

**AGENDA FOR REGULAR MEETING**

**CITY OF KERRVILLE, TEXAS**

**ECONOMIC IMPROVEMENT CORPORATION**

**MONDAY, OCTOBER 27, 2014 AT 4:00 P.M.**

**KERRVILLE CITY HALL COUNCIL CHAMBERS**

**701 MAIN STREET, KERRVILLE, TEXAS**

**AGENDA FOR REGULAR MEETING OF THE  
CITY OF KERRVILLE, TEXAS  
ECONOMIC IMPROVEMENT CORPORATION  
MONDAY, OCTOBER 27, 2014, 4:00 P.M.  
KERRVILLE CITY HALL COUNCIL CHAMBERS  
701 MAIN STREET, KERRVILLE, TEXAS**

**CALL TO ORDER**

**INVOCATION**

**1. VISITORS / CITIZENS FORUM:**

Any citizen with business not scheduled on the agenda may speak to the Board of Directors. No deliberation or action can be taken on these items because the Open Meetings Act requires an item be posted on an agenda 72 hours before the meeting. Visitors are asked to limit their presentation to three minutes.

**2. APPROVAL OF THE MINUTES:**

2A. Minutes of the regular meeting held September 22, 2014.

**3. PUBLIC HEARINGS AND POSSIBLE ACTION:**

3A. Administrative Services Contract with the City of Kerrville (staff).

**4. MONTHLY REPORTS:**

4A. Monthly financials for September 2014. (staff)

4B. Projects update. (staff)

River Trail and Parks projects

Cailloux Theater Lighting Project

4C. Update regarding "GO Team" activities. (staff)

4D. KEDC Quarterly Report. (Jonas Titas)

**5. CONSIDERATION AND POSSIBLE ACTION:**

5A. Funding request from James Avery for facility expansion. (staff)

5B. Cailloux Theater Expansion project. (staff)

5C. Change meeting dates for November and December meetings. (staff)

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The facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this event. Please contact the City Secretary's Office at 830-257-8000 for further information.

I do hereby certify that this notice of meeting was posted on the bulletin board at the city hall of the city of Kerrville, Texas, and said notice was posted on the following date and time October 23, 2014, at 5:00 p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.

**6. INFORMATION AND DISCUSSION:**

6A. Report on 2014 Community Events funded by the EIC. (staff)

6B. Presentation by the Cailloux Foundation and discussion regarding a proposed athletic complex for baseball and soccer. (staff)

**7. EXECUTIVE SESSION:**

The Economic Improvement Corporation may, as permitted by law, adjourn into executive session at any time to discuss any matter listed above including if they meet the qualifications in Sections 551.071 (consultation with attorney), 551.072 (deliberation regarding real property), 551.073 (deliberation regarding gifts), 551.074 (personnel matters), 551.076 (deliberation regarding security devices), and 551.087 (deliberation regarding economic development negotiations) of Chapter 551 of the Texas Government Code, including the following matters:

Section 551.071 (consultation with attorney), and 551.087 (deliberation regarding economic development negotiations):

4A. Funding request from James Avery for facility expansion

Sections 551.071 (consultation with attorney), and 551.072 deliberation regarding real property:

5B. River Trail Project

**8. ADJOURNMENT**

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The facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this event. Please contact the City Secretary's Office at 830-257-8000 for further information.

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Cheryl Brown

Deputy City Secretary, City of Kerrville, Texas

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## **Agenda Item:**

2A. Minutes of the regular meeting held September 22, 2014.

**CITY OF KERRVILLE, TEXAS ECONOMIC IMPROVEMENT CORPORATION**  
**REGULAR MEETING**

**September 22, 2014**

On Monday, September 22, 2014, the regular meeting of the directors of the City of Kerrville, Texas Economic Improvement Corporation, was called to order at 4:00 p.m. by Polly Rickert, Secretary, in the Council Chambers at City Hall, at 701 Main Street, Kerrville, Texas. The invocation was offered by Gary Cochrane.

**Members Present:**

Polly Rickert, Secretary  
Gary Cochrane  
Larry Howard  
Sheri Pattillo

**Members Absent:**

David Wampler, President  
Kenneth Early, Vice President  
Stacie Keeble

**City Executive Staff Present:**

Todd Parton, City Manager  
Kristine Day, Deputy City Manager  
Cheryl Brown, Deputy City Secretary  
Ashlea Boyle, Special Projects Manager  
Kim Meisner, Director of General Operations  
Sandra Yarbrough, Director of Finance  
Brian Crenwelge, Project Manager  
Malcolm Matthews, Parks and Recreation Director

**Visitors Present:** Visitor list available in the City Secretary's Office for the required retention period.

1. **VISITORS/CITIZENS FORUM:** No one spoke.

2. **APPROVAL OF THE MINUTES:**

2A. Mr. Cochrane moved to approve the minutes for the regular meeting held August, 2014. Ms. Rickert seconded the motion, and it passed 4-0.

3. **MONTHLY REPORTS**

**Monthly financials for August 2014**

3A. Ms. Yarbrough reported \$266,765 revenue, and \$47,500 expenditures; leaving an ending cash balance on August 31, 2014 of \$3,692,390. She reviewed the capital projects status summary and the cash and investments fund.

3B. **Capital projects update:**

**River trail and parks projects:**

Mr. Crenwelge reported River Trail Package B: The contractor poured a total of 5,900 linear feet of concrete, an increase of 2,034 linear feet from last month.

Zimmerman construction was working on the rock veneer and hand rails for the Rio Robles Bridge crossing.

Package F from G Street to Kerrville-Schreiner Park: The contractor poured a total of 5,400 linear feet of concrete, an increase of 2,790 linear feet from last month.

Work was completed on crossing #1 at the west end of the trail.

The trail was poured under G Street toward the parking lot.

The piers for the Camp Meeting Creek Bridge was scheduled to be drilled this week.

The initial site work began from Loop 543 Bridge to Kerrville Schreiner Park trailhead.

The Cailloux Theater Support Facility:

Mr. Crenwelge reported that Peter Lewis Associates and the City of Kerrville signed an agreement for design and services for the Cailloux Support Facility.

The Cailloux Lighting Project:

Mr. Crenwelge reported that Texas Scenic Co., Inc. was to receive a notice to proceed when the signed contract was returned.

3C. Update regarding "GO Team" activities:

Ms. Boyle reported the "GO Team" had not met since the last EIC meeting, and no funding applications were pending.

**EXECUTIVE SESSION:**

Mr. Howard moved that the EIC go into executive closed session under Section 551.071 (consultation with attorney) and 551.072 (deliberation regarding real property). Ms. Pattillo seconded the motion, and it passed 4-0, to discuss the following matter:

Sections 551.071, and 551.072: of Chapter 551 of the Texas Government Code

- River Trail Project

At 4:12 p.m. the open session recessed and the EIC went into executive closed session at 4:12 p.m. At 4:37 p.m. the executive closed session recessed and the EIC returned to open session at 4:37 p.m. Ms. Rickert announced that no action was taken in executive session.

**ANNOUNCEMENTS:** None

The meeting was adjourned at 4:54 p.m.

APPROVED: \_\_\_\_\_

\_\_\_\_\_  
Polly Rickert, Secretary

ATTEST:

\_\_\_\_\_  
Cheryl Brown  
Deputy City Secretary

## **Agenda Item:**

3A. Administrative Services Contract with the City of Kerrville (staff).



**ADMINISTRATIVE SERVICES CONTRACT BETWEEN CITY OF KERRVILLE, TEXAS  
AND CITY OF KERRVILLE, TEXAS ECONOMIC IMPROVEMENT CORPORATION**

THIS CONTRACT is entered into and effective as of the 1st day of October 2014, by and between the City of Kerrville, Texas, ("City") and the City of Kerrville, Texas Economic Improvement Corporation ("EIC") for and in consideration of the following promises and conditions:

**ARTICLE I**  
**SERVICES PROVIDED BY CITY**

City agrees to provide the following services to the EIC subject to the limitations and conditions set forth below:

- A. Engineering and Project Management Services: City agrees to provide engineering and project management services, to include design, bid, and construction phases, for EIC projects that involve improvements to City and/or public property. For such projects requiring expenditures estimated at more than \$25,000.00 for construction, City may contract for specialized engineering services and EIC agrees to pay for such services as part of a project, which is authorized by the EIC to be funded in whole or in part by sales tax revenues generated pursuant to the authority of Chapters 501, 502, and 505 of the Texas Local Government Code.
- B. Legal Services: City agrees the City Attorney will be the legal advisor of, and attorney for, the EIC, which representation will include review of documents, contracts, and other instruments as to form and legality, the conduct of legal research, and, if requested, the issuance of legal opinions. In the provision of legal services by the City Attorney, the City Attorney shall provide such services only if the provision of legal services to the EIC does not unreasonably impair his ability to provide legal services to the City. Furthermore, in the event the City Attorney determines that a legal or ethical conflict exists between the City and the EIC, the EIC agrees that the City Attorney may continue to represent the City on such matter notwithstanding such conflict provided the City Attorney has made reasonable disclosure of the conflict to the president of the EIC. Notwithstanding this paragraph, EIC shall at all times retain the right to hire counsel of its own choice at EIC expense.
- C. Financial Services: City agrees to provide accounting, banking, and investment services, including accounts receivable, accounts payable, investments, record keeping, financial reporting, and an audit of all funds. The City will provide a report at each regular monthly meeting of the EIC, such report to include a statement of revenues and expenditures for all funds and a cash flow analysis on a form approved by the EIC.
- D. Administrative Services: City will provide services from the City Manager to include secretarial and other clerical services, including the taking minutes and preparation of resolutions and correspondence related to the operation of the EIC. The City Manager or designee will engage with the EIC in a manner comparable to the role identified by Section 6.04 of the City Charter.

- E. Investment Officer: The City's Director of Finance will serve as the EIC's investment officer in accordance with the EIC's Investment Policy, as may be amended.
- F. Regulatory Financial Reporting: The City's Director of Finance shall prepare all financial reports required by state and federal regulatory agencies.
- G. Annual Audit: The City's Director of Finance shall include the EIC's financial information as part of the City's Comprehensive Annual Financial Report (CAFR).
- H. Project Reports: The City Manager or designee shall provide a report at each regular monthly meeting of the EIC on all ongoing projects which are subject to a funding agreement with the EIC. These reports shall include the status and estimated completion date of each project and verification that performance criteria are being met.
- I. Staff Reports: The City Manager or designee shall prepare a report on each application for EIC funds, such report to include the following information:
  - 1. Complete Application
  - 2. Financial Impact Analysis
    - a. Total payroll
    - b. Payroll multiplier
    - c. Sales and ad valorem tax generation
  - 3. Return on Investment Analysis
    - a. Property tax – City, County, and KISD
    - b. Sales tax – City and County
    - c. Payroll multiplier
    - d. Timeline by which return is realized
  - 4. Feasibility Analysis
    - a. Land – size, zoning, platting, building/fire codes
    - b. Building – size, suitability, condition
    - c. Infrastructure – water, wastewater, streets, drainage, electricity, public safety

J. Prospect Support Services: The City Manager or designee shall ensure that the following support services as provided by City staff are provided to the EIC in the review and processing of applications for EIC funds:

1. receive applications
2. evaluate applications for completeness
3. determine eligibility
4. facilitate submission before the EIC
5. provide technical evaluation pursuant to Section 9, above
6. provide recommendations to the Board
7. coordinate with other aligned agencies/entities
8. identify appropriate incentives and programs

## ARTICLE II COMPENSATION

In consideration of the provision by City to EIC of the services described in Article I, above, EIC shall pay City the sum of \$100,000.00. It is agreed by the parties that this compensation is equal to the reasonable value of the services anticipated to be provided by City to the EIC. City shall deduct the payment required hereunder upon receipt of said sales tax revenues from the Comptroller of Public Accounts for the State of Texas.

## ARTICLE III TERM

The Term of this Contract commences on October 1, 2014, and ends on September 30, 2015, subject to earlier termination as provided herein and extension by agreement of the parties hereto.

## ARTICLE IV TERMINATION

This Contract may be terminated by City or EIC for any reason, with or without cause, not earlier than thirty (30) days prior to delivery to the non-terminating party of a written notice of termination. EIC agrees to pay City the reasonable cost of services rendered by City up to the date of termination.

## ARTICLE V GOVERNING LAW

This Contract is subject to, governed by, and construed in accordance with the laws of the State of Texas.

IN WITNESS WHEREOF, the parties hereto have executed this Contract in the year and as of the date indicated.

