

AGENDA FOR REGULAR MEETING

CITY OF KERRVILLE, TEXAS

ECONOMIC IMPROVEMENT CORPORATION

MONDAY, JANUARY 26, 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, JANUARY 26, 2015, 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. ELECTION OF SECRETARY

2A. Nominate and elect Secretary.

3. APPROVAL OF THE MINUTES:

3A. Minutes of the regular meeting held December 17, 2014, and the budget workshop meeting held on January 7, 2015.

4. MONTHLY REPORTS:

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

4B. Projects update. (staff)

River Trail and Parks projects

Cailloux Theater Lighting Project

Schreiner University Athletics and Event Center

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

The facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service 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 January 20, 2015, at 5:15 p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.

Cheryl Brown

Deputy City Secretary, City of Kerrville, Texas

5. CONSIDERATION AND POSSIBLE ACTION:

5A. Amendment to the Funding Agreement between the City of Kerrville Economic Improvement Corporation and Playhouse 2000, Inc. for the Cailloux Theater Support Facility Project. (staff)

5B. Funding request from the Cailloux Foundation for Chalk – A festival on the plaza, in the amount of \$15,000. (staff)

5C. Funding request from Kerrville’s Fourth on the River in the amount of \$24,950.00. (staff)

5D. Funding request from the Kerrville Area Chamber of Commerce for Kerrfest in the amount of \$25,000.00. (staff)

5E. Funding request from the City of Kerrville for Mardi Gras on Main in the amount of \$10,000.00. (staff)

5F. Funding request from the Historic Downtown Business Alliance for the Sock Hop on the Star in the amount of \$8,750.00. (staff)

6. 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:

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

- River Trail Project

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

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- Funding request from the Historic Downtown Business Alliance for the Sock Hop on the Star in the amount of \$8,750.00. (staff)

7. ITEMS FOR FUTURE AGENAS

8. ANNOUNCEMENTS

9. ADJOURNMENT

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Cheryl Brown

Deputy City Secretary, City of Kerrville, Texas

Agenda Item:

3A. Minutes of the regular meeting held December 17, 2014, and the budget workshop meeting held on January 7, 2015.

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

December 24, 2014

On Wednesday, December 17, 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 David Wampler, President, in the Council Chambers at City Hall, at 701 Main Street, Kerrville, Texas.

The invocation was offered by Kenneth Early.

Members Present:

David Wampler, President
Kenneth Early, Vice President
Polly Rickert, Secretary
Gary Cochrane
Larry Howard
Stacie Keeble
Sheri Pattillo

Members Absent: None

City Executive Staff Present:

Todd Parton, City Manager
Mike Hayes, City Attorney
Cheryl Brown, Deputy City Secretary
Ashlea Boyle, Special Projects Manager
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. Howard moved to approve the minutes for the regular meeting held November 24, 2014. Mr. Early seconded the motion, and it passed 7-0.

3. **MONTHLY REPORTS**

Monthly financials for November 2014

3A. Ms. Yarbrough reported a beginning balance of \$3,245,776; with \$258,087 revenue, and \$76,000 expenditures; leaving an ending cash balance on November 30, 2014 of \$3,427,863. There was a 10% increase over 2013. 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:

Package B: The shade structure and re-vegetation were pending.

Park Improvements: Restroom #1 framing was underway. Framing on the pump house was complete. Restroom #2 cedar siding was completed and stained. The Centennial Stage steel framing was completed. The small group pavilion framing and rock columns were completed

Kraftsman set the filters in the pump room. The center of the spray plaza concrete was completed. Earth work under the Highway 16 bridge parking lot was underway.

Package F from G Street to Kerrville-Schreiner Park: The foundation was poured for the shade structure at G Street, and the trail was poured up to the trail head at G Street.

Cailloux Theater Lighting Project: The final electrical inspection was the next step in this project.

Schreiner University Athletic and Event Center: Ms. Boyle reported that work was continuing, with the first home game in the Event center scheduled for January 16, 2015.

3C. Update regarding "GO Team" activities:

Ms. Boyle reported the "GO Team" had not met since the last board meeting, and no applications had been received.

4. PUBLIC HEARING AND POSSIBLE ACTION:

4A. Funding Agreement between the City of Kerrville Economic Improvement Corporation and the City of Kerrville for an athletic complex in an amount not to exceed \$9,000,000.00.

Mr. Parton gave a review of the funding agreement and answered questions from the board.

Mr. Wampler opened the public hearing at 4:25 p.m.

J.C. Davenport, President of the Hill Country Senior Softball League spoke in favor of the complex, but opined that four fields should be included that meet Senior Softball League specifications for tournaments.

Robert Naman spoke in favor of the complex, but also opined the need for fields on which the Senior Softball League could play.

Mr. Wampler closed the public hearing at 4:32 p.m.

Further discussion of this item was postponed until the board convened in executive session.

4B. Funding Agreement between the City of Kerrville Economic Improvement Corporation and James Avery Craftsman, Inc. in an amount not to exceed \$1,219,000.00.

Ms. Boyle presented the funding agreement.

Mr. Wampler opened the public hearing at 4:35 p.m. No one spoke, and the public hearing was closed at 4:35 p.m.

Discussion of this item was postponed until the board convened in executive session.

5. CONSIDERATION AND POSSIBLE ACTION:

5A. Amendment to the Funding Agreement between the City of Kerrville Economic Improvement Corporation and Habitat for Humanity.

Ms. Boyle presented the amendment to the funding agreement.

Mr. Howard moved to approve the amendment. Ms. Rickert seconded. Mr. Early abstained. The motion passed with six for, zero against, and one abstention.

5B. Update of all active Funding Agreements.

Ms. Boyle gave the update. The board asked her to bring a list of funding agreements to the next meeting, and present the status of all of them. Ms. Boyle agreed to bring the list to the January EIC meeting.

6. 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 5-0, to discuss the following matter:

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

- River Trail Project

Sections 551.071 and 551.087 deliberation regarding economic development negotiations and 551.073 deliberation regarding gifts:

- Funding Agreement between the City of Kerrville Economic Improvement Corporation and the City of Kerrville for an athletic complex in an amount not to exceed \$9,000,000.00
- Funding Agreement between the City of Kerrville Economic Improvement Corporation and James Avery Craftsman, Inc. in an amount not to exceed \$1,219,000.00

At 4:39 p.m. the open session recessed and the EIC went into executive closed session at p.m. At 6:12 p.m. the executive closed session recessed and the EIC returned to open session at 6:12 p.m. Mr. Wampler announced that no action was taken in executive session.

