

Town of Sunnyvale

To: Town Council and 4A Board of Directors
From: Scott Campbell, Town Manager
CC:
Date: August 26, 2011
Re: Agenda for Joint Workshop on Tuesday, August 30



Please see the attached agenda for a joint workshop of the 4A Board and Town Council on Tuesday, August 30 at 7:00 p.m. Also attached please find information provided by Pam Mundo to facilitate discussion regarding current 4A projects and initiatives.



**AGENDA
TOWN OF SUNNYVALE
SUNNYVALE TOWN COUNCIL
SUNNYVALE 4A DEVELOPMENT CORPORATION
SPECIALLY CALLED JOINT MEETING
AUGUST 30, 2011
7:00 P.M.**

THE TOWN COUNCIL AND 4A DEVELOPMENT CORPORATION OF THE TOWN OF SUNNYVALE, TEXAS WILL CONDUCT A SPECIALLY CALLED JOINT MEETING ON AUGUST 30, 2011 AT 7:00 P.M. IN THE COUNCIL CHAMBERS OF THE SUNNYVALE TOWN HALL LOCATED AT 127 N. COLLINS ROAD, SUNNYVALE, TEXAS UNDER V.T.C.A., GOVERNMENT CODE SECTION 551.041. ITEMS TO BE DISCUSSED:

- **CALL MEETING TO ORDER**

- **UPDATE AND DISCUSSION ON CURRENT 4A PROJECTS AND INITIATIVES**
- **4A/TOWN COUNCIL GOALS AND INITIATIVES FOR FISCAL YEAR 2012**
- **4A/TOWN COUNCIL GOALS AND INITIATIVES FOR NEXT 5 YEARS**

- **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. ALL ITEMS ON THE AGENDA ARE FOR POSSIBLE DISCUSSION AND ACTION. PLEASE TURN OFF ALL TELEPHONES AND HANDHELD COMMUNICATION DEVICES WHILE IN ATTENDANCE AT THIS MEETING.