*(signatures begin on following page)*

CITY OF KERRVILLE, TEXAS

CITY OF KERRVILLE, TEXAS ECONOMIC  
IMPROVEMENT CORPORATION

By: \_\_\_\_\_  
Todd Parton, City Manager

By: \_\_\_\_\_  
David Wampler, President

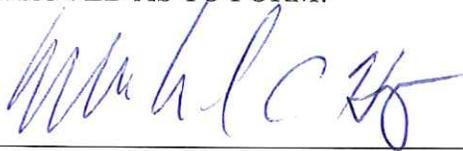
ATTEST:

ATTEST:

\_\_\_\_\_  
Cheryl Brown, Deputy City Secretary

\_\_\_\_\_  
Polly Rickert, Secretary-Treasurer

APPROVED AS TO FORM:



\_\_\_\_\_  
Michael C. Hayes, City Attorney

## **Agenda Item:**

4A. Monthly financials for September 2014. (staff)

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION,  
CITY OF KERRVILLE, TEXAS**

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**SUBJECT:** EIC Financials

**AGENDA DATE:** October 22, 2014      **DATE SUBMITTED:** October 20, 2014

**SUBMITTED BY:** Sandra Yarbrough      **CLEARANCES:**  
Director of Finance

**EXHIBITS:** Monthly Financials

**APPROVED FOR SUBMITTAL BY CITY MANAGER:** 

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<b>Expenditure</b>	<b>Current Balance</b>	<b>Amount</b>	<b>Account</b>
<b>Required:</b>	<b>in Account:</b>	<b>Budgeted:</b>	<b>Number:</b>
<b>\$</b>	<b>\$</b>	<b>\$</b>	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE FINANCE DIRECTOR:**

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**SUMMARY STATEMENT**

The City of Kerrville staff will present and update the EIC on a monthly basis as to the status of the EIC's financial position.

**RECOMMENDED ACTION**

Recommend acceptance of the financials.

**CITY OF KERRVILLE**  
**Economic Improvement Corporation**  
**Sales Tax Improvement Fund**

**Cash Balance as of September 1, 2014**

**\$ 3,692,389**

Deposits:

Sales Tax	\$ 238,926
Interest Revenue	\$ 429
	<u>\$ 239,355</u>

Expenses:

Administrative Service Fee	\$ 8,333
Transfer for Debt Service - 2012	\$ 14,167
Transfer - Park Improvements	\$ 25,000
Transfer out - River Trail	\$ 600,000
Hill Country District Jr. Livestock Show Assn.	\$ 35,588
Total Expenses	<u>\$ 683,088</u>

Revenues Over (Under) Expenditures

\$ (443,732)

**Ending Cash Balance as of September 30, 2014**

**\$ 3,248,656**

**City of Kerrville**  
**Economic Improvement Corporation**  
**Sales Tax Improvement Fund - Revenue and Expense Statement**  
**For the month ending August 31, 2014**

	Annual Budget	Current Period	Y-T-D Actual	% of Budget	Budget Balance
<b>BEGINNING CASH BALANCE</b>	\$ 2,598,336		\$ 2,598,336		
<b>REVENUE:</b>					
Sales and Use Tax	\$ 2,750,000	\$ 238,926	\$ 2,906,194	105.68%	\$ (156,194)
Interest	\$ 5,000	\$ 429	\$ 4,693	93.86%	\$ 307
Transfer In	\$ -	\$ -	\$ 96,643	6911.00%	\$ (96,643)
<b>TOTAL REVENUE</b>	<u>\$ 2,755,000</u>	<u>\$ 239,355</u>	<u>\$ 3,007,530</u>	<u>109.17%</u>	<u>\$ (155,887)</u>
	Annual Budget	Current Period	Y-T-D Actual & Encumbrance	% of Budget	Budget Balance
<b>EXPENDITURES:</b>					
<b>Administrative</b>					
Advertising/Supplies	\$ 500		\$ 110	22.00%	\$ 390
Transfer to Debt Service Fund	\$ 68,000		\$ 69,853	102.72%	\$ (1,853)
Transfer to Debt Service Fund - River Trail	\$ 170,000	\$ 14,167	\$ 170,000	100.00%	\$ (0)
Economic Development Governing Body	\$ 60,000	\$ -	\$ 60,000	100.00%	\$ -
Annual Disclosure Fee	\$ 3,500		\$ 3,500	100.00%	\$ -
River Trail Contribution	\$ 300,000	\$ 25,000	\$ 300,000	100.00%	\$ -
Administrative Services Fee	\$ 100,000	\$ 8,333	\$ 100,000	100.00%	\$ 0
<b>Total Administrative</b>	<u>\$ 702,000</u>	<u>\$ 47,500</u>	<u>\$ 703,462</u>	<u>100.21%</u>	<u>\$ (1,462)</u>
<b>Category I - Business Development</b>					
Revolving Loan Fund	\$ 100,000	\$ -	\$ -	0.00%	\$ 100,000
ED Set Aside	\$ 250,000	\$ -	\$ -	0.00%	\$ 250,000
Fox Tank - Reimbursement Agreement	\$ -		\$ 150,000		\$ (150,000)
Unspecified	\$ 146,750	\$ -	\$ -	0.00%	\$ 146,750
<b>Total Category I</b>	<u>\$ 496,750</u>	<u>\$ -</u>	<u>\$ 150,000</u>	<u>100.00%</u>	<u>\$ 346,750</u>
<b>Category II - Quality of Life</b>					
Special Events	\$ 100,000		\$ 118,159	118.16%	\$ (18,159)
Downtown Wireless	\$ 100,000	\$ -	\$ -	0.00%	\$ 100,000
Streetscape	\$ 250,000	\$ -	\$ -	0.00%	\$ 250,000
History Center	\$ 400,000	\$ -	\$ -	0.00%	\$ 400,000
Baseball Complex	\$ 500,000	\$ -	\$ -	0.00%	\$ 500,000
Hill Country District Jr. Livestock Assn		\$ 35,588	\$ 35,588		
River Trail		\$ 600,000	\$ 600,000		
Unspecified	\$ 365,000	\$ -	\$ 750,000	205.48%	\$ (385,000)
<b>Total Category II</b>	<u>\$ 1,715,000</u>	<u>\$ 635,588</u>	<u>\$ 1,503,747</u>	<u>87.68%</u>	<u>\$ 211,253</u>
<b>Category III - Public Infrastructure</b>					
Village West - Water (1/2 cost)	\$ 500,000	\$ -	\$ -	0.00%	\$ 500,000
Village West - Wastewater	\$ 750,000	\$ -	\$ -	0.00%	\$ 750,000
<b>Total Category III</b>	<u>\$ 1,250,000</u>	<u>\$ -</u>	<u>\$ -</u>	<u>0.00%</u>	<u>\$ 1,250,000</u>
<b>Contingency</b>	\$ -				\$ -
<b>TOTAL EXPENDITURES</b>	<u>\$ 4,163,750</u>	<u>\$ 683,088</u>	<u>\$ 2,357,209</u>	<u>56.61%</u>	<u>\$ 1,806,541</u>
<b>NET REVENUES TO EXPENDITURES</b>	<u>\$ (1,408,749)</u>	<u>\$ (443,732)</u>	<u>\$ 650,321</u>		
<b>ENDING CASH BALANCE: August 31, 2014</b>	Budget \$ 1,189,586		Actual \$ 3,248,656		

**CITY OF KERRVILLE**  
**Economic Improvement Corporation**  
**SALES TAX REVENUE ANALYSIS**

	Actual FY 2011	Actual 2012	FY 2012	Actual FY 2013	Approved 2014	FY 2014	Actual FY 2014	Difference Projected vs Actual	% of Projected Variance
October	\$ 184,602	\$ 219,934	\$ 227,546	\$ 226,663	\$ 241,503	\$ 13,957	5.78%		
November	\$ 207,677	\$ 203,379	\$ 211,566	\$ 210,744	\$ 234,150	\$ 22,584	9.65%		
December	\$ 169,550	\$ 208,227	\$ 205,583	\$ 204,782	\$ 214,424	\$ 8,841	4.12%		
January	\$ 195,030	\$ 204,051	\$ 218,496	\$ 217,647	\$ 229,761	\$ 11,265	4.90%		
February	\$ 241,320	\$ 264,744	\$ 285,276	\$ 284,177	\$ 296,036	\$ 10,760	3.63%		
March	\$ 169,754	\$ 186,812	\$ 206,552	\$ 205,749	\$ 207,869	\$ 1,317	0.63%		
April	\$ 157,729	\$ 185,835	\$ 216,643	\$ 215,800	\$ 218,030	\$ 1,387	0.64%		
May	\$ 234,742	\$ 223,320	\$ 252,446	\$ 251,468	\$ 268,682	\$ 16,236	6.04%		
June	\$ 186,441	\$ 195,775	\$ 235,696	\$ 234,781	\$ 267,530	\$ 31,834	11.90%		
July	\$ 190,696	\$ 210,758	\$ 217,488	\$ 216,641	\$ 222,961	\$ 5,473	2.45%		
August	\$ 238,491	\$ 239,007	\$ 246,923	\$ 245,964	\$ 266,321	\$ 19,398	7.28%		
September	\$ 179,133	\$ 203,486	\$ 225,784	\$ 224,905	\$ 238,926	\$ 13,142	5.50%		
<b>Total</b>	<b>\$ 2,355,166</b>	<b>\$ 2,545,329</b>	<b>\$ 2,750,000</b>	<b>\$ 2,739,321</b>	<b>\$ 2,906,194</b>	<b>\$ 156,194</b>	<b>5.37%</b>		

**CITY OF KERRVILLE**  
**Economic Improvement Corporation**  
**EIC Capital Projects Fund**

<b>Cash Balance as of September 1, 2014</b>		<b>\$ 902,468</b>
Revenues:		
		-
Total Revenues/Transfer In	<u>\$</u>	<u>-</u>
Expenses:		
Cailloux Theater -Lighting	38,000	
Cailloux Theater - Expansion	<u>13,083</u>	
Total Expenses	<u>\$</u>	<u>51,083</u>
Revenue Over (Under) Expenditures		<u>\$ (51,083)</u>
<b>Ending Cash Balance as of September 30, 2014</b>		<b><u><u>\$ 851,385</u></u></b>

**CITY OF KERRVILLE**  
**Economic Improvement Corporation**  
**Sales Tax Improvement Capital Projects Fund**  
**Project Status Summary**  
**For the month ending September 30, 2014**

YEAR(S) FUNDED	PROJECTS	Funding Agreement	Agreement Commitment	EIC Funded To Date	Non-EIC Funding	Total Funded	Project Expenses to Date	Project Balance	EIC Future Allocation Balance
2009/10	Commercial Improvement Program		\$ 100,000	\$ 100,000		\$ 100,000	\$ 20,000	\$ 80,000	
2010/11	Commercial Improvement Program		\$ 100,000	\$ 100,000		\$ 100,000	-	\$ 100,000	
2011-12	Downtown Utilities		\$ 300,000	\$ 300,000		\$ 300,000	\$ 300,000	\$ -	
2012-13	Golf Course Improvements		\$ 608,141	\$ 608,141		\$ 518,568	\$ 518,568	\$ -	
2012-13	Downtown Streetscape		\$ 35,100	\$ 35,100		\$ 35,100	\$ 31,180	\$ 3,920	
2012-13	Playhouse 2000		\$ 118,000	\$ 118,000		\$ 118,000	\$ 113,469	\$ 4,532	
2012-13	Cailloux Theater Lighting		\$ 200,652	\$ 200,652		\$ 200,652	\$ 46,509	\$ 154,143	
2013-14	Cailloux Theater Expansion		\$ 500,000	\$ 500,000		\$ 500,000	\$ 16,322	\$ 483,678	
	Special Events		\$ 118,159	\$ 118,159		\$ 118,159	\$ 93,045	\$ 25,114	
	Fox Tank		\$ 150,000	\$ 150,000		\$ 150,000	\$ 150,000	\$ -	
<b>TOTALS</b>			<b>\$ 2,230,052</b>	<b>\$ 2,230,052</b>		<b>\$ 2,140,479</b>	<b>\$ 1,046,047</b>	<b>\$ 851,385</b>	

Cash Balance on 9/30/2014 \$ 851,385

Fund 70 - General Capital Improvement Projects - supported by EIC			
PROJECTS	Funding Agreement	Agreement Commitment	Total Funded Expense
2011-12	River Trail	\$ 6,000,000	\$ 5,836,259
2011-12	Louise Hays Park Improvements	\$ 2,000,000	\$ 2,600,000
<b>TOTALS</b>		<b>\$ 8,000,000</b>	<b>\$ 8,436,259</b>

6/24/14 - Project adjustments - \$600,000.00 moved from River Trail project to Louise Hays Park project per EIC and City Council meeting - additional funding to replenish River Trail project to be requested by city staff from EIC at future EIC meeting

## Cash and Investments

Ending September 30, 2014

<b>Cash and Investment Balances by Fund</b>			
<u>Fund</u>	<u>Fund Name</u>	<u>Balance</u>	<u>Period</u>
40	Sales Tax Improvement Fund	\$ 3,248,656	9/30/2014
43	EIC Debt Service Fund	\$ -	9/30/2014
75	EIC Projects Fund	\$ 851,385	9/30/2014
Total EIC Cash Balance		\$ 4,100,041	9/30/2014

<u>Type</u>	<u>Investment Vehicle</u>	<u>Amount</u>	<u>Interest Earned</u>	<u>Interest Earned (Annualized)</u>	<u>Period Ending</u>
Cash	Wells Fargo Checking	\$ 355,941	\$ -	0.00%	9/30/2014
ST Investment	EIC TexPool	\$ 1,623,784	\$44.46	0.03%	9/30/2014
ST Investment	EIC TexStar	\$ 1,624,914	\$42.32	0.03%	9/30/2014
HILCO FCU	CD	\$ 247,753	\$132.30	0.64%	9/30/2014
Kerr County FCU	CD	\$ 247,650	\$210.15	1.02%	9/30/2014
Total Cash & Investments		\$ 4,100,041	\$429.23	0.13%	

## Agenda Item:

4B. Projects update. (staff)  
River Trail and Parks projects  
Cailloux Theater Lighting Project

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION  
CITY OF KERRVILLE, TEXAS**

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**SUBJECT:** Projects Update

**FOR AGENDA OF:** October 27, 2014    **DATE SUBMITTED:** October 22, 2014

**SUBMITTED BY:** Ashlea Boyle *aub*    **CLEARANCES:** Todd Parton  
Special Projects Manager                      City Manager

**EXHIBITS:** Project Status Reports

**AGENDA MAILED TO:**

**APPROVED FOR SUBMITTAL BY CITY MANAGER:** 

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<b>Expenditure Required:</b>	<b>Current Balance in Account:</b>	<b>Amount Budgeted:</b>	<b>Account Number:</b>
\$	\$	\$	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE DIRECTOR OF FINANCE:**

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**SUMMARY STATEMENT**

Staff will provide reports on the following projects:  
River Trail and Parks Projects  
Cailloux Theater Lighting Project

**RECOMMENDED ACTION**

This report is for informational purposes only. No action required.