ACTION ON ITEMS DISCUSSED IN EXECUTIVE SESSION:

- Ms. Rickert moved to approve the funding agreement between the City of Kerrville Economic Improvement Corporation and the City of Kerrville for an athletic complex in an amount not to exceed \$9,000,000.00 as written with the exception of Item number 2, which is project definition; the new definition of that paragraph to read “when used in this agreement the phrase project means the project scope of approximately 75 acre athletic complex for baseball, softball, and soccer to also include the ancillary support facilities for same substantially conforming to the conceptual plan included as Exhibit A.” The conceptual plan will be the Kerrville Sports Complex Conceptual Plan; 2 pages that would be identified as Exhibit A. Mr. Howard seconded, and the motion passed 7-0.

- Mr. Howard moved to approve the Funding Agreement between the City of Kerrville Economic Improvement Corporation and James Avery Craftsman, Inc. in an amount not to exceed \$1,219,000.00 with the corrections to page 7 regarding the full-time positions to reflect that it is a cumulative number, not an amount to be hired each year. Ms. Pattillo seconded, and the motion passed 7-0.

ANNOUNCEMENTS:

Mr. Wampler commended Ms. Rickert for her time and service on the EIC, as this meeting was her last.

The meeting was adjourned at 6:15 p.m.

APPROVED: _____

David Wampler, President

ATTEST:

Cheryl Brown
Deputy City Secretary

**CITY OF KERRVILLE, TEXAS ECONOMIC IMPROVEMENT CORPORATION
BUDGET WORKSHOP MEETING**

January 7, 2015

On Wednesday, January 7, 2015, the Budget Workshop meeting of the City of Kerrville, Texas Economic Improvement Corporation, was called to order at 8:30 a.m. by David Wampler, President, in the Upstairs Conference Room of City Hall, at 701 Main Street, Kerrville, Texas.

Members Present:

David Wampler, President
Kenneth Early, Vice President
Gary Cochrane (left at 9:15)
Larry Howard
Stacie Keeble
Sheri Pattillo

Members Absent:

City Executive Staff Present:

Todd Parton, City Manager
Kristine Day, Deputy City Manager
Brenda Craig, City Secretary (left at 9:06)
Cheryl Brown, Deputy City Secretary (arrived at 9:00)
Sandra Yarborough, Director of Finance
Ashlea Boyle, Special Projects Manager

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

**DISCUSSION OF FISCAL YEAR 2016 BUDGET AND MULTI-YEAR
FINANCIAL AND CAPITAL PROJECT PLAN**

Mr. Parton presented the budget and projected fiscal forecast from FY2015 – FY 2030. He discussed the policy to keep the debt service to revenue at 40% or below. The conservative revenue and debt service projections were 3% growth in sales tax for FY2016, 2% for FY2018 – FY2020, and 1.5% for FY2021 – FY2030. After the issuance of debt for the proposed athletic complex, Mr. Parton did not recommend another debt issue until 2022. The proposed budget did recommend that the board continue putting money into project funds already designated. Mr. Parton gave an update on capital projects currently on-going: \$8,000,000.00 in projects funded by the EIC, and a total of \$48,000,000.00 for the City. He proposed establishing a policy for fund balance carry-over of unrestricted cash. The consensus of the board was to not recreate a policy and leave the funds in the fund balance.

The board discussed the \$500,000.00 economic development set-aside fund from past budgets, and the consensus of the board was to more clearly define the approved uses for the fund.

The board discussed the possibility of using the 88 acre tract of land near the airport that the EIC owns in cooperation with a private contractor to build affordable housing. The consensus of the board was that the definition of "affordable housing" was pricing somewhere between the housing built by Habitat for Humanity and the housing being built by the private sector.

There was discussion of connecting the athletic complex to the River Side Nature Center. The board directed staff to investigate the costs of a project of that nature, and bring the results to the February meeting.

There was a suggestion that a tennis center project be put back in the budget.

ADJOURNMENT

The meeting was adjourned by Mr. Wampler at 10:30 a.m.

APPROVED: _____

David Wampler, President

ATTEST:

Cheryl Brown
Deputy City Secretary

Agenda Item:

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

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

SUBJECT: EIC Financials

AGENDA DATE: January 26, 2015 **DATE SUBMITTED:** January 16, 2015

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

EXHIBITS: Monthly Financials

APPROVED FOR SUBMITTAL BY CITY MANAGER:



Expenditure	Current Balance	Amount	Account
Required:	in Account:	Budgeted:	Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE FINANCE DIRECTOR:

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 - Summary
For the month ending December 31, 2014

Beginning Cash Balance		\$ 3,427,863
Income:		
Sales Tax	\$ 251,851	
Interest Revenue	\$ 468	
Total Income	<u>\$ 252,318</u>	
Expenses:		
Administrative Service Fee	\$ 8,333	
Transfer for Debt Service - 2012	\$ 42,667	
Transfer - Park Improvements	\$ 25,000	
Transfer - Habitat for Humanity	<u>\$ 375,000</u>	
Total Expenses	<u>\$ 451,000</u>	
Revenues Over (Under) Expenditures		<u>\$ (198,681)</u>
Ending Cash Balance		<u><u>\$ 3,229,181</u></u>

CITY OF KERRVILLE
Economic Improvement Corporation
Sales Tax Improvement Fund - Revenue and Expense Statement
For the month ending December 31, 2014

	Annual Budget	Current Period	Y-T-D Actual	% of Budget	Budget Balance
BEGINNING CASH BALANCE	\$ 2,873,663		\$ 2,873,663		
REVENUE:					
Sales and Use Tax	\$ 2,931,638	\$ 257,654	\$ 748,438	25.53%	\$ 2,183,200
Interest	\$ 5,000	\$ 433	\$ 1,331	26.61%	\$ 3,669
TOTAL REVENUE	\$ 2,936,638	\$ 258,087	\$ 749,768	25.53%	\$ 2,186,870
	Annual Budget	Current Period	Y-T-D Actual & Encumbrance	% of Budget	Budget Balance
EXPENDITURES:					
Administrative					
Local Meetings	\$ 100	\$ -	\$ -	0.00%	\$ 100
Advertising	\$ 100	\$ -	\$ -	0.00%	\$ 100
Administrative Services Fee	\$ 100,000	\$ 8,333	\$ 25,000	25.00%	\$ 75,000
Transfer to Debt Service Fund - River Trail	\$ 512,000	\$ 42,667	\$ 128,000	25.00%	\$ 384,000
Economic Development Governing Body	\$ 175,000	\$ -	\$ 166,250	95.00%	\$ 8,750
River Trail Contribution	\$ 150,000	\$ 25,000	\$ 75,000	50.00%	\$ 75,000
Total Administrative	\$ 937,200	\$ 76,000	\$ 394,250	42.07%	\$ 542,950
Category I - Business Development					
ED Set Aside	\$ 500,000	\$ -	\$ -	0.00%	\$ 500,000
Unspecified	\$ -	\$ -	\$ -	0.00%	\$ -
Total Category I	\$ 500,000	\$ -	\$ -	100.00%	\$ 500,000
Category II - Quality of Life					
Special Events	\$ 100,000	\$ -	\$ -	0.00%	\$ 100,000
Streetscape	\$ 500,000	\$ -	\$ -	0.00%	\$ 500,000
Baseball Complex	\$ 500,000	\$ -	\$ -	0.00%	\$ 500,000
Boardwalk	\$ 250,000	\$ -	\$ -	0.00%	\$ 250,000
Unspecified	\$ -	\$ -	\$ -	0.00%	\$ -
Total Category II	\$ 1,350,000	\$ -	\$ -	0.00%	\$ 1,350,000
Category III - Public Infrastructure					
Unspecified	\$ -	\$ -	\$ -	0.00%	\$ -
Total Category III	\$ -	\$ -	\$ -	0.00%	\$ -
Contingency	\$ -	\$ -	\$ -	0.00%	\$ -
	\$ -	\$ -	\$ -		\$ -
TOTAL EXPENDITURES	\$ 2,787,200	\$ 76,000	\$ 394,250	14.15%	\$ 2,392,950
NET REVENUES TO EXPENDITURES	\$ 149,439	\$ 182,087	\$ 355,518		
ENDING CASH BALANCE	Budget \$ 3,023,101		Actual \$ 3,229,181		