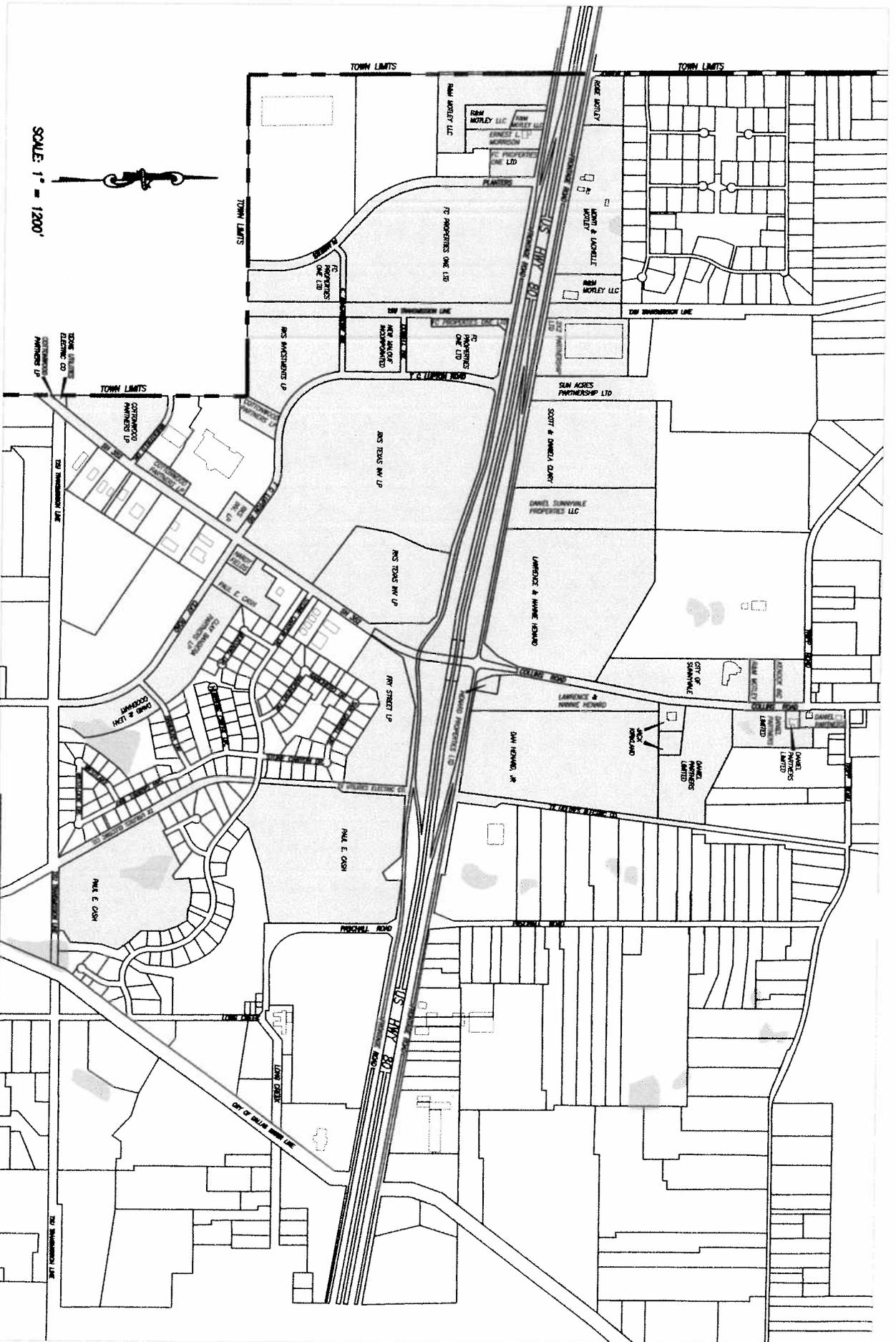
THE SUNNYVALE TOWN COUNCIL RESERVES THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION AT ANY TIME DURING THE COURSE OF THIS MEETING TO DISCUSS ANY OF THE MATTERS LISTED ABOVE, AS AUTHORIZED BY TEXAS GOVERNMENT CODE SECTION 551.071 (CONSULTATION WITH ATTORNEY), 551.072 (DELIBERATION ABOUT REAL PROPERTY), 551.073 (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.

I HEREBY CERTIFY THAT THE FOREGOING NOTICE WAS POSTED ON THIS THE 26TH DAY OF AUGUST 2011 IN THE FOLLOWING LOCATIONS

**TOWN HALL AT 127 N. COLLINS ROAD SUNNYVALE ISD 417 E. TRIPP ROAD
SUNNYVALE LIBRARY AT 402 TOWER PLACE**

KATHRYN DEWEY, TOWN SECRETARY



SCALE: 1" = 1200'



