHY SERVICES**
- 5. DISCUSS AND CONSIDER BATTING CAGES AT JOBSON PARK**

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

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 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, APRIL 7, 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

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
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
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)

4B Economic Development Corporation Financial Statement March 31, 2016





Town of Sunnyvale 4B Monthly Finance Report

March 31, 2016 (Audited)

Budget: Net Revenues/Expenses: Budget = (\$ 637,184) Actual = (\$ 567,414)

Highlights:

Revenues:	MTD = \$ 53,378.84	YTD = \$ 990,647.84
Expenses:	<u>MTD = \$ 14,739.31</u>	YTD = <u>\$1,558,061.51</u>
Net:	MTD = \$ 38,639.53	YTD = (\$ 567,413.67)

Revenues: Sales tax recorded YTD is \$306,649.72 (actual - 4 months, accrual – 2 months). Interest income recorded YTD is \$128.87. Transfers recorded YTD is \$ 683,869.25 (transfer in from 4A for land purchase @ US 80 and Collins Road).

Expenses: The YTD expenses total \$1,558,061.51 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, Leath Hydromulch (Vineyard & Jobson park field maintenance), Sunnyvale Chamber of Commerce (quarterly luncheon), and misc office supplies.

Fund Balance:

Working Capital:

09/30/15	Total Fund Balance	\$1,814,149.75 Audited
03/31/16	Net Revenues/Expenses	(\$ 567,413.67)
03/31/16	Total Fund Balance	\$1,246,736.08

92 -4B SALES TAX CORPORATION

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
ASSETS			
=====			
92-1113	4B COMPASS BANK	1,217,623.73	
92-1441	SALES TAX ACCRUAL	100,000.00	
92-1710	LAND	1,375,000.00	
			2,692,623.73
	TOTAL ASSETS		2,692,623.73
			=====
LIABILITIES			
=====			
92-2110	TRADE PAYABLES	2,681.00	
92-2181	DUE TO GENERAL FUND	68,206.65	
	TOTAL LIABILITIES		70,887.65
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	990,647.84	
	TOTAL EXPENSES	1,558,061.51	
	TOTAL REVENUE OVER/(UNDER) EXPENSES	(567,413.67)	
	TOTAL EQUITY & REV. OVER/(UNDER) EXP.		2,621,736.08
	TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.		2,692,623.73
			=====

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

92 -4B SALES TAX CORPORATION
 FINANCIAL SUMMARY

50.00% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUE SUMMARY					
5100-TAXES	600,000.00	53,358.34	306,649.72	51.11	293,350.28
5400-TRANSFERS IN	0.00	0.00	683,869.25	0.00 (683,869.25)
5500-OTHER REVENUES	300.00	20.50	128.87	42.96	171.13
TOTAL REVENUES	600,300.00	53,378.84	990,647.84	165.03 (390,347.84)
EXPENDITURE SUMMARY					
92-4B SALES TAX CORPORATI	1,237,484.00	14,739.31	1,558,061.51	125.91 (320,577.51)
TOTAL EXPENDITURES	1,237,484.00	14,739.31	1,558,061.51	125.91 (320,577.51)
REVENUES OVER/(UNDER) EXPENDITURES	(637,184.00)	38,639.53 (567,413.67)	(69,770.33)

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

92 -4B SALES TAX CORPORATION

50.00% 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	53,358.34	306,649.72	51.11	293,350.28
TOTAL 5100-TAXES	600,000.00	53,358.34	306,649.72	51.11	293,350.28
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	20.50	128.87	42.96	171.13
TOTAL 5500-OTHER REVENUES	300.00	20.50	128.87	42.96	171.13
TOTAL REVENUES	600,300.00	53,378.84	990,647.84	165.03 (390,347.84)

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

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

50.00% 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	8,369.78	48,429.92	49.19	50,028.08
92-692-6001 OVERTIME	500.00	335.00	614.05	122.81 (114.05)
92-692-6002 TMRS	12,356.00	1,075.05	6,463.20	52.31	5,892.80
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	613.59	3,633.16	48.24	3,898.84
92-692-6005 EMPLOYEE INSURANCE	14,538.00	1,085.67	7,190.95	49.46	7,347.05
TOTAL LABOR AND BENEFITS	133,984.00	11,479.09	68,333.33	51.00	65,650.67
SUPPLIES AND MATERIALS					
CONTRACTUAL SERVICES					
92-692-6370 LANDSCAPE MAINTENANCE CONTRACT	28,000.00	2,700.00	13,500.00	48.21	14,500.00
92-692-6371 PROFESSIONAL SERVICES	80,000.00	0.00	25,485.15	31.86	54,514.85
TOTAL CONTRACTUAL SERVICES	108,000.00	2,700.00	38,985.15	36.10	69,014.85
TRAINING/DUES/SUBSCRIPT					
92-692-6512 GENERAL OFFICE SUPPLIES	500.00	54.96	219.80	43.96	280.20
TOTAL TRAINING/DUES/SUBSCRIPT	500.00	54.96	219.80	43.96	280.20
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	1,755.71	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	235.26	3,909.30	39.09	6,090.70
TOTAL CAPITAL OUTLAYS & PROJEC	105,000.00	235.26	5,665.01	5.40	99,334.99
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	9,403.16	0.00 (9,403.16)
92-692-9213 PARKS AND TRAILS	160,000.00	270.00	62,535.56	39.08	97,464.44
TOTAL CAPITAL-TOWN IMPROVEMENT	275,000.00	270.00	71,938.72	26.16	203,061.28
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	14,739.31	1,558,061.51	125.91 (320,577.51)
TOTAL EXPENDITURES	1,237,484.00	14,739.31	1,558,061.51	125.91 (320,577.51)