CITY OF KERRVILLE
Economic Improvement Corporation
Sales Tax Revenue Analysis - FY15
For the month ending December 31, 2014

Revenue Month	Actual FY 2012	Actual FY 2013	Actual FY 2014	Approved FY 2015	Actual FY 2015	FY14 vs FY15	Budget vs Actual
October	\$ 219,934	\$ 226,663	\$ 241,503	\$ 243,616	\$ 238,933	\$ (2,570)	-1.06%
November	\$ 203,379	\$ 210,744	\$ 234,150	\$ 236,201	\$ 257,654	\$ 23,504	10.04%
December	\$ 208,227	\$ 204,782	\$ 214,424	\$ 216,303	\$ 251,851	\$ 35,548	17.45%
January	\$ 204,051	\$ 217,647	\$ 229,761	\$ -	\$ -	\$ -	0.00%
February	\$ 264,744	\$ 284,177	\$ 296,036	\$ -	\$ -	\$ -	0.00%
March	\$ 186,812	\$ 205,749	\$ 207,869	\$ -	\$ -	\$ -	0.00%
April	\$ 185,835	\$ 215,800	\$ 218,030	\$ -	\$ -	\$ -	0.00%
May	\$ 223,320	\$ 251,468	\$ 268,682	\$ -	\$ -	\$ -	0.00%
June	\$ 195,775	\$ 234,781	\$ 267,530	\$ -	\$ -	\$ -	0.00%
July	\$ 210,758	\$ 216,641	\$ 222,961	\$ -	\$ -	\$ -	0.00%
August	\$ 239,007	\$ 245,964	\$ 266,321	\$ -	\$ -	\$ -	0.00%
September	\$ 203,486	\$ 224,905	\$ 238,926	\$ -	\$ -	\$ -	0.00%
YTD Total	\$ 2,545,329	\$ 2,739,321	\$ 2,906,194	\$ 696,120	\$ 748,438	\$ 56,482	6.99%

CITY OF KERRVILLE
Economic Improvement Corporation
Capital Projects Fund - Summary
For the month ending December 31, 2014

Beginning Cash Balance		\$ 804,738
Income:		
Transfer in - Habitat for Humanity	\$ 375,000	
Total Income:	<u>\$ 375,000</u>	
Expenses:		
Cailloux Theater Lighting	\$ 92,583	
Total Expenses:	<u>\$ 92,583</u>	
Revenues Over (Under) Expenditures		<u>\$ 282,418</u>
Ending Cash Balance		<u><u>\$ 1,087,155</u></u>

CITY OF KERRVILLE
Economic Improvement Corporation
Project Status Summary
For the month ending December 31, 2014

Fiscal Years	Projects	Agreement Commitment	EIC Funded To Date	Total Funded	Expenses to Date	Project Balance
2009-10	Commercial Improvement	\$ 100,000	\$ 100,000	\$ 100,000	\$ 20,000	\$ 80,000
2010-11	Commercial Improvement	\$ 100,000	\$ 100,000	\$ 100,000	\$ -	\$ 100,000
2012-13	Downtown Streetscape	\$ 35,100	\$ 35,100	\$ 35,100	\$ 32,487	\$ 2,613
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	\$ 139,092	\$ 61,560
2013-14	Cailloux Theater Expansion	\$ 850,000	\$ 500,000	\$ 500,000	\$ 38,493	\$ 461,507
2013-14	Special Events FY14	\$ 118,159	\$ 118,159	\$ 118,159	\$ 116,215	\$ 1,944
2013-14	Habitat for Humanity	\$ 375,000	\$ 375,000	\$ 375,000	\$ -	\$ 375,000
2014-15	Special Events FY15	\$ 100,000				
2014-15	James Avery	\$ 610,000				
2014-15						
TOTALS		\$ 2,606,911	\$ 1,546,911	\$ 1,546,911	\$ 343,540	\$ 1,087,155

Cash Balance on 12/31/2014 \$ 1,087,155

General Capital Improvement Projects - supported by EIC

Fiscal Years	Projects	Agreement Commitment	Total Funded	Expense To Date	To Balance
2011-12	River Trail	\$ 6,000,000	\$ 5,910,973	\$ 2,813,415	\$ 3,097,558
2011-12	Louise Hays/Lehman Monroe parks	\$ 2,000,000	\$ 2,600,000	\$ 1,332,908	\$ 1,267,092
Funding Agreement - C2011-76Totals		\$ 8,000,000	\$ 8,510,973	\$ 4,146,323	\$ 4,364,650

Notes:

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

9/22/14 - Project adjustment - \$600,000.00 approved at EIC meeting for Louise Hays/Lehman Monroe park improvements (see note above)

Cash and Investments

For the month ending December 31, 2014

Cash and Investment Balances by Fund			
<u>City G/L Fund</u>	<u>Fund Name</u>	<u>Balance</u>	<u>Period</u>
40	Sales Tax Improvement Fund (operating fund)	\$ 3,229,181	12/31/2014
75	EIC Projects Fund (capital projects fund)	\$ 1,087,155	12/31/2014
Total Cash and Investments		\$ 4,316,336	12/31/2014