LEGEND

- TOWN LIMITS
- PROPERTY LINES
- EXISTING BUILDING OUTLINE
- TIRZ#1 AREA



TOWN OF SUNNYVALE
SUNNYVALE TIRZ#1
PROJECT LIMITS

Drawn By: GWM

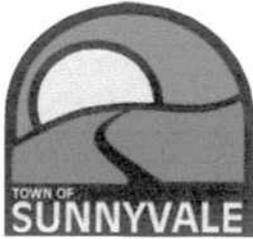
July 2011

MUNDO ASSOCIATES, INC

Economic Development, Planning, and Civil Engineering
 mundodassociates.com

Sunnyvale 4A Budget Considerations	CURRENT MONTH (JUNE)	6/30/2011 YTD	ORIGINAL Budget 2010-2011	AMENDED II Budget 2010-2011	ACTUAL 2009-2010*	Budget 2011-12	
Balance Forward	\$2,043,447	\$1,897,790	\$1,897,790	\$1,897,790	\$2,254,989	\$1,005,590	
Revenues							David Carlile: Estimate from City
Sales Tax Receipts	\$24,786	\$285,751	\$312,500	\$360,000	\$332,703	\$360,000	
Interest Revenue	\$289	\$3,302	\$5,000	\$5,000	\$5,299	\$5,000	David Carlile: Estimate from City
Bond Proceeds	\$0	\$0	\$0	\$0	\$0	\$0	
Total Revenue	\$25,075	\$289,053	\$317,500	\$365,000	\$338,003	\$365,000	
Expenditures							
Administrative Services	\$0	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	
General & Administrative							
General Office Supplies	\$0	\$0	\$400	\$400	\$131	\$500	
Engineering Services	\$0	\$0	\$10,000	\$10,000	\$0	\$10,000	David Carlile: Review Capital Projects
Professional Services	\$0	\$0	\$40,000	\$40,000	\$0	\$40,000	
ED Consultant	\$6,200	\$46,039	\$72,000	\$72,000	\$67,915	\$72,000	
Computer Support	\$0	\$0	\$0	\$0	\$0	\$1,000	David Carlile: Hotel Feasibility Study
Legal Services	\$0	\$11,009	\$8,000	\$8,000	\$5,519	\$15,000	
Audit Services	\$0	\$0	\$0	\$0	\$0	\$0	
Outside Training Expense	\$399	\$275	\$1,500	\$1,500	\$1,342	\$2,500	
Other Misc Expense	\$0	\$280	\$0	\$0	\$100	\$0	
Employee Bond	\$0	\$0	\$0	\$0	\$0	\$0	
Travel & Prospecting	\$0	\$1,675	\$1,000	\$1,000	\$0	\$2,500	
Total General & Administrative	\$6,599	\$59,278	\$132,900	\$132,900	\$75,007	\$143,500	David Carlile: Aerial View for brochures
Marketing							
Brochures/Publications	\$0	\$0	\$20,000	\$20,000	\$6,958	\$20,000	
Web Site Maintenance	\$660	\$745	\$2,500	\$2,500	\$434	\$15,000	David Carlile: Interactive Web Site
Advertising/Billboard	\$280	\$1,030	\$0	\$0	\$7,776	\$9,000	
Film Friendly Project	\$1,182	\$1,182	\$2,500	\$2,500	\$0	\$0	
Breakfasts/Meetings	\$0	\$2,008	\$3,000	\$3,000	\$750	\$3,000	
Sunnyvale Chamber	\$0	\$1,300	\$0	\$1,300	\$0	\$1,300	
CoStar Information						\$5,220	
SKEDS - Shopping Sunnyvale						\$1,200	
Total Marketing	\$2,122	\$6,265	\$28,000	\$29,300	\$15,917	\$54,720	
Operating Expenditures	\$8,721	\$77,543	\$172,900	\$174,200	\$102,925	\$210,220	
Capital Budget Expenditures							
Bridge Bond Payments	\$0	\$36,500	\$36,500	\$36,500	\$33,275	\$40,734	
Street Lights	\$0	\$0	\$0	\$80,000	\$0	\$0	
Planters	\$0	\$0	\$0	\$100,000	\$0	\$0	
Sewer Lines A,B, & C	\$0	\$12,504	\$0	\$616,500	\$81,087	\$0	
TIRZ Contribution							David Carlile: Need Estimate
CIP Engineering/CIP P&I			\$240,000				
Total Capital Expenditures	\$0	\$49,004	\$276,500	\$833,000	\$114,362	\$40,734	
Incentives Granted	\$0	\$0	\$250,000	\$250,000	\$475,000	\$0	David Carlile: Need Estimate
Operating and Capital Expenditures	\$8,721	\$126,547	\$699,400	\$1,257,200	\$692,287	\$250,954	
Revenues minus Expenditures	\$16,354	\$162,506	-\$381,900	-\$892,200	-\$354,284	\$114,046	
Fund Balance Adjustment	-\$495	-\$495			-\$2,915		
Ending Fund Balance	\$2,059,801	\$2,059,801	\$1,515,890	\$1,005,590	\$1,897,790	\$1,119,636	

* Unaudited



Strategic Plan-4A Development Corporation Actions for FY 2011-2012

Mission Statement: Attract and retain quality businesses and development while maintaining the harmony of the natural landscape, scenic vistas, and the Texas terrain.