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

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

50.00% OF FISCAL YEAR

DEPARTMENTAL EXPENDITURES

CURRENT
BUDGET

CURRENT
PERIOD

YEAR TO DATE
ACTUAL

% OF
BUDGET

BUDGET
BALANCE

REVENUES OVER/(UNDER) EXPENDITURES

(637,184.00)

38,639.53 (

567,413.67)

(69,770.33)

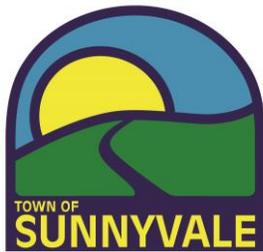
4B Economic Development Corporation 2015-16 Mid-Year Budget Review March 31, 2016



4B EDC Fund Summary	Approved Budget 2015-2016	Actual YTD 03/31/2016	% Of Budget	Recommended Adjustment Mid Year	Amended Budget 2015-2016	% Of Change
Beginning Fund Balance (Working Capital Only)	1,814,150	1,814,150			1,814,150	
Revenue Summary						
Sales Tax	600,000	306,650	51%	0	600,000	0%
Transfers In	0	683,869	0%	687,500	687,500	0%
Interest	300	129	43%	(50)	250	-17%
Total Revenues	600,300	990,648	165%	687,450	1,287,750	115%
Expenditure Summary						
Labor and Benefits	133,984	68,333	51%	8,035	142,019	6%
Contractual Services	108,000	38,985	36%	7,800	115,800	7%
Training/Dues/Subscriptions	500	220	44%	0	500	0%
Capital Outlays and Projects	105,000	5,665	5%	2,500	107,500	2%
Capital-Town Improvements	275,000	71,939	26%	9,685	284,685	4%
Capital Improvements	15,000	0	0%	0	15,000	0%
Capital-Park/Rec Improvements	600,000	1,372,920	229%	775,000	1,375,000	129%
Total Expenditures	1,237,484	1,558,062	126%	803,020	2,040,504	65%
Excess or (Deficit) Revenue/Expenditures	(637,184)	(567,414)	89%	(115,570)	(752,754)	18%
Total Fund Balance	1,176,966	1,246,736		(115,570)	1,061,395	-10%

92	4B Economic Development Corp.	Approved Budget 2015-2016	Mid Year Budget Notes	Actual YTD 03/31/2016	% Of Budget	Recommended Adj. Mid Year	Amended Budget 2015-2016	% Of Change
	Beginning Fund Balance	1,814,150	(Working Capital Only)	1,814,150			1,814,150	
5100-Taxes								
5140	Sales Tax Receipts	600,000	CY Annualized	306,650	51%		600,000	0%
5400	Transfers In	0	13.92 acreage purchase (transfer from 4A)	683,869	0%	687,500	687,500	0%
	Revenue Category Total	600,000		990,519		687,500	1,287,500	115%
5500-Other Revenues								
5510	Interest Earned	300	Adjusted based on current year annualized	129	43%	(50)	250	-17%
	Revenue Category Total	300		129		(50)	250	-17%
	Total Revenue	600,300		990,648	165%	687,450	1,287,750	115%
	Labor and Benefits							
692-6000	Wages & Salaries	98,458	EDC 50%, Assistant 33%, 1.5 Park Maintenance Techs	48,430	49%	1,452	99,910	1%
692-6001	Overtime	500	Overtime (tornado damage, American Idol parade)	614	123%	700	1,200	140%
692-6002	TMRS	12,356	12.55% Weighted Average	6,463	52%	1,113	13,469	9%
692-6003	Buy Back	600	Trending higher than historical average	2,002	334%	4,493	5,093	749%
692-6004	Payroll Taxes - FICA	7,532	7.65%	3,633	48%	183	7,715	2%
692-6005	Employee Insurance	14,538	EDC 50%, Assistant 33%, 1.5 Park Maintenance Techs	7,191	49%	94	14,632	1%
	Category Total	133,984		68,333	51%	8,035	142,019	6%
	Contractual Services							
692-6370	Landscape Maintenance - Contract	28,000	Increase to include the 4 corners @ Highway 80	13,500	48%	7,800	35,800	28%
692-6371	Professional Services	80,000	Retail Coach, Eisenberg & Associates (town branding & marketing)	25,485	32%		80,000	0%
	Category Total	108,000		38,985	36%	7,800	115,800	7%
	Training/Dues/Subscriptions							
692-6512	General Office Supplies	500	Bid Notices in paper, misc office supplies	220	44%		500	0%
	Category Total	500		220	44%	0	500	0%
	Capital Outlays & Projects							
692-6751	Legal Services	10,000		0	0%		10,000	0%
692-6830	Outside Training Expense	5,000		1,756	35%		5,000	0%
692-6891	Indirect & Operating Expenses	80,000	Transfer out to General Fund (administrative, audit, park maint)	0	0%		80,000	0%
692-6912	Business Development & Marketing	10,000	Sunnyfest Contribution/ Travel/Prospecting	3,909	39%	2,500	12,500	25%
	Category Total	105,000		5,665	5%	2,500	107,500	2%
	Capital - Town Improvements							
692-9210	Retail Incentives	100,000	No foreseeable expenses in the next 6 months	0	0%		100,000	0%
692-9211	Town Beautification	15,000	No foreseeable expenses in the next 6 months	0	0%		15,000	0%
692-9212	Surveillance Equipment	0	Axios Group - TC Park security camera (lapsed appropriation 14-15)	9,403	0%	9,685	9,685	0%
692-9213	Parks & Trails	160,000		62,536	39%		160,000	0%
	Category Total	275,000		71,939	26%	9,685	284,685	4%
	Capital Improvements							
692-9611	Capital Maintenance Equipment	15,000		0	0%		15,000	0%
	Category Total	15,000		0	0%	0	15,000	0%
	Capital - Park/Rec Improvements							
692-9728	Land Acquisition	600,000	Increase for 13.92 acreage purchase (Hwy 80 @ Collins Road)	1,372,920	229%	775,000	1,375,000	129%
	Category Total	600,000		1,372,920	229%	775,000	1,375,000	129%
	Fund Total Expenditures	1,237,484		1,558,062	126%	803,020	2,040,504	65%
	Net Revenues/Expenditures	(637,184)		(567,414)	89%	(115,570)	(752,754)	18%
	Ending Fund Balance	1,176,966		1,246,736		(115,570)	1,061,395	-10%