Cash and Investments by Type - Placement - Amount					
<u>Type</u>	<u>Investment Placement</u>	<u>Amount</u>	<u>Interest Earned</u>	<u>Interest Earned (Annualized)</u>	<u>Period Ending</u>
Cash	Wells Fargo Checking	\$ 570,905	\$ -	0.00%	12/31/2014
ST Investment	EIC TexPool	\$ 1,623,916	\$ 57.60	0.04%	12/31/2014
ST Investment	EIC TexStar	\$ 1,625,088	\$ 69.11	0.05%	12/31/2014
HILCO FCU	CD	\$ 248,159	\$ 136.92	0.66%	12/31/2014
Kerr County FCU	CD	\$ 248,267	\$ 203.88	0.99%	12/31/2014
Total Cash and Investments		\$ 4,316,336	\$ 467.51	0.13%	12/31/2014

Agenda Item:

4B. Projects update. (staff)

River Trail and Parks projects

Cailloux Theater Lighting Project

Schreiner University Athletic and Event Center

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

SUBJECT: Projects Update

FOR AGENDA OF: January 26, 2015 **DATE SUBMITTED:** January 20, 2015

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

EXHIBITS: Project Status Reports

AGENDA MAILED TO:

APPROVED FOR SUBMITTAL BY CITY MANAGER: 

Expenditure	Current Balance	Amount	Account
Required:	in Account:	Budgeted:	Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE DIRECTOR OF FINANCE:

SUMMARY STATEMENT

Staff will provide reports on the following projects:
River Trail and Parks Projects
Cailloux Theater Lighting Project
Schreiner University Athletics and Event Center

RECOMMENDED ACTION

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

EIC Projects Update January 26, 2015

Package B River Trail:

Zimmerman Construction has completed the package B section of the river trail.

Package F River Trail:

The shade structure has been erected at G Street.

GG&G has completed 6635 feet of river trail.

Park Improvements:

J.M. Lowe is scheduled to finish the park improvement buildings by February 6th.

Restroom #1 is completed except for finishes.

Restroom #2 is 80% complete.

Pump house is 80% complete.

The Centennial Stage steel framing and painting is completed.

The City of Kerrville is working on parking lot areas.

Spray Plaza:

Kraftsman will be finished with the spray plaza by mid- February.

KPUB:

KPUB is setting the poles for street lighting in January.

Cailloux Lighting Project:

The interior lighting project is complete.

Agenda Item:

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

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

SUBJECT: Update on "GO Team" activities

FOR AGENDA OF: January 26, 2015 **DATE SUBMITTED:** January 20, 2015

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

EXHIBITS:

AGENDA MAILED TO:

APPROVED FOR SUBMITTAL BY CITY MANAGER: 

Expenditure	Current Balance	Amount	Account
Required:	in Account:	Budgeted:	Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE DIRECTOR OF FINANCE:

SUMMARY STATEMENT

The "GO Team" met on January 15, 2015 to review the community event funding applications. These applications will be presented at this meeting under consideration and possible action.

RECOMMENDED ACTION

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

Agenda Item:

5A. Amendment to the Funding Agreement between the City of Kerrville Economic Improvement Corporation and Playhouse 2000, Inc. for the Cailloux Theater Support Facility Project. (staff)

Agenda Item:

5B. Funding request from the Cailloux Foundation for Chalk – A festival on the plaza, in the amount of \$15,000. (staff)

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

SUBJECT: Consider a funding request from the Cailloux Foundation for Chalk! A Festival on the Plaza in the amount of \$15,000

FOR AGENDA OF: January 26, 2015 **DATE SUBMITTED:** January 20, 2015

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

EXHIBITS: Funding Application

AGENDA MAILED TO:

APPROVED FOR SUBMITTAL BY CITY MANAGER: 

Expenditure Required:	Current Balance in Account:	Amount Budgeted:	Account Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE DIRECTOR OF FINANCE:

SUMMARY STATEMENT

A community event funding request application has been submitted by the Cailloux Foundation for the *Chalk! A Festival on the Plaza* event in the amount of \$15,000 (attached). The festival will be held June 6-7, 2015 in Peterson Plaza and will be a new biennial event to raise funds for local charitable causes. The event will include vibrant chalk art "street paintings" on the Plaza's pavement by artists and youth groups, activities, food, and live music.

The funding request is for a total of **\$15,000** for the purchase and / or rental of equipment and materials including:

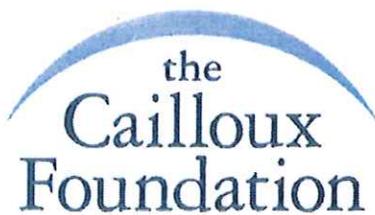
- tables
- chairs
- umbrellas
- tents
- merchandise carts
- chalk

The "GO Team" evaluated this application and finds that it is feasible in that the uses are allowed under the regulations for projects related to recreation or community facilities.

If this funding application is approved, staff will draft a funding agreement, as directed, to be presented at the February EIC meeting in conjunction with holding a public hearing.

RECOMMENDED ACTION

City staff recommends consideration and approval of this funding request as presented.



December 1, 2014

P.O. Box 291276 • Kerrville, Texas 78029-1276
Phone (830) 895-5222 • Fax (830) 895-5212

Mr. Jonus Titas, Executive Director
Kerrville Economic Development Corporation
1700 Sidney Baker
Kerrville, TX 78028

Dear Mr. Titas,

In the spring of 2015, The Cailloux Foundation will sponsor iCHALK! A Festival on the Plaza. This will be a new community biennial event for the purpose of creating economic development, interest in Kerrville's historic downtown area, encouraging participation in the arts, and to raise funds for local charitable causes. The Festival will be June 6 and 7, 2015 on the Peterson Plaza in Kerrville. This first year, the event will benefit Schreiner University's Schreiner Mansion.

The free event will feature vibrant chalk art or "street paintings" on the Plaza's pavement. Artist Henry Darnell, of Dallas, will be featured with a 12' x 12' street painting in the center of the Plaza. More than 20 additional guest artists from across the state will create large works. An estimated 25 local artists and youth groups will also be creating street paintings. Art will range from 12' x 12' to 4' x 4' in size. An area for children will be provided for 2' x 2' junior masterpieces. The community mural will be an opportunity for the general public to spontaneously join in to express their creativity on the pavement.

Because this is a new event, we are basing our estimate of more than 4,000 attendees on attendance reported from the 2014 Kerrville Festival of the Arts. Festival related merchandise will be sold on site and live music will be provided during most of the event. Gourmet food trucks will provide refreshments to complement offerings from existing downtown restaurants. The Festival will apply for a license to serve beer and wine at the event.

The Foundation is prepared to supplement funding for this event but believes it will become a stand-alone organization. Funds will be raised from sponsorships sold for each street painting, merchandise and drink sales, and donations. Sponsors will receive many benefits including their name in large letters above the art. Through responsible management, thorough marketing efforts, and thousands of volunteer hours the Festival will become self-sustaining by the second or third event as are a number of street painting festivals across the country.