Marketing Tag Line:

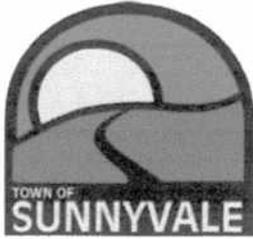
A future bright with possibilities...Sunnyvale!

Goal 1. Conduct Internal Marketing to Build Consensus

- ✓ Hold an annual breakfast meetings with local business leaders to update business on economic development trends and issues.
- ✓ Establish a Twitter account for the Sunnyvale 4A to provide information to local interests regarding economic development.
- ✓ Provide a second focus group discussion on economic development topics
- ✓ Meet quarterly with the Town Council to update the Council members on economic development actions

Goal 2. Manage the Economic Development Program

- ✓ Hold regular 4A Corporation Meetings.
- ✓ Continue to utilize an attorney and certified economic development consultant to provide professional guidance for the program and projects.



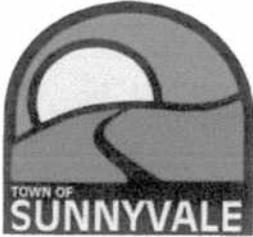
Sunnyvale 4A Development Corporation

Strategic Plan Continued

- ✓ Work cooperatively with 4B Corporation, Town Staff and Town Council promoting Town development.
- ✓ Update as necessary the incentive policy

Goal 3. Market the External Investment and Development Interests

- ✓ Market and promote the Sunnyvale Film Friendly Designation through the web site, public relations announcements and contact of filming and video companies.
- ✓ Update the 4A Development Corporation web site to be the first portal of information about Sunnyvale development opportunities and statistics including interactive features and high levels of graphic presentations drawing the attention of development prospects utilizing the site.
- ✓ Complete the TIRZ project and financing plan and recommend to Town Council the TIRZ #1 project.
- ✓ Consider a Hotel Feasibility Study to determine readiness to attract hotel(s) to the Town.
- ✓ Encourage and market development of retail sites along:
 - U.S. Hwy 80 at Collins Road
 - U.S. State Highway 80 at East Fork Road
 - Beltline Road
 - Beltline Road at Town East Boulevard.
- ✓ Advertise at strategic locations in DFW area
- ✓ Seek out joint advertising opportunities with Highway 80 communities
- ✓ Advertise in the Dallas Business Journal Book of Lists
- ✓ Respond aggressively to leads and inquiries
- ✓ Participate and encourage at least 3 retail projects
- ✓ Participate and encourage at least 2 office, high tech and/or industrial projects



Goal 4. Continue the Business Expansion and Recruitment Program

- ✓ Hold 12 visits by a 4A group to a Sunnyvale Business to learn about and seek information from local businesses.
- ✓ Sign up a minimum of 30 businesses with www.shoppingsunnyvale.com.
- ✓ Invite new businesses to attend 4A meetings to welcome the businesses to Sunnyvale.
- ✓ Consider strategic participation with development of a storm sewer line along Belt Line Rd. to encourage new investment.
- ✓ Participate in the Town Committee on SH 190 to seek out and encourage the strategic economic development advantages of the proposed 190 Highway project
- ✓ Participate and encourage the Town Council to consider rezoning of some of the Flood Plain district due to the Flood Plain and Hydrology Study that more closely defined the Floodways allowing for some use of flood plain lands.
- ✓ Continue to respond quickly to local businesses inquiries regarding economic development.