## EIC Projects Update October 27, 2014

### **Package B River Trail:**

The contractor has completed a total of 6115 linear feet of concrete for the river trail.

The trailheads have been completed.

The bridge crossing in Rio Robles has been completed.

### **Park Improvements:**

Restroom #2 CMU is completed and the framing is underway.

Restroom #1 slab has been poured.

Retaining wall is being built at the restroom plaza.

The spread footings for the Centennial Stage have been completed.

The curbing has been poured for two parking lots.

The City of Kerrville will be paving parking lots this week.

Kraftsman has completed setting the concrete vaults for the mechanical enclosures for the spray feature and has begun working on plumbing.

### **Package F River Trail:**

The contractor has poured a total 5,400 linear feet of concrete river trail.

Work has begun on the G Street trail section.

Work is completed on crossing #1 at the west end of the river trail.

Forming has begun on the cast in place culvert for bridge #2.

The cast in place culvert for bridge #3 has been poured.

The bridge abutments for the Camp Meeting Creek Bridge have been completed and the bridge is in place.

The initial site work has begun from Loop 543 Bridge to Kerrville Schreiner Park trailhead.

**Cailloux Theater Support Facility:**

Peter Lewis and Associates has a professional services agreement with the City of Kerrville for design and services for the Cailloux Support Facility.

Peter Lewis and Associates have completed the 50% construction plans.

**Cailloux Lighting Project:**

Texas Scenic Co. Inc., anticipated completion of the Cailloux Lighting Project is October 31<sup>st</sup>.

## **Agenda Item:**

4C. Update regarding "GO Team" activities. (staff)



## **Agenda Item:**

4D. KEDC Quarterly Report. (Jonas Titas)

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION,  
CITY OF KERRVILLE, TEXAS**

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**SUBJECT:** Update on Kerr Economic Development Corporation Activities

**FOR AGENDA OF:** October 27, 2014    **DATE SUBMITTED:** October 22, 2014

**SUBMITTED BY:** Ashlea Boyle *AB*    **CLEARANCES:** Todd Parton  
Special Projects Manager                      City Manager

**EXHIBITS:**

**AGENDA MAILED TO:**

**APPROVED FOR SUBMITTAL BY CITY MANAGER:**

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<b>Expenditure</b>	<b>Current Balance</b>	<b>Amount</b>	<b>Account</b>
<b>Required:</b>	<b>in Account:</b>	<b>Budgeted:</b>	<b>Number:</b>
<b>\$</b>	<b>\$</b>	<b>\$</b>	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE DIRECTOR OF FINANCE:**

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**SUMMARY STATEMENT**

This is a quarterly update from the Kerr Economic Development Corporation Executive Director regarding KEDC activity.

**RECOMMENDED ACTION**

This is for information only. No recommended action.

## **Agenda Item:**

- 5A. Funding request from James Avery for facility expansion. (staff)

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION  
CITY OF KERRVILLE, TEXAS**

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**SUBJECT:** Consider a funding request from James Avery Craftsman, Inc.

**FOR AGENDA OF:** October 27, 2014    **DATE SUBMITTED:** October 23, 2014

**SUBMITTED BY:** Ashlea Boyle *AB*    **CLEARANCES:** Todd Parton  
Special Projects Manager                      City Manager

**EXHIBITS:** Funding Application and Cover Letter

**AGENDA MAILED TO:**

**APPROVED FOR SUBMITTAL BY CITY MANAGER:** 

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<b>Expenditure</b>	<b>Current Balance</b>	<b>Amount</b>	<b>Account</b>
<b>Required:</b>	<b>in Account:</b>	<b>Budgeted:</b>	<b>Number:</b>
<b>\$</b>	<b>\$</b>	<b>\$</b>	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE DIRECTOR OF FINANCE:**

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**SUMMARY STATEMENT**

A business development funding application has been received from James Avery Craftsman, Inc. (JAC) in the amount of \$1,219,000. JAC will be expanding its facilities by building a new, larger manufacturing plant on property located south of the Kerrville-Kerr County Joint Airport. The expansion will consolidate and expand facilities currently located in multiple buildings and running at maximum capacity off of Avery Road. This expansion will create a total of 359 new jobs over a six year time frame with average production wages of \$11.20 per hour.

The project will include a new production facility, necessary drainage work and site landscaping, and a deceleration lane into the entrance to the 29-acre tract to comply with Texas Department of Transportation regulations. The total expansion cost is estimated to be \$14.3 million including land development and additional equipment. Additionally, JAC will construct a 53,000+ square foot building for manufacturing, engraving, product care, waste water treatment, break room, restrooms, and managers' offices. This addition is estimated at \$7.8 million with an additional \$1.92 million in site improvements. Fixed equipment associated with the project is estimated at \$3.4 million.

The "GO Team" evaluated this application from an economic perspective and found that it is feasible in that the project qualifies for funding and is a quality business development project. A copy of the complete funding application will be made available to the EIC Board for executive session deliberations, or may be viewed independently by the board at KEDC offices.

**RECOMMENDED ACTION**

City staff recommends consideration of this funding request.

**Business Development Projects**

Submittal Date: 10/20/14

**ORGANIZATION**

James Avery Craftsman, Inc.

Applicant Name

145 Avery Rd N, Kerrville, Texas 78028

Address

City

State

Zip

830-895-1122

830-895-6816

830-895-6601

Phone

Alt. Phone

Fax

www.jamesavery.com

Website

**PROJECT CONTACT**

Paul Zipp

CFO

Contact Person Name

Title

145 Avery Rd N, Kerrville, Texas 78028

Address

City

State

Zip

830-895-6816

830-895-1122

830-895-6601

Phone

Alt. Phone

Fax

paul.zipp@jamesavery.com

Email Address

Type of Business Structure: Corporation  Partnership  Sole Proprietorship

Year Business Started: Year 1954 Location Kerrville  
Incorporated in 1965

Current Employment: Permanent Full-Time 1056 Permanent Part-Time 685

Average Production Wage \$15.69

Full-Time Employees receive the following benefits:

See attached benefits schedule.

Financial Information: Five Years Annual Financials Attached Yes  
Include: Statement of profit and loss; Balance sheet; Cash Flow Statement; IRS reporting forms, Pro forma

Annual Sales for Corporation / Company \$ 201,003,000

This Facility \$ 0

Local Sales Tax paid Annually \$ 417,144

Current Payroll \$ 63,457,309

Has the Company ever filed for bankruptcy protection under Chapter 7 or Chapter 11 of the Bankruptcy Statutes? No  Yes  Details:

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### SECTION III - PROJECT INFORMATION

This application is for a:

- Business Development
- Expansion of Existing Facility  or
  - New Construction
  - Other ( )

Capital Improvements for Public Infrastructure

- Utilities
- Roadways
- Other ( )

Quality of Life

- Community Event
- Project

The proposed improvements are to be located within the following taxing district(s): City of Kerrville  Kerr County  Kerrville ISD  Ingram ISD  Center Point ISD

### SECTION IV - PROJECT DESCRIPTION

Please attach a statement on company letterhead and signed by an officer of the company (1) fully explaining the nature and scope of the project; (2) describing the proposed site and existing improvements, if any; (3) describing all proposed

improvements; and (4) providing a list of eligible improvements; (5) provide a list of major, fixed equipment along with manufacturer specifications and cost quote from the manufacturer.

Should this project be approved, the Economic Improvement Corporation may require performance criteria as a part of the funding agreement, in addition to this application. The funding agreement is between the Economic Improvement Corporation and the City of Kerrville. Said funding agreement will outline project costs, timelines, other information may be necessary to carry out the project in an efficient manner.

## SECTION V – ECONOMIC IMPACT INFORMATION

### Part A - Project Investment in Improvements

Total	\$ 9,350,000
Sq. Footage of New Building (s)	53,600
Size of Parking	210,000 sf
Other	paved drives 92,000 sf

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### Part B - Project Investment in Fixed Equipment

(New)\$ 3,400,000  
Manufacturer of Equipment TBD - Various  
Anticipated Useful Life of Equipment 10 years  
Purchase Price \$ 3,400,000 Installation Cost \$                       
Anticipated Delivery time from Date of Order Various

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### Part C - Permanent Employment Estimates- (do not include owners, stockholders or their dependents)

Anticipated Number of New Full-Time Employees as a result of this project 359  
Anticipated Number within 12 months of Completion of this project 72\*  
Anticipated Number within 24 months of Completion of this project 134\*  
Typical Job Descriptions or Job Titles                      \*Hiring figures are spread over 6 years to reflect expected labor availability within driving distance to Kerrville.  
See attached schedule of Job Titles

Anticipated starting salaries of these employees: (avg.) \$ 11.20 /hour  
Weighted Average

### Part D - Permanent Part-Time Employment Estimates- (do not include owners, stockholders or their dependents)

Anticipated Number of New Part-Time Employees as a result of this project 0

Anticipated Number within 12 months of Completion of this project \_\_\_\_\_  
Anticipated Number within 24 months of Completion of this project \_\_\_\_\_  
Typical Job Descriptions or Job Titles of these employees: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Anticipated starting salaries of these employees: (avg.) \$ \_\_\_\_\_ / hour

**Part E - Payroll Impact**

Within 12 months of Project Completion 72 Within 24 months of Project  
Completion 134

\$ 1,677,312  
FTE X Avg. Wage X 40 hrs X 52 wks

\$ 3,121,664  
PTE X Avg. Wage X 20 hrs X 52 wks

**SECTION VI - OTHER ASSISTANCE**

Has the Company applied for any State or Federal assistance on this project?

No  Yes

Describe:

Filing for Texas Enterprise Zone credit is in process.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To the best of my knowledge, the above information is an accurate description of the proposed project details.

Paul Zipp  
\_\_\_\_\_  
Printed name

October 20, 2014  
\_\_\_\_\_  
Date

CFO  
\_\_\_\_\_  
Title

  
\_\_\_\_\_  
Signature

JAC EIC Funding Request	\$1,219,000	
Number of New Jobs	359	
Capital Investment	\$14,300,000	
Average Wage	\$11.20/hr	\$23,296
Incentive per Job	\$3,395.54	



James Avery

P.O. Box 291367 | Kerrville, Texas 78029-1367 | T 830 895 1122

October 20, 2014

Jonas Titas  
Kerrville Economic Development Corporation  
1700 Sidney Baker  
Kerrville, Texas 78028

Mr. Titas,

We appreciate the opportunity to present this application to the Kerrville Economic Development Corporation. James Avery Craftsman, Inc. (James Avery Jewelry® or JAC) will be expanding its facilities by building a new, larger manufacturing plant on property located south of the Kerrville Airport in Kerr County. This expansion will consolidate and expand facilities currently located in multiple buildings and running at maximum capacity at 145 Avery Road, Kerrville, TX. This expansion will allow our business to continue to grow, significantly increase manufacturing and support staff, and increase the number of vendors and contractors that do business with JAC here in Kerrville.

Please let us know if there is any additional information or questions that you may have regarding this application. You may contact Paul Zipp at [paul.zipp@jamesavery.com](mailto:paul.zipp@jamesavery.com) or by phone at 214-878-0870, (office) 830-895-6816.

Thank you for your time and consideration.