We request \$15,000 to be used to purchase or rent equipment and materials including tables, chairs, umbrellas, tents, merchandise carts and chalk. Large tents will be rented to shield artists and attendees from the weather. Umbrellas will be purchased for artists not under the large tents and for seating provided for the crowd. Merchandise carts and art chalk will be purchased. Purchased equipment will be stored at the expense of The Cailloux Foundation for use at future events. We anticipate that these costs will be approximately 40% of expenses based on the enclosed event budget.

Please let us know if we can provide additional information. Thank you for your consideration of our request.

Sincerely,


Sandy Cailloux
Executive Director

SECTION II - APPLICANT INFORMATION

Submittal Date: 12 / 1 / 14

ORGANIZATION

The Cailloux Foundation - CHALK! A festival on the Plaza

Applicant Name

P.O. Box 291270 Kernville TX 78029

Address

City

State

Zip

830-895-5222 830-377-5455

Phone

Alt. Phone

Fax

www.caillouxfoundation.org and/or
www.kernvillechalk.org

Website

PROJECT CONTACT

Katharine Schaafs Festival Coordinator

Contact Person Name

Title

1700 Park Kernville TX 78028

Address

City

State

Zip

512-203-7414 n/a

Phone

Alt. Phone

Fax

kbschaafs@gmail.com

Email Address

Amount of Funding Requested: \$ 15,000.00

Please include a cover letter and supplemental information as deemed appropriate that:

- o clearly states the mission statement of the organization(s),
- o a business plan (a document that projects 3-5 years and outlines a plan to grow revenues),
- o what the requested funding shall be used for,
- o if it is a new, existing or annual event,
- o the number of years the organization has been in existence,
- o the date and location of the event,
- o average annual attendance,
- o pertinent financial information (costs, revenues, percentage of funding request of total event budget and financial history), and
- o a plan or statement of how the event shall become self-sustained in future years.

Continue to Section III

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

Annual Sales for Corporation / Company \$ _____

This Facility \$ _____

Local Sales Tax paid Annually \$ _____

Current Payroll \$ _____

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

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

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 *n/a*

Within 12 months of Project Completion _____ Within 24 months of Project Completion _____

\$ _____
FTE X Avg. Wage X 40 hrs X 52 wks

\$ _____
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:

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

Sandra Cailloux
Printed name

12-1-14
Date

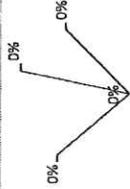
Executive Director
Title

Sandra Cailloux
Signature

Chalk A Festival on the Plaza 2014 Event Budget

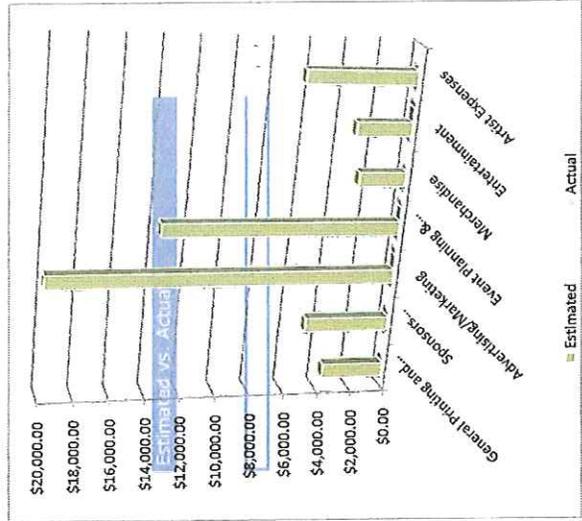
General Printing and Postage	Estimated	Actual	Comments
Letterhead & Envelopes	\$300.00		
Promo Pamphlet/sponsor packet	\$625.00		
Festival Program	\$1,750.00		
Postage & mailing supplies (sponsor direct mail)	\$500.00		
Signage needed at event (food/directional)	\$325.00		
Misc Printing (fliers, VIP passes, etc)	\$100.00		
Total	\$3,600.00		
Sponsors Planning/Coordinating	Estimated	Actual	Comments
Sponsor VIP Party	\$1,500.00		
Misc Sponsorship Materials/Supplies	\$100.00		
Sponsor signage (banners/flags/fixtures)	\$2,500.00		
VIP venue snacks	\$500.00		
VIP Lanyards/badges/name tags	\$150.00		
Sponsor photo holders	\$100.00		
Photo processing	\$100.00		
Total	\$4,950.00		
Advertising/Marketing	Estimated	Actual	Comments
Print Advertising (newspaper, magazine, guides)	\$10,000.00		Texas Monthly and Texas Highways
Online Advertising (travel sites, facebook, google, digital buys)	\$3,000.00		
Postcards and Posters	\$750.00		
Media Video	\$1,500.00		PSA with Charlie
Billboard	\$3,000.00		includes website
Graphics Designer stipend	\$1,500.00		
Misc. Marketing supplies and banners	\$100.00		
Total	\$19,850.00	\$0.00	
Event Planning & Logistics-Description	Estimated	Actual	Comments
COK booth fees/permits/lane closures	\$0.00		
Security	\$1,500.00		
Radio rental	\$250.00		
Golf cart rental	\$750.00		
U-Haul truck rental	\$200.00		
Port-o-Potties	\$1,300.00		
Committee meals (grid team; event day set-up)	\$125.00		
Trash removal and dumpsters	\$750.00		tents are \$4k
Rentals (storage unit, street cleaner, tents, etc)	\$8,000.00		
Misc Logistics	\$750.00		
Total	\$13,625.00	\$0.00	
Merchandise	Estimated	Actual	Comments
T-shirts	\$1,500.00		
Magnets	\$750.00		
Specialty item	\$500.00		
Total	\$2,750.00	\$0.00	
Entertainment	Estimated	Actual	Comments
All Performers	\$2,000.00		
Misc expenses/supplies	\$250.00		
P/A System and stage	\$0.00		donated
Activity supplies	\$975.00		
Total	\$3,225.00		
Artist Expenses	Estimated	Actual	Comments
Guest Artist Expenses	\$1,000.00		
Lodging and artist thank you bags	\$500.00		
Artist Tent Hospitality	\$500.00		water and snacks
Artist and volunteer thx you cards	\$100.00		
Promo Event: misc (snacks, water, wipes)	\$100.00		
Fall Workshop: (artist stipend, snacks, water, wipes)	\$350.00		
All chalk order - KOSS	\$3,000.00		
Art supplies: spray chalk, tempura, wipes, gloves, tarps)	\$750.00		supply drive?
Misc Artist Expenses	\$100.00		
Total	\$6,400.00	\$0.00	
Total Expenses	\$54,400.00	\$0.00	

Actual Cost Breakdown



- General Printing and Postage
- Sponsors Planning/Coordinating
- Advertising/Marketing
- Merchandise
- Entertainment
- Artist Expenses

Estimated vs. Actual





January __, 2015

Name
Business
Address
City, State, Zip

Dear (Insert Name),

We invite you to join us in sponsoring a first time ever biennial happening on Peterson Plaza. This unique-to-Kerrville event, *iCHALK! A Festival on the Plaza*, will be a family oriented event for the community taking place June 6 & 7, 2015. Artists of all ages will fill the Plaza pavement with festive chalk drawings, large and small, while spectators enjoy the creative process, listen to live music and browse food trucks, downtown shops and eateries.