2015-16 Mid Year Budget Adjustments			
Interest Earned	50	4B Portion of Land Purchase (1/2 of \$1,375,000)	687,500
Labor and Benefits	8,035	Amount originally budgeted for Park Acquisition	600,000
Landscape Maint	7,800		
Business Dev/Marketing	2,500	Difference	87,500
Surveillance Equip (Town Center Park)	9,685		
Total	28,070		
Net Budget Adjustment	115,570		
Difference	87,500		



Town of Sunnyvale

Item: 3

Economic Development Branding

April 12, 2016

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.

Staff Recommendation

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



Town of Sunnyvale

Item: 4

Professional Photography Services

April 12, 2016

Prepared By: Randall Heye; Director of Economic Development

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

Summary:

DISCUSS AND CONSIDER A PROPOSAL FOR PROFESSIONAL PHOTOGRAPHY SERVICES

Background

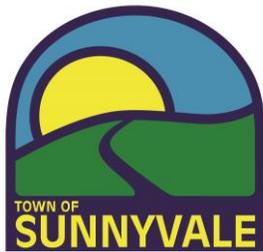
As a part of the ongoing economic development marketing and branding initiative, the next significant work effort will include an overhaul of the existing economic development website and creation of new collateral. Recently the 4A Development Corporation approved and staff has already begun to work with Marketing Alliance for the updates to the website.

In order to support this effort and prepare for future efforts, staff is now recommending the 4B Development Corporation authorizes staff to engage with a firm for professional photography services. Staff envisions utilizing the high-definition still photography to support the two EDCs marketing initiatives and to also create a library of still images for future use.

The existing photographs the Town owns are dated and limited in scope. New photographs will be targeted for economic development purposes and will help ensure the correct message is delivered to targeted audiences. Additional details will be provided at the meeting.

Staff Recommendation

Staff recommends the Board authorize staff to engage with a firm for professional photography services.



Town of Sunnyvale

Item: 5

Batting Cages at Jobson Park

April 12, 2016

Prepared By: Randall Heye, Director of Economic Development

Consent Public Hearing Discussion Action

Summary:

DISCUSS AND CONSIDER BATTING CAGES AT JOBSON PARK

Background:

Last summer Cody Derr and Jason Harris requested the Board consider a new project for Jobson Park. The project consists of two batting cages that are approximately 2,000 SF each or 2/3 the size of the existing batting cages at Sunnyvale High School.

Mr. Derr and Mr. Harris provided the following information for the Board's consideration:

"Having one cage would afford our local youth baseball teams the opportunity to have dedicated batting and pitching practices even if the field itself was too muddy. Plus it would provide a safer place to do batting/pitching practice should the rest of the team be out on the field doing normal defensive practice. If we could possibly do both cages then that would mean we could easily have two teams practicing at once on any given night and thus relieve some of the stress of finding practice fields for all of our teams."

Fiscal Impact

"I have been checking costs of materials, frame, netting, concrete, turf and I think we could do one cage for somewhere around \$10,000. We could possibly even save some money on this if the dad's from our teams got together to put it in, several of them are contractors and might be willing to donate the labor and concrete costs as a gift to the town."

Staff Recommendation

Staff recommends the Board receive an updated presentation and provide staff with direction.