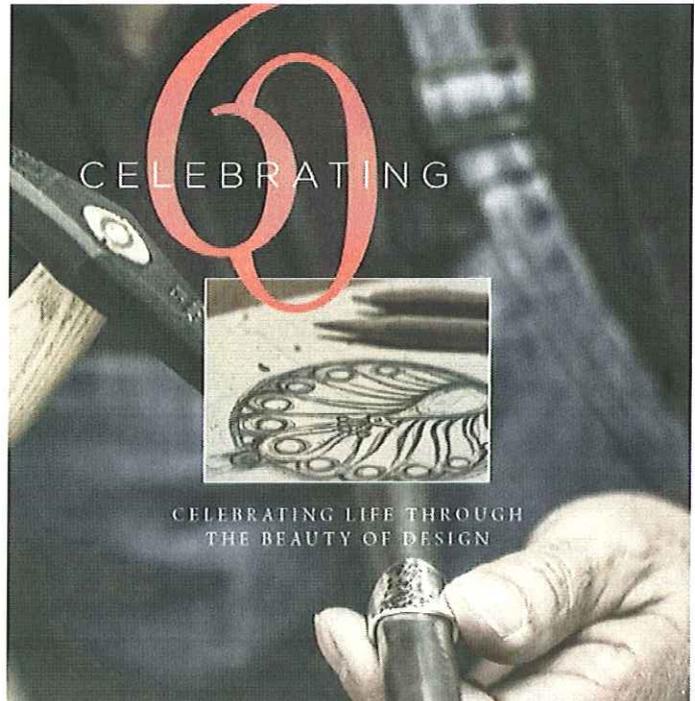
Chris Avery  
James Avery Craftsman, Inc.  
President and CEO

## **Kerr County Application**

### History of Operations in Kerr County

Established in 1954 in Kerrville, Texas, JAC has grown over the last 60 years from a one-man endeavor in a garage, into a team of almost 2,000 employees. JAC is headquartered in Kerrville and is vertically integrated, meaning the company designs, manufactures, and markets its own products. Designs for JAC jewelry originate in the corporate design studio and are produced by craftsmen in the company's five manufacturing facilities located throughout the Texas Hill Country.

JAC is a privately held family business offering a unique proprietary product line that is primarily focused on occasion, meaning, and connection. JAC is widely recognized for its traditional and faith-inspired collections, contemporary new designs, and its extensive offering of keepsake charms. JAC has a diverse selection of bracelets, earrings, necklaces, pendants, and rings crafted in sterling silver, 14K gold, and gemstones for women and men of all ages.



Our Mission is *“To Celebrate Life Through the Beauty of Design.”*

One man's dream has ignited the passion of an extended team who believes in a well-crafted product, a strong set of values, and a commitment to doing all things well. Today, JAC has five manufacturing facilities located in Hondo, Fredericksburg,

Kerrville, and two in Comfort, Texas. The company operates 70 stores regionally in 10 states including: Alabama, Arkansas, Georgia, Kansas, Louisiana, Missouri, North Carolina, Oklahoma, Tennessee and Texas.



JAC sales have been steadily increasing through-out these past 60 years. Additionally, JAC recently entered into a wholesale marketing arrangement with Dillard's Department Stores (Dillard's), thereby expanding our distribution channels significantly. Dillard's began selling JAC in 43 of its stores in October 2014 with more store likely to be added over the next few years. To learn more about JAC visit: <http://www.jamesavery.com/custserv/custserv.jsp?pageName=Press>.

These expanded distribution efforts along with our significant, organic growth in our 70 retail stores, e-commerce website, catalog sales and wholesale require JAC to examine its manufacturing and production capacity and proceed with a commitment to build a significantly larger, more efficient manufacturing plant.

#### Current Employment

Companywide, JAC currently employs 1,056 full-time employees, 685 part-time employees, and ramps up to add over 2,000 seasonal employees (retail/direct sales, distribution, and engraving), with a few contract-based employees.

#### Current Payroll

The current payroll total for employees with JAC is \$5,288,109 per month, including profit sharing. Approximately, \$2,150,000 per month, or 40%, is paid to Kerrville-based employees.

Capital Investments to-date

During its most recent fiscal year, JAC made capital expenditures totaling \$4.2 million in Kerrville/Kerr County. Additionally, JAC is in the process of completing a \$2.2 million building that will include a new Visitor's Center and the Kerrville Retail Store and a \$775,000 expansion of its Human Resource offices at its headquarters on Harper Road. Once complete, JAC plans to repurpose the existing production facilities at its Harper Road campus to accommodate growth and increases to corporate and support functions.

Description of project explaining nature and scope of project

The project will include: a new production facility; any necessary drainage work and site landscaping; and a deceleration lane into the entrance to the 29-acre tract to comply with Texas Department of Transportation regulations. Current manufacturing operations located at the corporate headquarters on Harper Road will move to the new facility.

Description of proposed site and building improvements

The total expansion cost is estimated to be \$14.3 million, including land and development and additional equipment. **Attachment A** includes the rough sketch and architectural renderings of the planned facilities. In addition to the acquisition of the 29+ acre site, JAC will construct the 53,000+ square foot Kerrville Craftsman Center, approximately the size of a full football field, with a definitive Texas Hill Country architecture at an estimated cost of \$7.8 million to include space for the manufacturing work-stations, the Engraving Department, the Product Care Department, waste water treatment, lunchroom/break room, restrooms, and managers' offices. The site will also include improvements for drainage, walking path down by the Guadalupe River, a new property entrance way, landscaping, parking lots, and private roads at an estimated cost \$1.92 million.

Fixed equipment associated with project

The following equipment, requiring an estimated investment of \$3.4 million, will be

associated with the project:

- Manufacturing equipment (polishing engraving, welding) \$2.16 million
- Manufacturing fixtures/benches \$139,000
- Dust Collection System \$1.1 million

Square feet constructed

Manufacturing and Production Facility: 45,075 square feet  
Covered Areas & Water Treatment: 8,530 square feet

JAC expects to add a 2,000 Kva transformer with service in a range of 2,500-3,000 amps and 480-Volt 3-phase by the electrical provider.

Number of jobs created with project

JAC plans to add 359 incremental jobs at the new Kerrville Craftsman Center over a 6 year time frame:

- 72 by 12 months from Completion of the Project
- 134 by 24 months from Completion of the Project
- 191 by 36 months from Completion of the Project
- 252 by 48 months from Completion of the Project
- 306 by 60 months from Completion of the Project
- 359 by 72 months from Completion of the Project

The hiring figures above are spread over 6 years to reflect expected labor availability within driving distance to Kerrville.

Financial Information

*The Financial Information provided is all designated CONFIDENTIAL and PROPRIETARY information and intended solely for the viewing of the Kerrville Economic Development Corporation and the Kerrville City Council. This information is not intended to be or become a matter of public record. Any dissemination, copying or use of this information by or to anyone other than the designated and intended recipient is unauthorized and strictly prohibited.*

See **Attachment B**. JAC has provided its Financial Statements for the past two fiscal years (Balance Sheet, Income Statement, Statement of Cash Flow), related federal tax return for Fiscal 2013 as well as its Fiscal 2015 Budget (Balance Sheet, Income Statement). Fiscal 2014 tax returns will be available in the coming weeks and can be provided at that time, if necessary.

**Financial Highlights (rounded)**

Fiscal 2015 Budgeted Annual Sales                      \$201,300,000

Fiscal 2014 Local Sales	\$17,796,000
Fiscal 2014 Charitable Giving	\$1,445,000
Calendar 2013 Local Property Taxes	\$359,000
Calendar 2013 Local Sales Taxes	\$417,000

### Benefit Program Highlight Summary

**Health Plan Benefits:** *All full-time, regular employees after the completion of a two calendar month waiting period.*

- **Medical (Boon Chapman & Aetna Network) and Rx (CVS Caremark)** - The company sponsors two comprehensive Medical and Rx plans for employees to choose from. Both plan options encourage in-network utilization as well as annual preventative exams. Under the Traditional PPO option, participants have copays for non-preventative office visits and prescription drugs and are required to satisfy an annual deductible before co-insurance amounts are applied. The Low Premium option is a qualified High Deductible Health Plan and participants must satisfy a combined medical and Rx deductible before co-insurance amounts are applied. Participants who enroll in the Low Premium option may be eligible to establish and contribute pre-tax dollars into a Health Savings Account (HSA). The company can also make contributions into this account on your behalf. Participants under both plan options can receive a 30 day supply of prescription drugs at retail stores or a 90 day supply of maintenance drugs by utilizing the mail order or CVS Retail Program. The prescription drug plan is designed to minimize participant out of pocket expenses when utilizing generic drugs and the mail order or the CVS Retail Program.
- **Vision (Boon Chapman & Aetna Network)** - Routine eye exams are covered every 12 month period. In addition, each participant receives \$300 towards the costs of materials such as frames, lenses and contacts.
- **Dental (Boon Chapman & DentalGuard Preferred Select Network)** - A dental plan that covers preventative services at 100%. Co-Insurance is applied to basic, major and orthodontia services and participants can choose to utilize network dentists with pre-negotiated discounts on services. The plan has an annual maximum benefit of \$1,500 while orthodontia has a lifetime maximum benefit of \$1,500.
- **Wellness Program** - The Company will pay employees and their spouse (if covered under the health plan) \$200 each once biometric screening and health risk assessment are completed. The biometric screening must be performed by an approved provider. In addition, the Company will reimburse up to 50% of gym memberships or weight watcher programs fees for employees and their covered spouse.
- **Employee Assistance Plan (UNUM)** - The Company has purchased this service to help employees achieve a work/life balance. The service includes counseling, referral service and web based tools for employees that are experiencing personal life events that cause stress.

**Retirement Benefits:** *Employees who have attained the age of 21 and have worked 1,000 hours in the first year of employment, or any calendar year thereafter.*

- **401k Plan (Wells Fargo)** - The Company has developed a 401k retirement plan where employees can elect pre-tax contributions. The Company will match 100% of the first three percent plus 50% on the next two percent the employee contributes. Both the employee and company contributions are immediately fully vested. Investment funds are available for employees to select and the contributed funds grow on a tax-deferred basis. The Company pays 100% of the day to day administrative costs. Employees may incur investment related fees depending on the funds that are selected and transactional fees for distributions.

**Occupational Injury Benefits:** *All employees.*

- **Occupational Injury Plan (Texas Employees)** - The Company has developed an occupational injury plan to protect employees income and help pay for medical expenses as a result of a job related injury.
- **State Workers Compensation Plan (Non-Texas Employees)** - Each state's program will vary. For specific state requirements, check the Worker's Compensation poster in your store.

**Exempt Profit Sharing Bonus Program:** All salaried employees who have maintained a regular status throughout the Fiscal Plan Year are eligible to participate in this program. Depending on financial performance for the Fiscal Plan Year, the Company will pay a profit sharing bonus to exempt employees.

**Income Protection and Leave Time Benefits:** *All full-time, regular employees. A two calendar month waiting period applies to several of the benefits below.*

- **Life and Accident (UNUM)** - The Company has purchased life insurance that will provide coverage for up to two times the annual base salary for employees. The Company has also purchased accident insurance that may provide an additional two times the annual base salary coverage for employees who sustain a loss due to an accident. For dependents of employees, the Company has purchased \$5,000 spouse and \$2,500 child life insurance coverages.
- **Voluntary Life Insurance (UNUM)** - Supplemental life & accident insurance may purchased that is in addition to the paid basic life & accident insurance provided by James Avery. The coverage cost is based on your age and the amount of coverage you elect and the premium amount you pay will be deducted from your paycheck.
- **Short Term Disability** - For disabling events that are not as a result of a work related injury, the Company has created a short term disability plan to help maintain its employee's income while they are disabled. The Company will continue 80% of pre-disability weekly earnings for a maximum period of 90 days. Benefits will begin on the 8th consecutive calendar day following an illness related disability or will begin the following day after an accident has occurred.
- **Long Term Disability (UNUM)** - For qualifying events that exceed the short term disability duration, the Company has purchased Long Term Disability (LTD) insurance for employees. The LTD insurance will pay up to 60% of pre-disability earnings until the employee is no longer considered disabled or normal retirement age.
- **Sick Pay/Personal Time** - Depending on length of service, the company offers paid Sick Pay/Personal Time (SPPT) hours for employees on their first day of employment. SPPT hours are allotted each March 1st Fiscal year and can be used in one hour increments. At each Fiscal year end, hourly employees can choose to be paid on up to 40 unused SPPT hours at time and a half or have the unused SPPT hours moved to a rolling bank for future use. For salaried employees, up to 40 unused SPPT hours can be moved into a rolling bank for future use. At any Fiscal year start, the maximum amount of SPPT time in the rolling bank can not exceed 60 hours.

**Additional Leave Time Benefits:** *See specific leave benefit description for eligibility.*

- **Holidays** - Regular full-time and regular part-time employees are eligible to receive holiday pay according to the holiday schedule released each year by the Human Resources department.
- **Funeral Leave** - Regular full-time and part-time employees are eligible for one to three days of paid funeral leave in order to make personal arrangements due to a loss of a family member.
- **Jury Duty** - The Company strongly encourages its employees to perform this very important civic service. The Company will pay all employees' regular compensation for scheduled work hours up to a maximum of 15 workdays in a calendar year.
- **Unpaid Time Off** - Part-time employees are eligible to use unpaid time off for unexpected absences from work. The amount of time varies depending on regular or seasonal part-time status.
- **Additional Leave** - For leaves that do not qualify for Family Medical or Military, all employees may be eligible for up to 30 days of job protected leave. The company will evaluate the unpaid time off request based on the employee's circumstances and the business needs of the company.

**Additional Benefits:** *See specific program description for eligibility.*

- **Employee Discount Program** - The Company allows each employees and their eligible dependent relative to purchase certain merchandise at a discount from retail prices. Each employee and eligible dependent receives a discount card and is subject to a calendar year maximum.

The purpose of this document is to provide a summary level explanation of the benefits available to employees. For specific details, please refer to your employee handbook, personnel guidelines or summary plan descriptions.