To you or your company, sponsorship will mean:

- Exposure to a diverse audience with recognition in promotions and the media
- Your company/family name aligned with leading Kerrville institutions
- Exclusive marketing strategies and opportunities to build your name and relationships with clients and prospects
- Your company/family name artistically chalked alongside one artist's chalk drawing in large letters
- Link to your URL at kerrvillechalk.org and your company/family name featured online
- One color photograph of your sponsored chalk painting

Major sponsors will also receive additional benefits such as tickets to *iCHALK! the Star Sponsor Reception* and onstage event recognition. Special sponsorship packages may be tailored to meet your specific needs.

Your sponsorship will provide the community with a distinctive art event to boost tourism, increase local economic development and free entertainment as well as direct support to the historic Schreiner Mansion. Funds raised are to support Schreiner Mansion this first year and other nonprofit organizations in the future. The Mansion, designed by Alfred Giles and completed in 1897, was the last home of Captain Charles Schreiner and is listed on the National Register of Historic Landmarks. All Festival proceeds will be used to install an elevator in the historic building making the second floor accessible to all.

Visit kerrvillechalk.org, email info@kerrvillechalk.org, call Beth Johnson at (830)792-7204 or simply send your completed sponsor form back by the post office or email. Sponsor *iCHALK! A Festival on the Plaza today!*

Sincerely,

A handwritten signature in cursive script that reads 'Sandy P. Cailloux'.

Sandy Cailloux
Executive Director
The Cailloux Foundation

A handwritten signature in cursive script that reads 'Mark Tuschak'.

Mark Tuschak
Vice President for Advancement
Schreiner University



June 6 - 7, 2015

Street Painting on Peterson Plaza in Kerrville, Texas



Being a sponsor puts you in good company.

The Cailloux Foundation is the founding sponsor for iCHALK! A Festival on the Plaza.

Yes, we would like to partner with Schreiner University and The Cailloux Foundation in building a vibrant community as a sponsor of the 2015 *iChalk! A Festival on the Plaza*.

- \$5,000 Top Floor!
- \$2,500 Going Up!
- \$1,000 Ground Floor!
- \$500 Garden Level!

ARTIST INFORMATION

Please provide an artist for my sponsored square.

I will recommend/provide an artist and contact information for my artist:

Artist name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email address: _____

SPONSOR INFORMATION

I wish to pledge my support with full payment due by **March 31, 2014**

Enclosed is my check payable to **The Cailloux Foundation** for the **Schreiner Mansion**

Please charge my credit card: Amex MC Visa Security Code: _____

Credit Card # _____ Expires: _____

Name: _____

As it appears on credit card

Contact Name: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

The Cailloux Foundation and Schreiner University are 501 (c)(3) organizations and your donation is tax-deductible as allowed by law.

Please mail completed sponsor form with check to CHALK! at P.O. Box 291276, Kerrville, TX 78029-1276, pay at www.kerrvillechalk.org, scan and email form to sales@kerrvillechalk.org.





Street painting or chalk art takes many forms from contemporary to classical. The 12' X 12' image to the left was created by **Henry Darnell**, of Dallas, on an obviously cracked portion of pavement with double yellow lines across the center. Darnell, a professional artist working in animated films and visual effects, is scheduled to be the Featured Artist for *iCHALK! A Festival on the Plaza*. He will also teach a free street painting class hosted by the Kerr Arts and Cultural Center in April, 2015.

The 16' X 8' 3-D image on pavement shown below was created by Houston muralist **Anat Ronen** in 2014. Ronen will be one of the Guest Artists at the Festival.



Agenda Item:

5C. Funding request from Kerrville's Fourth on the River in the amount of \$24,950.00. (staff)

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

SUBJECT: Consider a funding request from Kerrville's Fourth on the River in the amount of \$24,950

FOR AGENDA OF: January 26, 2015 **DATE SUBMITTED:** January 20, 2015

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

EXHIBITS: Funding Application

AGENDA MAILED TO:

APPROVED FOR SUBMITTAL BY CITY MANAGER: 

Expenditure Required:	Current Balance in Account:	Amount Budgeted:	Account Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE DIRECTOR OF FINANCE:

SUMMARY STATEMENT

A community event funding request application has been submitted by Kerrville's 4th on the River (K4OR) organization for items relating to the *Kerrville's 4th on the River* event to be held on July 4, 2015 in Louise Hays Park (attached). The event will consist of children's activities, food vendors, and live music in conjunction with the annual City fireworks display sponsored by Mamacita's. There is no admission fee associated with this event.

K4OR is a 501C3 organization and has hosted this event since 2011. Their mission is to help the Kerrville Community in its revitalization efforts to attract and create a more vibrant downtown focusing on the Guadalupe River.

The funding request is for a total of **\$24,950** for the purchase and / or rental of equipment and materials including:

- Stage / Sound
- Tents
- Port-a-potties
- Generators
- Tables / Chairs

Prior funding received from EIC:
2013 – \$25,000 granted, \$21,371 actual reimbursement
2014 – \$23,100 granted, \$23,100 actual reimbursement

The "GO Team" evaluated this application and finds that it is feasible in that the uses are allowed under the regulations for projects related to recreation or community facilities.

If this funding application is approved, staff will draft a funding agreement, as directed, to be presented at the February EIC meeting in conjunction with holding a public hearing.

RECOMMENDED ACTION

City staff recommends consideration and approval of this funding request as presented.

October 27, 2014

Dear Mr. Wampler,

Kerrville's 4th on the River is a 501(c)3 tax-exempt organization based in Kerrville, TX. The mission of Kerrville's 4th on the River is to help the Kerrville Community in its revitalization efforts to attract and create a more vibrant downtown focusing on the Guadalupe River.

Kerrville's 4th on the River was started 4 years ago and has been successful events that coincided with the City of Kerrville's fireworks presentation. You may have heard about our events, for Kerrville was one of the only communities to even have a fireworks display in 2011, and was one of the most amazing displays we have ever seen. Thanks to many generous businesses in Kerrville like Mamacitas(who has given the city a grant to fund the fireworks display for 10 years) and James Avery Craftsman (our title sponsor for the 2011 event) and HEB and Guadalupe National Bank (title sponsors in 2012) we were able to bring upwards of 20,000 people to our downtown and city park to enjoy the festivities.

I am writing this letter to ask the Kerrville Economic Improvement Corporation to assist us this year in providing a free concert in downtown Kerrville.