James Avery  
JEWELRY

## EIC Addendum Information

### Typical Titles for Planned Additional Staff:

- Manufacturing Technician
- Manufacturing Launch Technician
- Manufacturing Process Technician
- Manufacturing Quality Technician
- Employee Relations Representative
- Safety Coordinator
- Production Coordinator
- Production Clerk
- Site Admin
- Technical Maintenance Supervisor
- General Maintenance Technician
- Tech Maintenance Technician I
- Tech Maintenance Technician II
- Tech Maintenance Technician III
- Tech Maintenance Electrician
- Section Leader
- Production Manager
- Engraving Clerk
- Product Care Clerk
- Distribution Clerk I
- Distribution Clerk II
- Product Returns

## Agenda Item:

5B. Cailloux Theater Expansion project. (staff)

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION,  
CITY OF KERRVILLE, TEXAS**

**SUBJECT:** Cailloux Theater Support Facility Update

**FOR AGENDA OF:** October 27, 2014    **DATE SUBMITTED:** October 23, 2014

**SUBMITTED BY:** Ashlea Boyle *AB*    **CLEARANCES:** Todd Parton  
Special Projects Manager                      City Manager

**EXHIBITS:** Funding Agreement between the EIC, City of Kerrville, and Playhouse 2000, Inc.

**AGENDA MAILED TO:**

**APPROVED FOR SUBMITTAL BY CITY MANAGER:** *TP*

<b>Expenditure</b>	<b>Current Balance</b>	<b>Amount</b>	<b>Account</b>
<b>Required:</b>	<b>in Account:</b>	<b>Budgeted:</b>	<b>Number:</b>
\$	\$	\$	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE DIRECTOR OF FINANCE:**

**SUMMARY STATEMENT**

Design for the Cailloux Theater Support Facility is currently underway and cost estimates are being refined as is common when design nears 50% completion. The refined estimates may exceed existing financial resources. In the event that additional funds are required, Playhouse 2000, Inc. (P2K) plans to continue its capital campaign. Since the approved funding agreement requires construction to commence by February 1, 2015, the EIC and City Council may need to consider extending the deadline.

P2K and Peter Lewis will provide a project update.

**RECOMMENDED ACTION**

Staff recommends receiving the report and approving a project timeline extension as may be requested by P2K. Staff further recommends providing direction to amend the funding agreement to also include that the project design be tabled until such time that P2K has been able to secure adequate funds to complete the project to the current scope.

**PROJECT FUNDING AGREEMENT BETWEEN THE CITY OF KERRVILLE, TEXAS, ECONOMIC IMPROVEMENT CORPORATION; THE CITY OF KERRVILLE, TEXAS; AND PLAYHOUSE 2000, INC., FOR THE CONSTRUCTION OF A SUPPORT FACILITY TO BE OWNED BY THE CITY AND USED IN CONJUNCTION WITH THE CAILLOUX THEATER FOR THE PERFORMING ARTS**

THIS PROJECT FUNDING AGREEMENT is entered into this 11<sup>th</sup> day of February, 2014, by and between the City of Kerrville, Texas Economic Improvement Corporation ("EIC"), a Texas non-profit corporation established by City pursuant to Section 4B of Tex. Rev. Civ. Stat. Art. 5190.6 and codified in Chapters 501, 502, and 505 of the Texas Local Government Code, otherwise known as the Development Corporation Act of 1979 ("the Act"); the City of Kerrville, Texas ("City"), a Texas home-rule municipality; and Playhouse 2000, Inc., a Texas nonprofit corporation ("P2K").

**WITNESSETH:**

**WHEREAS**, pursuant to Chapter 505 of the Act, the EIC may undertake, or provide funding to City to undertake, projects which the EIC finds to be encompassed by the definition of "projects" as that word is defined in Chapters 501 and 505 of the Act; and

**WHEREAS**, EIC was formed to administer the sales and use tax approved by the citizens of Kerrville, Texas, in May 1995 and collected for projects as defined by the Act, including:

*Buildings, equipment, facilities, and improvements found by the EIC to be required or suitable for use for professional and amateur sports, including children's sports, athletic, entertainment, tourist, convention, and public park purposes and events, including stadiums, ball parks, auditoriums, amphitheaters, concert halls, parks and park facilities, open space improvements, museums, exhibition facilities, and related store, restaurant, concession, and automobile parking facilities, and related roads, streets, and water and sewer facilities, and other related improvements that enhance any of the items described by 505.152 of the Act; and*

**WHEREAS**, P2K proposes construct a support facility on City-owned property adjacent to the Kathleen C. Cailloux Theater for the Performing Arts, a City-owned auditorium ("Auditorium"); and

**WHEREAS**, the Auditorium serves as the primary venue within the area for the performing arts; and

**WHEREAS**, P2K plans the support facility as an approximate 6,000 square foot building, which will consist of dressing rooms, a green room, rehearsal space and classrooms, space for the construction of scenes and costumes, and storage (the "Project"); and

**WHEREAS**, the Project, estimated to cost \$755,000.00, will address deficiencies and inefficiencies in planning, preparing for, and staging performing arts held at the Auditorium, which

will help P2K in presenting performances and which will enhance the quality of life of area residents; and

**WHEREAS**, P2K seeks grant funding from the EIC in the amount of \$500,000.00, for the City to use in bidding, awarding, and managing the construction of the Project; and

**WHEREAS**, the EIC finds that the Project as described generally above constitutes a "project" as defined by the Act; and

**WHEREAS**, the EIC finds that the Project is required or suitable for entertainment, tourist, convention, auditoriums, amphitheaters, concert halls, exhibition facilities and other related improvements that enhance any of these items; and

**WHEREAS**, the EIC finds that it will be in the public interest to enter into this Agreement with City and P2K to provide sales tax revenues collected pursuant to the Act ("4B Revenues") to City for costs related to the Project; and

**WHEREAS**, on January 27, 2014, in a meeting that was open to the public in accordance with the Texas Open Meetings Act, the EIC held a public hearing pursuant to Section 501.072 of the Act related to the proposed expenditure of 4B Revenues for the Project;

**NOW THEREFORE**, for and in consideration of the recitals set forth above and the promises made herein, the EIC and City agree as follows:

1. **"Project" Defined:** When used in this Agreement, the phrase "Project" means the project summary as described in **Exhibit A** attached hereto and included herein for all purposes. City will manage the funding it receives from EIC and the bidding and construction of the Project. City shall not substantively alter the description of the Project in any respect without the prior approval of the EIC.
2. **Agreement to Fund Project:** The EIC agrees to provide City an amount up to and not to exceed two-thirds (2/3) of the total costs of the Project, such amount not to exceed \$500,000.00, in 4B Revenues to be used for the Project. Prior to any payment or use of any of the funds from EIC, P2K shall perform the following:
  - a. provide sufficient evidence, in the sole opinion of City, that P2K has received and/or been promised funding from other entities or sources, that when combined with the funding promised by EIC, will allow for full completion of the Project; and
  - b. convey the property where the Project will be constructed and as more specifically described in **Exhibit B** to the City in the form of a warranty deed.
3. **Payments Authorized:** City is authorized to make payments for the herein described purposes directly from the Sales Tax Improvement Fund (Fund 40) or by making a transfer of 4B Revenues from the Sales Tax Improvement Fund (Fund 40) to one or more funds described in the City's approved budget.

*EIC F.A.  
2014-04*

4. **Eligible Costs:** Payments made by City from 4B Revenues as authorized by Section 3, above, are limited to the payment of "costs" as defined in the Act.
5. **Project Timeline:** P2K and the City shall begin construction activities for the Project on or before February 1, 2015. Should such activities not occur, EIC may elect to cancel and withhold its pledge of funds for the Project.
6. **Right of First Refusal:** P2K owns property located at 301 Washington Street, which is located adjacent to the Auditorium and otherwise known as the VK Garage (the "Adjacent Property"). Should P2K or its successors or assigns desire to sell or transfer the Adjacent Property or any part of it on the receipt of a bona fide offer (including a contract) which P2K desires to accept, P2K shall first notify City in writing (the "Offer Notice") of the offer to purchase the Adjacent Property (or any part of it) and the name of the proposed transferee and the terms and conditions of the proposed transfer, together with a full, legible, true, correct, and complete copy of any written offer, including any exhibits and addenda (collectively the "Transaction Document"); whereupon City has the first and prior exclusive right and option to purchase all of the Adjacent Property for the consideration and on the terms equivalent to the consideration and terms stated in such Transaction Document, which option will continue for a period which will expire thirty (30) days following the City's receipt of the Offer Notice. If City elects to accept the option, the option must be exercised by City by written notice (the "Exercise Notice") in substantially the form of the Transaction Document, delivered to P2K and the escrow or closing agent named in the Transaction Document, if any, and the sale must be closed in accordance with the equivalent terms of the bona fide offer, but no earlier than sixty (60) days from the time that the Exercise Notice is delivered to P2K. If City does not elect to exercise the option within the deadline for doing so, P2K may sell the Adjacent Property to the prospective purchaser named in the bona fide offer on terms no less favorable to P2K than those stated in the Offer Notice; provided, however: (a) such sale must be closed and funded no later than six (6) months from the date of the Offer Notice (called the "Final Closing Deadline"), and upon the closing and funding, this preemptive right of first refusal will be terminated and released from the Adjacent Property by the City pursuant to the delivery of an acknowledgment of such release in recordable form evidencing its waiver of this right; and (b) if such sale is not closed and funded within such Final Closing Deadline, then the Adjacent Property will continue to be subject to this preemptive right of first refusal and the Offer Notice must again be provided to City prior to any future sale. City may require such evidence as City may reasonably determine to be appropriate to clearly prove P2K's compliance with this preferential right of first refusal. In addition, the parties have agreed to execute a Memorandum describing only the names and addresses of the parties, the Adjacent Property, and a general description of this right of first refusal notifying the public of the existence of the right. Said right of first refusal also applies where P2K becomes insolvent, has a receiver appointed for it, and/or files or is adjudicated as bankrupt.
7. **Conditions Under which EIC may Suspend Performance of its Obligations under this Agreement:** under any of the following conditions EIC may, at its option, after fifteen (15) days written notice to P2K, suspend its further performance under this Agreement until such time as P2K shall have cured the condition(s) and so notified EIC, in writing, that the condition(s) have been cured:
  - a. P2K becomes insolvent. "Insolvent" is defined to mean one either has ceased to pay its debts in the ordinary course of business or cannot pay its debts as they become due, or is insolvent within the meaning of the federal bankruptcy law.

EIC F.A.  
2014-04

050

b. The appointment of a receiver of P2K, or of all or any substantial part of the Property, and the failure of such receiver to be discharged within sixty (60) days thereafter.

c. The adjudication of P2K as bankrupt.

d. The filing by P2K of a petition to be adjudged as bankrupt, or a petition or answer seeking reorganization or admitting the material allegations of a petition filed against it in any bankruptcy or reorganization proceeding.

Should any of these conditions not be cured by P2K within ninety (90) days, P2K will be considered to have breached this Agreement and EIC may, at its option, with written notice to P2K, terminate this Agreement and P2K shall be obligated to refund the EIC the full amount of any Grant funding received from the EIC.

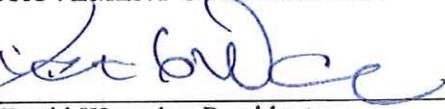
8. **Applicable Law:** This Agreement is governed by and construed in accordance with the laws of the State of Texas. The Agreement is entered into and fully performable within Kerr County, Texas. Accordingly, venue for any cause of action arising pursuant to this Agreement is proper only in Kerr County, Texas.
9. **Interpretation:** Each party has had the opportunity to be represented by counsel of its choice in negotiating this Agreement. This Agreement will therefore be deemed to have been negotiated and prepared at the joint request, direction, and construction of the parties, at arm's length, with the advice and participation of counsel, and will be interpreted in accordance with its terms without favor to any party.
10. **No Joint Venture:** Nothing contained in this Agreement is intended by the parties to create a partnership or joint venture between the parties.
11. **Survival of Terms:** All rights, duties, liabilities and obligations accrued prior to termination will survive termination.
12. **Entire Agreement:** This Agreement represents the entire agreement of the parties with respect to the subject matter hereof.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement in the year and as of the date indicated.

CITY OF KERRVILLE, TEXAS

By:   
Jack Pratt, Jr., Mayor

CITY OF KERRVILLE, TEXAS ECONOMIC  
IMPROVEMENT CORPORATION

By:   
David Wampler, President

ATTEST:

*2-11-14*  
Brenda G. Craig  
Brenda G. Craig, City Secretary

APPROVED AS TO FORM:

Michael C. Hayes  
Michael C. Hayes, City Attorney

ATTEST:

Rex Boyland  
Rex Boyland, Secretary for the EIC

PLAYHOUSE 2000, INC.

By: Jeffrey Brown  
Jeffrey Brown, Executive Director

*EIC F.A.  
2014-04*

EXHIBIT A 33

Playhouse 2000, Inc.  
Application to the Economic Improvement Corporation  
October, 2013

## SECTION IV - PROJECT DESCRIPTION

Thank you for this opportunity to apply for EIC support of proposed improvements to the facilities of The Kathleen C. Cailloux City Center for the Performing Arts.

As producers of local arts and entertainment programming and managers of the Center on behalf of the City of Kerrville, we are anxious to enhance our economic impact on our community. We're seeking assistance in meeting the challenges that stand in the way of meeting those goals.

This application is a "follow-up" to our application from June of this year. At that time, we requested support of a facility addition, but had little more than general information about the form that this facility would take. We are pleased to provide further information about that project with this application.

### Facility addition - Education/Rehearsal Space, Scene/Costume Shop, Backstage support

The original plan for turning the old Municipal Auditorium into the Kathleen C. Cailloux City Center for the Performing Arts included not only The Cailloux Theater, but also auxiliary buildings which would provide space for a variety of additional performance and support activities.

In the past two years, Playhouse 2000 has taken steps to fulfill a portion of that mission by re-opening the VK Garage Theater, a "blackbox" performing space immediately adjacent to The Cailloux Theater. We have invested a little more than \$90,000 in renovations and equipment upgrades, and this was supplemented by the recent grant of about \$118,000 from the EIC for roofing and professionally designed seating risers. We intend for the VK Garage to become a full-time performance site.

That full-time goal is currently out of reach, though, due to the lack of additional support space originally provided in the City Center plan. At present, costumes, props and scenery pieces are all stored inside the VK Space, which also serves as our only scenic construction space - and then doubles as our rehearsal space!

In addition, Playhouse 2000 recently achieved another programming goal when we opened our Youth Theater Program, a production-based activity designed to provide theatrical opportunities for people under 18 years old. This program also shares the VK Garage Space, as does the Playhouse 2000 partnership with The Dietert Center - a program aimed specifically at senior citizens.

All of the programs which take place in and around The Kathleen C. Cailloux City Center for the Performing Arts are hindered by this over-booking of support space. With additional space for classes, camps, rehearsals, construction and storage, all aspects of the Center's programming would improve.

We are requesting support of \$500,000 toward the construction of a facility to provide for these activities. We are in the process of approaching several sources in the community to provide the balance of the estimated total cost of the project of approximately \$750,000.

EIC F.A.  
2014-04

Our proposed building, as conceived by local architect and Playhouse 2000 volunteer Peter Lewis, includes approximately 6,000 square feet of space, and will be placed immediately behind The Cailloux Theater facing the parking lot with an attractive side façade facing Jefferson Street.

From the front doors, visitors will have immediate access to a 1,000 square foot classroom/rehearsal room which will be outfitted with a 'sprung' floor for participant safety, as well as a mirrored dance wall, a ballet barre, and equipment storage. This space will be used for children's programming, as well as for other ancillary theater activities.

This entrance will also be used by performers in The Cailloux Theater, offering access to additional dressing rooms and "green room" space. This will allow larger ensembles to more comfortably perform at The Cailloux, and provide more privacy for "stars" when needed.

The back of the building will be set aside for scenic and costume construction and storage, supporting all Playhouse 2000 activities as well as removing the substantial number of items currently being housed in Cailloux wings.

The facility will be served by HVAC systems throughout, and will be fire-sprinklered and alarmed as appropriate.

The entire structure will be finished in a limestone veneer in order to fit comfortably into the neighborhood and complement the Cailloux Theater.

We anticipate that all design for the facility will be provided by Peter Lewis + Associates here in Kerrville. We will seek competitive bids for construction.

If this project achieves the approval of the EIC before the end of the year, we anticipate that all additional funding can be achieved within 8 months, that design will be accomplished concurrently with final fund-raising, and that we can break ground no later than the fall of 2014. We anticipate the space being fully on-line by Spring, 2015.

Once the facility is in place, Playhouse 2000 will be able to expand our production offerings to include at least 6 productions per year plus our Senior projects and the annual Shakespeare In the Park project. With its dedicated classroom/rehearsal space, this building will also allow us to grow in service to school-age children, including drama and/or dance camps for school breaks and summers, additional productions, and training in theater arts.

These, plus expanded presentations in The Cailloux Theater, will bring our potential production calendar to 60 event-days per year or more, with potential audiences of more than 50,000 guests. The face value of tickets for these events would exceed \$1 million, and the economic impact of 50,000 visits to the downtown district per year is estimated to be that much or more.

This new facility will move Kerrville one step closer to achieving the goals laid out when a cultural center for the Hill Country was envisioned more than 15 years ago. We look forward to working toward those goals with you.

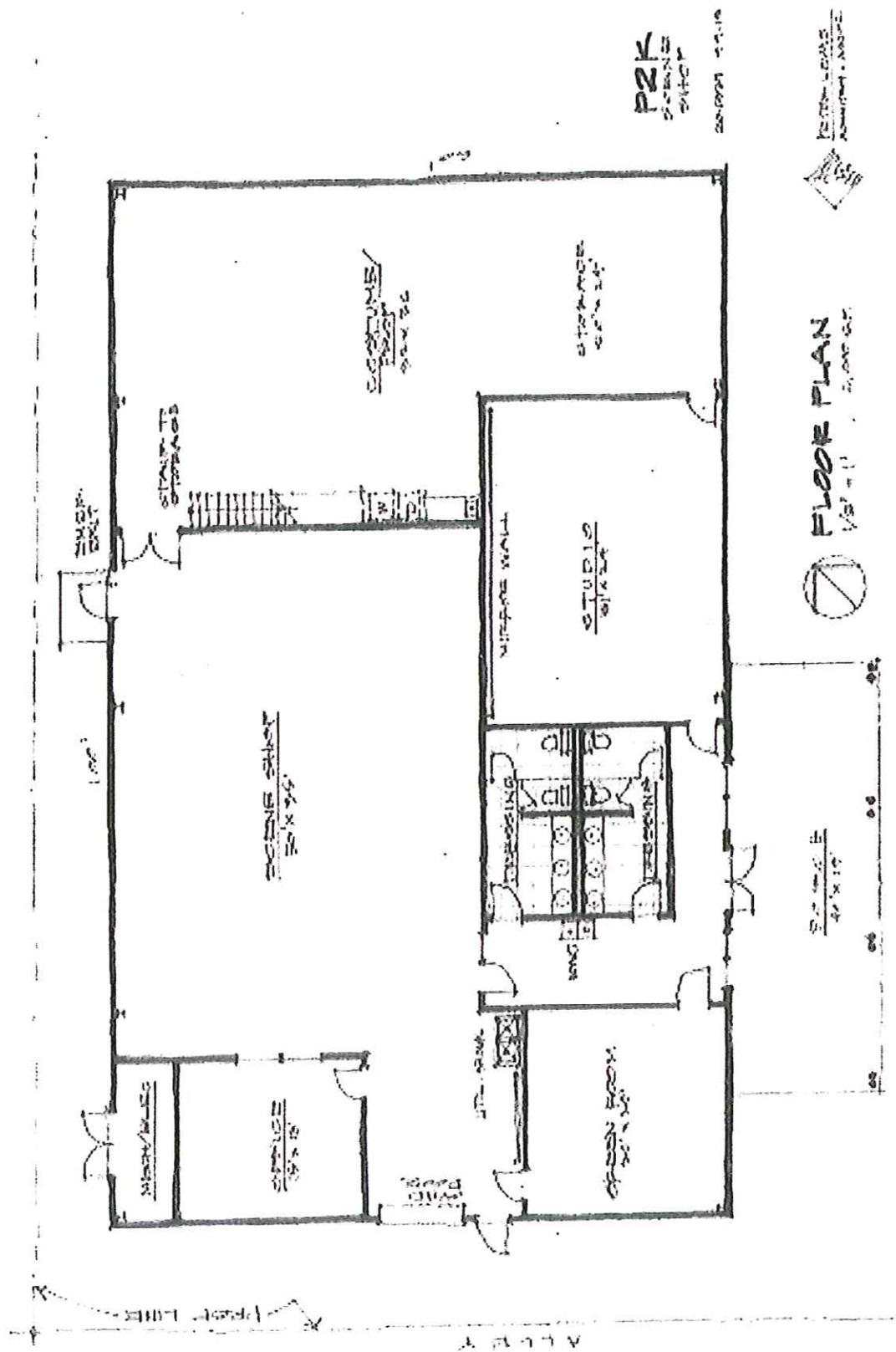
*EIC F.A.  
2014-04*

Playhouse 2000, Inc.  
Application to the Economic Improvement Corporation  
June, 2013

**Items proposed In this application: Overview**

C: Facility addition - Storage, Scene/Costume Shop, Backstage support, Class/Rehearsal Room	\$755,000
Total Request This Proposal	\$500,000

*EIC F.A.  
2014-04*



PK  
 2014-04-04  
 2014-04-04



FLOOR PLAN  
 1/2" = 1' - 0"



ERIC F.A.  
 2014-04





## **Agenda Item:**

5C. Change meeting dates for November and December meetings. (staff)

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION  
CITY OF KERRVILLE, TEXAS**

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**SUBJECT:** Select regular meeting dates for November and December 2014

**FOR AGENDA OF:** October 27, 2014      **DATE SUBMITTED:** October 22, 2014

**SUBMITTED BY:** Ashlea Boyle *AB*      **CLEARANCES:** Todd Parton  
Special Projects Manager                      City Manager

**EXHIBITS:**

**AGENDA MAILED TO:**

**APPROVED FOR SUBMITTAL BY CITY MANAGER:** *[Signature]*

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<b>Expenditure</b>	<b>Current Balance</b>	<b>Amount</b>	<b>Account</b>
<b>Required:</b>	<b>in Account:</b>	<b>Budgeted:</b>	<b>Number:</b>
<b>\$</b>	<b>\$</b>	<b>\$</b>	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE DIRECTOR OF FINANCE:**

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**SUMMARY STATEMENT**

The regular meeting dates for the November and December EIC meetings fall during the weeks of the Thanksgiving and Christmas holidays.

**RECOMMENDED ACTION**

Staff recommends selecting new meeting dates for November and December 2014 due to the holidays.

## **Agenda Item:**

6A. Report on 2014 Community Events funded by the EIC. (staff)

**TO BE CONSIDERED BY THE  
ECONOMIC IMPROVEMENT CORPORATION,  
CITY OF KERRVILLE, TEXAS**

**SUBJECT:** Report on 2014 community events funded by the Economic Improvement Corporation

**FOR AGENDA OF:** October 27, 2014    **DATE SUBMITTED:** October 22, 2014

**SUBMITTED BY:** Ashlea Boyle *AB*    **CLEARANCES:** Todd Parton  
Special Projects Manager                      City Manager

**EXHIBITS:** Post Event Reports from:

1. Kerrfest;
2. Kerrville Festival of the Arts;
3. Get on the Bus;
4. Kerrville's 4<sup>th</sup> on the River;
5. Texas Hill Country Wine and Brew Festival;
6. Kerrville Triathlon Festival; and
7. Sock Hop on the Star.

**AGENDA MAILED TO:**

**APPROVED FOR SUBMITTAL BY CITY MANAGER:** 

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<b>Expenditure</b>	<b>Current Balance</b>	<b>Amount</b>	<b>Account</b>
<b>Required:</b>	<b>in Account:</b>	<b>Budgeted:</b>	<b>Number:</b>
\$	\$	\$	

**PAYMENT TO BE MADE TO:**

**REVIEWED BY THE DIRECTOR OF FINANCE:**

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**SUMMARY STATEMENT**

The Economic Improvement Corporation funded seven different community events in 2014 for a total reimbursement up to \$118,159. Staff will provide a report on the following events: Kerrfest, Kerrville Festival of the Arts, Get on the Bus, Kerrville's 4<sup>th</sup> on the River, Texas Hill Country Wine and Brew Festival, and the Sock Hop on the Star.

**RECOMMENDED ACTION**

This is for information only. No recommend action.



Post Event Report – Community Event Funding  
Economic Improvement Corporation

1. Event Details:
  - a. Name: Kerrfest
  - b. Date(s): May 15-18, 2014
  - c. Location: Hill Country Youth Event Center
  - d. Time: All Day
  
2. Event Summary: Kerrfest is a family event, featuring a BBQ and Chili Cookoff, Rodeo, Kids' Activities, and Dance.
3. Total Grant From EIC: \$25,000
4. Total Actual Reimbursement: \$25,000
5. Grant Funds used for (list specifics): Rental of Grandstands
6. Attendance:
  - a. Total Attendance: ~4000
  - b. Estimated number of attendees from outside of Kerr County: 2400
  - c. Factors that affected attendance (if any):
  
7. Total Ticket Sales (if applicable): paid \$16,244 (2,000 attendees)
8. Gross Revenue: \$21,000 free-sponsors, judges, e.t.c.  
\$84,444.00 cash  
\$111,294.00, incl. in-kind
9. Total Expenses: \$72,351.05
10. Any additional information you would like to share:

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov))

CD → Leah

Report Completed by: Kristan D. Weaver Date: 6/11/14



***KerrFest 2014  
Estimated Economic  
Impact Report***

79 Sponsors

Total Cash revenue, including in-kind: \$84,000.00

*Approximately 4,000 attendees - estimated 60% of attendees + contestants were from outside Kerr County (provided by the Kerrville Area Chamber of Commerce)*

Special Event Expenditures, based on the following assumptions:

4,000 attendees

60% or 2400 attendees stayed overnight-based on family of 3.3 persons per family staying 2 nights (industry standard) = 1,455 special event roomnights.