We will have food vendors, kid's activities, and the live music. We want our event to be very family oriented and to be as economically feasible as possible for everyone to enjoy.

As our annual attendance has grown, and the possible changes to the event, we are hoping to bring upwards of 10,000 people to the day's festivities.

For the first two years of the event we were able to fund the concert solely on donations and ticket sales, and was able to breakeven. This past two years, we were able to raise enough money to put some towards next year's show, and plan to make our first grant to the Friends of the River Trail in 2014.

Our project Budget is as follows:

Stage/Sound-	\$14,500.00
Tents-	\$ 3,500.00
Port a Potties	\$ 2,000.00
Generators	\$ 4,250.00
Tables/Chairs	\$ <u>700.00</u>
Total	\$24,950.00

Thank you for your consideration.


Benjamin Modisett
Kerrville's 4th on the River
President

SECTION II - APPLICANT INFORMATION

Submittal Date: 10/27/14

ORGANIZATION

Kerrville's 4th on the River
Applicant Name

P.O. Box 295081 Kerrville TX 78029
Address City State Zip

830.370.9316
Phone Alt. Phone Fax

kerrvilles4th.org
Website

PROJECT CONTACT

Ben Modisett President
Contact Person Name Title

3908 blewild Austin TX 78731
Address City State Zip

830.370.9316
Phone Alt. Phone Fax

bmodisett@me.com
Email Address

Amount of Funding Requested: \$ 24,950

- Please include a cover letter and supplemental information as deemed appropriate that:
- o clearly states the mission statement of the organization(s),
 - o a business plan (a document that projects 3-5 years and outlines a plan to grow revenues),
 - o what the requested funding shall be used for,
 - o if it is a new, existing or annual event,
 - o the number of years the organization has been in existence,
 - o the date and location of the event,
 - o average annual attendance,
 - o pertinent financial information (costs, revenues, percentage of funding request of total event budget and financial history), and
 - o a plan or statement of how the event shall become self-sustained in future years.

Continue to Section III

Business Development Projects

Submittal Date: ___/___/___

ORGANIZATION

Applicant Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Website _____

PROJECT CONTACT

Contact Person Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Email Address _____

Type of Business Structure: Corporation Partnership Sole Proprietorship

Year Business Started: Year _____ Location _____

Current Employment: Permanent Full-Time _____ Permanent Part-Time _____

Average Production Wage _____

Full-Time Employees receive the following benefits:

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

Annual Sales for Corporation / Company \$ _____

This Facility \$ _____

Local Sales Tax paid Annually \$ _____

Current Payroll \$ _____

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

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 \$ _____
Sq. Footage of New Building (s) _____
Size of Parking _____
Other _____

Part B - Project Investment in Fixed Equipment

(New)\$ _____
Manufacturer of Equipment _____
Anticipated Useful Life of Equipment _____
Purchase Price \$ _____ Installation Cost \$ _____
Anticipated Delivery time from Date of Order _____

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 _____
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 _____

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

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 _____

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 _____ Within 24 months of Project
Completion _____

\$ _____
FTE X Avg. Wage X 40 hrs X 52 wks

\$ _____
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:

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

Benjamin Modick

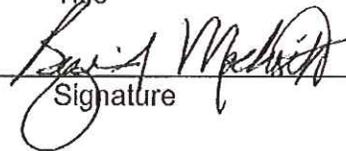
Printed name

10-27-14

Date

President

Title



Signature

Agenda Item:
(Staff)

5D. Funding request from the Kerrville Area Chamber of Commerce for Kerrfest in the amount of \$25,000.00. (staff)

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

SUBJECT: Consider a funding request from the Kerrville Area Chamber of Commerce for Kerrfest in the amount of \$25,000

FOR AGENDA OF: January 26, 2015 **DATE SUBMITTED:** January 20, 2015

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

EXHIBITS: Funding Application

AGENDA MAILED TO:

APPROVED FOR SUBMITTAL BY CITY MANAGER: 

Expenditure	Current Balance	Amount	Account
Required:	in Account:	Budgeted:	Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE DIRECTOR OF FINANCE:

SUMMARY STATEMENT

A community event funding request application has been submitted by the Kerrville Area Chamber of Commerce in the amount of \$25,000 for the rental of grandstands for the *Kerrfest* event to be held May 14-17, 2015 at the Hill Country Youth Event Center (attached).

The event will include rodeo events, peddlers show, BBQ and chili contests, car show, dance, and local vendors. This is the fifth year for the event to take place and it continues to grow in attendance each year from 700-800 people in 2011 to over 4,000 people in 2014. The venue does not have spectator seating to accommodate the visitors or the growth in the event. The event seated approximately 300 people in its first two years, 700 in 2013, and increased to 1,300 in 2014 and 2015.

Prior funding received from EIC:

2013 – \$10,500 granted, \$10,500 actual reimbursement

2014 – \$25,000 granted, \$25,000 actual reimbursement

The “GO Team” evaluated this application and finds that it is feasible in that the uses are allowed under the regulations for projects related to recreation or community facilities.

If this funding application is approved, staff will draft a funding agreement, as directed, to be presented at the February EIC meeting in conjunction with holding a public hearing.

RECOMMENDED ACTION

City staff recommends consideration and approval of this funding request as presented.



December 1, 2014

Dear Economic Improvement Corporation:

Thank you for your consideration of the request from the Kerrville Area Chamber of Commerce for funding for Kerrfest. The requested amount is \$25,000 for the lease of grandstands, to be held May 14-17, 2015, at the Hill Country Youth Event Center.

We will be hosting several events during Kerrfest such as a Peddlers Show, BBQ and Chili Contest, Rodeo, Car Show, Dance and Local Vendors. On Thursday night, we will kick off Kerrfest with a junior rodeo. A jackpot team roping will take place Saturday morning with an estimated 100 teams. Open Pro Rodeo performances will be held Friday and Saturday nights. These events will draw contestants, spectators, and families from all over the state of Texas and beyond.

This is the fifth year for the event to take place. Participation has grown from 700 people the first year to over 4,000 this past year. The anchor of Kerrfest is the Rodeo that takes place Friday and Saturday nights. Unfortunately, there is no spectator seating at the outdoor arena in order to accommodate our visitors. For the first two years, we had to bring in portable aluminum bleachers, with seating only provided for approximately 300 people. The last 2 years, with the EIC funding, we were able to increase that seating to almost 1300. In order to grow this event, and increase the economic impact and number of visitors, we feel it is imperative that we provide adequate seating.

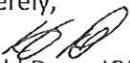
Providing safe, professional-grade, adequate seating for our anchor event is absolutely essential to the continued success and reputation of Kerrfest. We have enjoyed great partnerships with the City of Kerrville, Kerr County, and the Kerrville Convention and Visitors Bureau to promote our hill country town and businesses.