\$110 average expenditure/person/day (industry standard)

2400 X \$110.00 = 264,000.00 X 2 days = \$528,000.00

Total Cash Revenue: \$84,000 X 3.5 turnover = \$294,000.00

Estimated Economic Impact for KerrFest 2014: **\$822,000.00**

## 2014 Kerrfest Current Sponsors

### Major Sponsor

1. Wells Fargo Bank
2. Crenwelge Motors
3. Kerr County
4. City of Kerrville
5. Kerrville Convention & Visitors Bureau

### Media Sponsor

1. Ranch Radio Group
2. The Buck 103.7
3. Rev FM

### Specialty Act Sponsor featuring World Famous Rodeo Clown Leon Coffee!

1. Earnest Roofing
2. Wrangler/Billy's Western Wear

### Dance Sponsor

1. Security State Bank & Trust + Vision Source (The Wolf Sisters)
2. Keg 1 O'Neal (John Christopher Way & Barbwire)

### Let-Out Gate Sponsor

1. KPUB
2. Guadalupe National Bank

### Announcer Stand Sponsor

1. LeMeilleur's RV, Truck, & Equipment Repair and the Diesel Dr.

### Events Sponsor

Bareback Broncs	<u>Church's Chicken</u>
Saddle Broncs	<u>Ricks Furniture</u>
Barrel Racing	<u>Centurion Homes</u>
Calf Roping	<u>Grimes Funeral Chapels</u>
Girls Breakaway Roping	<u>Kerrville Ranch &amp; Pet Center</u>
Team Roping	<u>Heritage Investment Management</u>
Bull Riding	<u>Terminix</u>
Calf Scramble	<u>Meier Custom Homes</u>
Mutton Busting	<u>Billy's Western Wear/Twisted X Boots</u>
Adult Calf Scramble	<u>Kerr County Connection</u>

### Bucking Chute Sponsor

1. Benefit Choices Co.
2. Capital Farm Credit
3. Centennial Bank
4. Roberts Auto Sales
5. Kerr County Texas Farm Bureau

6. Vaquero Waste & Recycling

<b>Beer Tent Sponsor</b>	<u>Western Beverages</u> <u>Brown Distributing</u>
<b>BBQ Judging Contest</b>	<u>Buzzie's BBQ</u>
<b>Chili Judging Contest</b>	<u>MG Building Materials</u>
<b>Jackpot Team Roping</b>	<u>Rockscapes</u> <u>Comfort Center for Dentistry</u> <u>Kerrville Ranch &amp; Pet Center</u>

**Arena & Grandstands Sponsors**

1. Garrett Insurance Agency/Texas Hills Insurance
2. Art Bell
3. Chicken Express
4. Kerr County Abstract & Title Co.
5. REMAX Carey Bond
6. Toyota of Boerne
7. Lazy Dog Sports Bar
8. Summit Mountain Ranch
9. TNJ Engraving (in-kind)
10. Kerrville Daily Times (in-kind)
11. Hill Country Community Journal (in-kind)
12. West Kerr Current (in-kind)

**Zoofari Sponsor**                      Texas Hill Country Chapter of Safari Club International

**Youth Rodeo Series**

1. 1000 Hills Cowboy Church
2. Gibson's
3. Behren's Hauling
4. The UPS Store
5. Mini-Mart
6. Bennett Septic
7. Double L Feed/Back 40
8. Hill Country Gutters-Roofing-Siding



Post Event Report – Community Event Funding  
Economic Improvement Corporation

1. Event Details:
- a. Name: Kerrville Festival of the Arts
  - b. Date(s): May 24-25, 2014
  - c. Location: 700-800 blocks of Water Street
  - d. Time: 10:00 a.m. - 6:00 p.m.

2. Event Summary:  
Juried fine art show and sale in Historic Downtown Kerrville.

3. Total Grant From EIC:  
\$20,000

4. Total Actual Reimbursement:  
\$18,334.49

5. Grant Funds used for (list specifics):  
See attached list.

6. Attendance:
- a. Total Attendance: 4,500 (estimated)
  - b. Estimated number of attendees from outside of Kerr County: 3,000
  - c. Factors that affected attendance (if any): Rain

7. Total Ticket Sales (if applicable):  
N/A

8. Gross Revenue:  
35,665.34

9. Total Expenses:  
30,825.30

10. Any additional information you would like to share:  
This event was a huge success.

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov))

Report Completed by: LuAnn Anderson

Date: June 24, 2014

Kerrville Festival of the Arts – Artists 2014

Kristy Allmon [www.enchantedphotodesign.com](http://www.enchantedphotodesign.com)

Jackie Barnard [www.designinglines.com](http://www.designinglines.com)

Tom Beach & Amanda Walker [www.beachwalkerboxes.com](http://www.beachwalkerboxes.com)

Joanna Biondolillo [www.imagemerchants.com](http://www.imagemerchants.com)

Cynthia Bloom [www.cynthiabloom.com](http://www.cynthiabloom.com)

Wendy Bolerjack [www.yourqueenbead.com](http://www.yourqueenbead.com)

Harry Bowden [www.harrybowdenphoto.com](http://www.harrybowdenphoto.com)

Larry Bridges [www.larrybridges.com](http://www.larrybridges.com)

Doug & Beth Brown [www.pottersbrown.com](http://www.pottersbrown.com)

Cindy Cherrington – glass

Sue Corbett – weaver

Ron Cordell – jewelry

Donald Darst [www.donaldarst.com](http://www.donaldarst.com)

Hannah Dreiss & Nemo [facebook.com/hannahandnemo](https://facebook.com/hannahandnemo)

Shirley Elfstrom <http://www.dreamcornerjewelry.etsy.com>

Dee Elliott painter

Ann Feldmeir [www.clayhearts.com](http://www.clayhearts.com)

Peter Florczak [www.flowersinglass.com](http://www.flowersinglass.com)

Brent Freed [www.getmydrift.etsy.com](http://www.getmydrift.etsy.com)

Joe Friddle [www.joefriddleart.com](http://www.joefriddleart.com)

Wendell Fuqua [www.woodcutsbywendell.com](http://www.woodcutsbywendell.com)

Gary Hastings wood

Tim Herschbach [www.herschbachphotography.com](http://www.herschbachphotography.com)

Karen Hobbs [www.maggielanestudio.com](http://www.maggielanestudio.com)

Al & Jeni Hoeksema <http://www.juscuzpottery.com/>

Genevieve Holland [www.hollandartdesign.com](http://www.hollandartdesign.com)

Annette Kinslow [www.kinslowart.com](http://www.kinslowart.com)

Kristen Kramlich [www.fluxejewelry.com](http://www.fluxejewelry.com)

Steve Kriechbaum, Designer Goldsmith [www.skriechbaum.com](http://www.skriechbaum.com)

Yvette Kuntscher [www.ykacrylicartshop.com](http://www.ykacrylicartshop.com)

Helene Little <https://www.facebook.com/helene.little.50>

Terri McAshan, Terri's Glass Creations [www.terrisglasscreations.com](http://www.terrisglasscreations.com)

Jan & Tom Miller [www.artbyjanandtom.com](http://www.artbyjanandtom.com)

Micah Moore <http://www.micah-moore.artistwebsites.com/>

Cindy Morawski [www.cindymorawski.com](http://www.cindymorawski.com)

Carlos Moseley [www.riverrustic.com](http://www.riverrustic.com)

Brent & Maureen Mosher [www.brentmosherwoodturner.com](http://www.brentmosherwoodturner.com)

Burt Oatman [www.facebook.com/burtoatmanartist](http://www.facebook.com/burtoatmanartist)

Karen O'Brien [www.karenobriendesigns.com](http://www.karenobriendesigns.com)

Tamara Ordaz <http://tamaragabriela.com>

Ed Peet <http://facebook.com/coinucopia.peet>

Ken Pieper <http://kenpieperartandphoto.com/>

Jean Porras <http://mosaicgardentreasures.com>

Clare Pousson & Mark Wolter [www.bluehavenporcelain.com](http://www.bluehavenporcelain.com)

Kay Primer, Sculptor [www.kayprimer.com](http://www.kayprimer.com)

Thom Ricks [www.thomricks.fineartstudioonline.com](http://www.thomricks.fineartstudioonline.com)

Jill Robinson [www.onebasket.net](http://www.onebasket.net)

Robert Ruhmann painter

Jim Bob Salazar [www.jimbobsalazar.blogspot.com](http://www.jimbobsalazar.blogspot.com)

Arthur & Rebecca Schoenig [www.hiddendragonart.com](http://www.hiddendragonart.com)

Carianne Schulte [www.bycarianne.com](http://www.bycarianne.com)

Mark Schultz [www.galleryatpicewood.com](http://www.galleryatpicewood.com)

Stephanie Shroyer [www.cment2b.com](http://www.cment2b.com)

Wolf Sittler [www.wolfsittler.com](http://www.wolfsittler.com)

Bjorn Sjogren, Studio Skandinava [www.artbybjorn.com](http://www.artbybjorn.com)

Chris Smith [www.smithmapstudio.com](http://www.smithmapstudio.com)

Annette Tiberi [www.silkartfashion.com](http://www.silkartfashion.com)

Jim Tunell [www.indianscowboys.com](http://www.indianscowboys.com)

Linda Wagner [www.thesilveracorn.com](http://www.thesilveracorn.com)

Rolf & Kathy Wagner fused glass jewelry and sculpture

Anna Lee Wagoner [www.rootsflyingsouthphotography.com](http://www.rootsflyingsouthphotography.com)

Jeff Wahrmund mixed media

Dale Wilkins [www.dalewilkins.com](http://www.dalewilkins.com)



Post Event Report – Community Event Funding  
Economic Improvement Corporation

1. Event Details:

- a. Name: Get on the Bus 2014
- b. Date(s): May 24 and May 25
- c. Location: Downtown Parking Garage
- d. Time: 10am - 1am

2. Event Summary: The Get on the Bus event was a free shuttle service for event goers to park in the parking garage and get a ride to the Folk Festival, Wine & Brew Fest, Inn of the Hills, or Yo Hotel.

3. Total Grant From EIC: \$7800<sup>00</sup>

4. Total Actual Reimbursement:

\$7800

5. Grant Funds used for (list specifics): Shuttles for Saturday, May 24 and Sunday, May 25 from downtown to Folk Festival, Wine & Brew Fest, Inn of the Hills, & Yo Hotel.

6. Attendance:

- a. Total Attendance: 159
- b. Estimated number of attendees from outside of Kerr County:
- c. Factors that affected attendance (if any): rain

7. Total Ticket Sales (if applicable): 0

8. Gross Revenue: 0

9. Total Expenses: \$15,737.57

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (Invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov))

10. Any additional information you would like to share: Included in the packet is a letter explaining why the total expenses is so high.

Report Completed by: Leah Dixon

Date: 6/13/2014



June 13, 2014

EIC Board Members,

On February 24, 2014 EIC approved a reimbursement grant of \$7,800.00 to provide shuttle buses to the Kerrville Folk Festival, Wine and Brew Festival, Downtown Events, and Hotels for Memorial Day weekend. KEDC paid the initial down payment of \$3,741.00 and the total amount was \$7,482.00. The other half was paid on May 12, 2014 by KEDC. We provided the company with all of the documents needed for their services, including maps, routes, time schedules, and shuttle logs.

Friday, May 23, 2014 I received a call from the Kenneth Waller, my contact from Tuxedo Charters, and was informed that their bank had frozen their accounts and they had no way of getting the buses to us the next day. I was told we would be fully reimbursed within 14 days and was sent an email explaining what happened.

After I got off the phone with Kenneth, I called Charlie McIlvain at the CVB. I went to his office and we found a replacement company, Elegant Limousine and Charter out of San Antonio, TX. Their bid was higher, but at that point, we didn't feel like we had a choice since it had been promoted around town.

The event went well and we didn't have any problems from Elegant Limousine and Charter. The total cost for their services came to \$8,255.57.

As of today, I still have not been able to get ahold of anyone from Tuxedo Charters in Boerne.

Sincerely,

A handwritten signature in blue ink that reads "Leah Dixon".

Leah Dixon  
Economic Development Specialist  
Kerrville Economic Development Corporation  
1700 Sidney Baker, Ste 100  
Kerrville, TX 78028  
(830) 896-1157

CC: Ashlea Boyle, Todd Parton, Charlie McIlvain

# Memorial Day Weekend



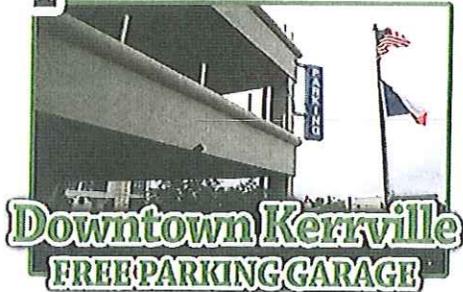
**SAFE,  
EASY,  
FUN!**

To **FUN** events around Kerrville

**FREE | FREE | FREE | FREE | FREE**

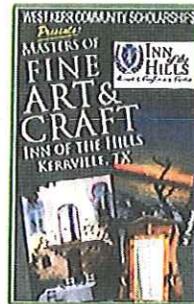
PARK IN THE FREE DOWNTOWN KERRVILLE PARKING GARAGE & CATCH A RIDE IN THE AIR-CONDITIONED BUS TO ALL THESE FUN EVENTS

**park here free**



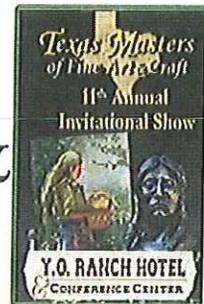
ENTRANCE IS ON 200 BLOCK OF CLAY STREET

**ride to here**



MASTERSOFFINEARTANDCRAFT.COM

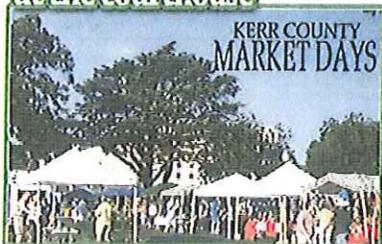
&



TEXASMASTERS.COM

**and walk to here**

**at the courthouse**



KERRMARKETDAYS.ORG

**streets of downtown**



KVARTFEST.COM

**Kerr Arts & Cultural Center**



KACCERRVILLE.COM

**and ride to here**



KERRVILLEFOLKFESTIVAL.ORG

SATURDAY MAY 24  
SUNDAY MAY 25

Moore & McCumber (Kerrville, TX)	Jan Moore (Kerrville, TX)
John Flynn (Kerrville, TX)	Mary Gaudin (Kerrville, TX)
Todd Hendrix (Kerrville, TX)	Steve Seakin (Kerrville, TX)
	Alan Shambin (Kerrville, TX)
	Vance Gilbert (Kerrville, TX)



TEXAS HILL COUNTRY  
**WINE & BREW**  
festival

PERFORMERS INCLUDE FRED ANDREWS & HONEYCROWE  
ENDING FRIDAY | DUSTIN FITZPATRICK BAND | KEVIN FITZPATRICK



TEXASHILLCOUNTRYWINEANDBREWFEEST.COM

\*EVENT TIMES AND PRICING VARY. PLEASE VISIT EACH WEBSITE FOR DETAILED INFORMATION. HAVE FUN IN KERRVILLE THIS MEMORIAL DAY WEEKEND.

**BUS SCHEDULE AND MORE DETAILS ARE ONLINE: KERRVILLECVB.COM/GETONTHEBUS**

**SAT & SUN | MAY 24 & 25 | 10 AM - 1AM**

**Get on the Bus 2014  
List of Shuttle Events**

- 1- Kerrville Folk Festival
- 2- Hill Country Wine and Brew Festival
- 3- Inn of the Hills Hotel - Masters of Fine Art & Craft Show
- 4- YO Ranch Hotel - Texas Masters of Fine Arts and Crafts 11th Annual Invitational Show
- 5- Downtown Parking Garage (Market Days, Festival of the Arts, Downtown Shops)

Shuttle Driver Trip Log  
Folk Festival  
Saturday May 24, 2014

Departure Time	Location	# Passengers On	# Passengers Off
10:00 AM	Downtown		
10:30	Folk Fest	3	
11:00	Downtown	1	3
11:30	Folk Fest		1
12:00	Downtown		
12:30	Folk Fest		
1:00	Downtown		
1:30	Folk Fest	1	
2:00	Downtown	2	1
2:30	Folk Fest	2	2
3:00	Downtown		2
3:30	Folk Fest		
4:00	Downtown	1	
4:30	Folk Fest		1
5:00	Downtown	1	1
5:30	Folk Fest	2	2
6:00	Downtown	3	3
6:30	Folk Fest	0	0
7:00	Downtown	2	2
7:30	Folk Fest	0	0
8:00	Downtown	9	9
8:30	Folk Fest	0	0
9:00	Downtown	0	0
9:30	Folk Fest	0	0
10:00	Downtown	2	2
10:30	Folk Fest	0	0
11:00	Downtown	0	0
12:00	Folk Fest	3	3
12:45	Downtown		

Total # of Passengers On 32

Total # of Passengers Off 32

total 151 on  
 total 135 off



Post Event Report – Community Event Funding  
Economic Improvement Corporation

1. Event Details:
  - a. Name: Kerrville's 4th on the River
  - b. Date(s): July 4, 2014
  - c. Location: Lehmann & Monroe Park
  - d. Time: 11am - 11pm
  
2. Event Summary: 4<sup>th</sup> of July concert & fireworks
  
3. Total Grant From EIC: \$23,100
  
4. Total Actual Reimbursement: \$23,100
  
5. Grant Funds used for (list specifics): generators, lights, tents, tables, chairs, toilets, stage, sound
  
6. Attendance:
  - a. Total Attendance: 8,000
  - b. Estimated number of attendees from outside of Kerr County: 2,000
  - c. Factors that affected attendance (if any):
  
7. Total Ticket Sales (if applicable): N/A
  
8. Gross Revenue: \$99,972
  
9. Total Expenses: \$91,737
  
10. Any additional information you would like to share:

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov))

Report Completed by:  Date: 7-14-14



Post Event Report – Community Event Funding  
Economic Improvement Corporation

1. Event Details:
- a. Name: Texas Hill Country Wine & Brew Fest
  - b. Date(s): May 24, 2014
  - c. Location: Lake Comanche Trace
  - d. Time: 11:00 am - 7:00 pm

2. Event Summary:  
see attached

3. Total Grant From EIC:  
\$18,643

4. Total Actual Reimbursement:  
\$18,643

5. Grant Funds used for (list specifics):  
see attached

6. Attendance:
- a. Total Attendance: 854
  - b. Estimated number of attendees from outside of Kerr County: we estimate roughly half
  - c. Factors that affected attendance (if any): rain during the first two hours of the event impacted attendance

7. Total Ticket Sales (if applicable):  
\$17,760

8. Gross Revenue:  
\$57,960 (not including the \$18,643)  
76,600 including reimbursement from EIC

9. Total Expenses:  
\$71,900 including donation to Schreiner U.

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (Invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvillex.gov](mailto:ashlea.boyle@kerrvillex.gov))

10. Any additional information you would like to share:  
We enjoyed having the bus going to all the events.

Report Completed by: Michael Parker Date: 6-20-14

## Texas Hill Country Wine & Brew Fest Event Summary

The 2<sup>nd</sup> Annual Texas Hill Country Wine & Brew Festival was held this year on Saturday, May 24 over the Memorial Day Weekend. Although the first two hours of the festival were hampered by drizzle and rain, our 854 festival attendees enjoyed live music by three outstanding bands, a variety of food choices from three incredible food vendors – each with their own unique food trailer – and a trick roper that entertained adults and children alike. Adult attendees had the opportunity to taste 28 craft brews from around the world, over 40 wines from 12 separate wineries primarily from the Texas Hill Country, and were able to enjoy a leisurely stroll to shop 21 specialty retail vendors who brought a variety of beautifully made hand-crafted items, along with tasty gourmet pastas, pickles, and salsas.

For the younger crowd who attended this year's festival, there was a special area just for their enjoyment. Five gigantic inflatable action stations were available for the children, and a large 20 x 20 foot tent, complete with tables and chairs, was set-up where parents could enjoy the festivities and keep a watchful eye on their children.



TEXAS HILL COUNTRY  
**WINE & BREW**  
*festival*

TEXAS HILL COUNTRY WINE & BREW FESTIVAL  
2801 COMANCHE TRACE DR.  
KERRVILLE, TX 78028  
(830) 895-8505

INFO@TEXASHILLCOUNTRYWINEANDBREWFEEST.COM  
WWW.WINEANDBREWFEEST.COM

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## 2014 Sponsors & Participants

### Sponsors

Centennial Bank – Presenting Sponsor  
Ken Stoepel Lincoln  
Camp Verde General Store & Restaurant  
Bank of the Hills/Comerica  
Broadway Bank  
Brown Distributing  
Ben E. Keith Co.  
MacDonald Companies  
Frost Bank  
Peterson Regional Medical Center  
City of Kerrville  
Culligan  
Neu-Mart  
Republic Services

### Entertainment

Fred Andrews & Honeybrowne  
The Dustin Pittsley Band  
Finding Friday Band  
Trick Roper, Kevin Fitzpatrick  
T and S Amusements

### Participating Wineries

Compass Rose Cellars  
Dionisio Winery  
Flat Creek Estate  
Hye Meadow Winery  
Kerrville Hills Winery  
Lewis Wines  
McReynolds Wines  
Messina Hof  
Singing Water Vineyards  
Stonehouse Vineyards  
Texas Legato Winery  
Wedding Oak Winery

### Specialty Retail Vendors

Blue Bottle Studio  
Denim-n-Roses  
Gourmet Texas Pasta  
Hill Country Artisan Soap  
Hill Country Premium Beverages  
In A Pickle Foods  
Jacque's Place  
Just for You  
Lounge Lizard  
Masterpieces by Michiel  
Melissa A. Torres, Artist  
Mudworks Pottery  
My Silverlicious  
Rough Creek Lavender  
PAWsatively Sweet Bakery  
Tara Hutch Fine Jewelry  
Texas Bag Lady  
Texas Hill Country Olive Co  
Vela Farms  
Wildgoose Manufacturing  
Wine of Mine  
Yeah Buddy!!!

### Microbreweries

Ben E. Keith, Co.  
Brown Distributing

### Food Vendors

Buzzie's Bar-B-Q  
Chef's Kitchen  
West End Pizza



Post Event Report – Community Event Funding  
Economic Improvement Corporation

1. Event Details:
- a. Name: Kerrville Triathlon Festival
  - b. Date(s): 9/26/14 - 9/28/14
  - c. Location: Inn of the Hills, Guadalupe River, Downtown
  - d. Time: 6 AM to 5 PM

2. Event Summary:  
3 triathlon distances, expo, and a free kids fun run

3. Total Grant From EIC:  
\$18,600.00

4. Total Actual Reimbursement:  
\$18,152.96

5. Grant Funds used for (list specifics):  
Traffic Control, Fence, Toilets, Tents, Tables, Chairs, Lights, Shuttle Buses

6. Attendance:
- a. Total Attendance: 1294
  - b. Estimated number of attendees from outside of Kerr County: 1195
  - c. Factors that affected attendance (if any):

7. Total Ticket Sales (if applicable):

8. Gross Revenue:  
\$179,749

9. Total Expenses:  
\$120,140

10. Any additional information you would like to share:  
Full time staff and equipment excluded from

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (Invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov))

Report Completed by: Daniel P. Carroll Date: 10/14/14

**Post Event Report – Community Event Funding  
Economic Improvement Corporation**

**Kerrville Triathlon Festival  
9/26/14 – 9/28/14**

**List of Exhibitors**

Jack & Adam's Bicycles  
H-E-B  
Hill Country Multi-sport Club  
Powerbar  
State Wheels  
Camp Eagle  
Kerrville Junior Service Guild  
The Ultimate Gift of Life  
Hippie Hollow Granola  
ReQwip  
Kroc Center  
Peterson Regional Medical Center  
Leukemia & Lymphoma Society  
Grape Juice  
Texas Beef Council  
Advocare



Post Event Report – Community Event Funding  
Economic Improvement Corporation

- 1. Event Details:
  - a. Name: Downtown Kerrville Sock Hop
  - b. Date(s): September 27th, 2014
  - c. Location: Downtown Kerrville, Earl Garrett and Water St.
  - d. Time: 7-11pm

2. Event Summary:  
See attached for summary.

3. Total Grant From EIC:  
\$5,016

4. Total Actual Reimbursement:  
\$5016

5. Grant Funds used for (list specifics):  
Decorations, Rentals, Supplies

- 6. Attendance:
  - a. Total Attendance: 1300
  - b. Estimated number of attendees from outside of Kerr County: 300
  - c. Factors that affected attendance (if any): Rain, HCDJLSA Fundraiser

7. Total Ticket Sales (if applicable):  
n/a, free event to get in

8. Gross Revenue:  
\$15,374

9. Total Expenses:  
\$10,334

10. Any additional information you would like to share:

Attach the following:

- List of Exhibitors
- Written Evidence of Costs (invoices, receipts, etc.)
- Photos of the Event (e-mail to [ashlea.boyle@kerrvilletx.gov](mailto:ashlea.boyle@kerrvilletx.gov))

Report Completed by: Keri Wilt *Keri Wilt* Date: 10-10-2014

## 2014 Downtown Sock Hop Event Summary

The event was kicked off in style with a children's dance performance from Kerrville's School of Dance and a kids costume contest. Then the dance floor was opened to the public to rock to the beat of the New Buddy Holly Band.

It was a night straight out of the 1950's with twisting, old time candy, big hair and costume contests, soda pop in glass bottles, dance contests and more! And for kids of all ages there was a Scavenger Hunt, Photo Booth, a Biggest Bubble Gum Bubble Blowing Booth, A Hula Hoop Contest, a Temporary Tattoo Booth(for the greasers of course), Face Painting, and even a Big Tease booth where you could get that perfect 50's "do" .

Party goers enjoyed dinner at many of the downtown restaurants and during the event snacked on "diner food" and dessert from the food trucks on the street. Then many bellied up to the bar to watch the dance floor fun. Several people enter the best dressed or dance contests, and a local Mayor and his wife even won the best dressed couple award for his impersonation of Danny Zucco and Sandy from Grease.

Besides a great night of family fun, the Sock Hop helped raise funds for the \*Historic Downtown Business Alliance of Kerrville to support their efforts to reenergize and promote downtown Kerrville. Event entrance was FREE, but tables of 8 around the dance floor were sold for \$250 each.

## **Agenda Item:**

- 6B. Presentation by the Cailloux Foundation and discussion regarding a proposed athletic complex for baseball and soccer. (staff)