Our future plans are to continue to grow the event substantially every year. Last years economic impact was \$822,000.00 for Kerrville/Kerr County. We recognize the inherent need for permanent seating at the outdoor arena and are exploring several different avenues for that, including public-private partnerships.

Mission Statement: The Kerrville Area Chamber of Commerce exists to strengthen and improve the greater Kerrville area business community in order to promote the economic well-being of our citizens.

Kerrfest is the largest special event hosted by KACOC.

Sincerely,


Harold Dean, IOM
President/CEO



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

79 Sponsors

Total Cash Revenue: \$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**



Proposal

Company

Kerrville Area Chamber of Commerce
 1700 Sidney Baker Ste. 100
 Kerrville, TX 78028

Attn: Harold Dean

E-mail: president@kerrvilletx.com
 Office: 830-896-1155
 Fax:
 Cell:

Proposal Date: 11/06/14
Withdrawn By: 1/06/15
Amended Date: 12/05/14

Presented By: Mary Fryer
 Mobile: (210) 632-5017
 Mary.Fryer@startxevents.com

Job Site:

Youth Exhibition Center/ Kerrfest
 3805 State Hwy 27 E
 Kerrville, TX 78028
 Event Date: Friday, May 15th, 2014 @ 8a-8p
 Delivery: Monday, May 11th, 2014 @ 8a-4p
 Strike: Monday, May 18th, 2014 @ 8a-4p

Star of Texas Events, an Austin Sales, Inc. Company is pleased to quote the following for your consideration:

Bleachers

1 – 13 Row by 180' long 6' elevated bleacher Approximate Gross seating 1560 Net seating 1388	\$22,620.00
1 – 8' X 180' long deck with 19 (8'X8') VIP Sections w/ stairs for access to bleacher Seating as well as VIP sections	\$ 5,225.00
1 – 40x60 Frame Tent w/8' Legs	\$ 1,440.00
20 – Water Barrels	\$ 200.00
2 – Hubbles (for lighting in tent)	\$ 100.00
2 – 100' Extension Cords	\$ 20.00
Less Discount	\$- 2,072.35
Delivery	\$ 1,800.00
8.25% Tax	Exempt
Estimated Total	\$29,332.65

Client to provide forklift

Note: All work is quoted as work performed during normal business hours. Any work performed before or after normal business hours are subject to overtime rates

Quality People * Superior Service

Plus Applicable Taxes **Terms: 50% with Order, Balance Due Before Delivery**

Austin Sales, Inc. provides \$2,000,000.00 General Liability and Workman's Comp. insurance

All materials will be of the best grade available and will be constructed to meet O.S.H.A. and A.N.S.I. regulations. Any alterations or deviation from the above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the proposal. The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do as specified. Payment due upon receipt of invoice, unless otherwise stated.

Authorized By: _____ **Date:** _____

6735 Walzem Rd., #2* San Antonio TX 78239 * (210) 656-1136 * Fax (210) 656-1143



Proposal Addendum

Normal conditions are as follows.

- 1. Rental equipment: This proposal is subject to the terms and conditions of our standard rental or sales contract.
2. Terms: Terms of proposal are 50% to Secure Order, balance to be paid before delivery.
3. Normal working hours: This quotation is based on all work being carried out during normal working hours, Monday - Friday 7:00 am - 4:00 pm. Saturday 8:00 am - 1:00pm, excluding holidays. All work executed outside these hours will be charged at overtime rates.
4. Fluctuation: This proposal is based on rates in effect at the date of our initial proposal and is subject to any increases after 30 days.
5. Extras: Any alteration or deviation from the proposal as quoted is subject to be charged at an additional amount. No additional work will be undertaken until approval has been received in writing from an authorized agent of your company.
6. Alterations: Any modification or alterations to the erected structure, by anyone including the Client, will be at the sole risk of the Client, and will remove liability from Star of Texas Events
7. Incomplete Structures: No one except Austin Sales, Inc., employees will be allowed to perform any work on or under the structure while erection, dismantling, additions or alterations are being performed.
8. Access & Permits: Reasonable access for men and materials are to be provided by Client. All permits are the Client's Responsibility.
9. Delays: If the completion of work is delayed, interrupted, or otherwise held up or discontinued because of Weather, Accidents, or any cause whatsoever beyond our control, and is not attributable to negligence or willful failure to perform, we shall not be held liable for any loss sustained by the Client or owner. Client will be liable for any delay, interruption, or stoppage that is attributable to Client or his client.
10. Completion and Use of Rented Items: Client accepts responsibility for all work performed as complete and safe. Client agrees to abide by all local, state and federal laws and OSHA regulations. No open flames or smoking is permitted under any tent structure.
11. Liability and Indemnification: Refer to the Rental Contract or Sales Contract.
12. Making Reservations: Quotes and Proposals do not guarantee availability of rental equipment. Equipment will be reserved only upon receipt of a signed rental contract and a 50% deposit. Final payment is due before delivery and installation.
13. Cancellations: (Non-Refundable 50% Deposit) When you reserve any product from us, and pay the required deposit, we will immediately remove the items from our inventory and schedule a crew. Therefore, any cancellation received within 14 days of installation will be charged 50% of the rental contract order. If the order is cancelled within 24 hours, full payment is due.
14. Tent Installation: Tent installation must be done correctly for the protection of the Client, the tent, and ultimately the success of the event. Therefore, a tent may not be erected in rain, excess wind, electrical storm, or any other weather conditions that pose a danger to any property or injury to any individual. The field supervisor will make the final call on whether the job can be completed safely. Star is not responsible for any acts of God.
15. Weather: Client understands that tents are temporary structures and are NOT to be used as safe protection or shelter from weather conditions like, but not limited to, strong winds, lighting, rain, hail or snow. Please evacuate the tents and seek adequate shelter if any unsafe conditions arise.
16. Damages: Star will take every possible means to protect the client's property. Client agrees to hold harmless Austin Sales, Inc, dba Star of Texas Events from any liability for any damage incurred during delivery, setup, dismantling and removal while on Client's property. This includes, but not limited to, ruts in the grass, sprinkler systems, scratches or cracks on the installed surface, and high wind related damages. Client also understands that tents are temporary structures and may leak during heavy rain.

Terms and conditions accepted by:

Presented by:
Mary Fryer
Austin Sales, Inc.
DbA Austin Sales & Scaffold
DbA Star of Texas Events

Date
Signature
Contact & Mobile #
Date

APPLICATION FOR 4B SALES TAX FUNDS

CITY OF KERRVILLE ECONOMIC IMPROVEMENT CORPORATION

Both the Economic Improvement Corporation Board of Directors (EIC) and the Kerrville City Council must approve all expenditures of 4B funding. Before a project may be considered and awarded any funds, the attached application must be completed and submitted to:

Kerr Economic Development Corporation
1700 Sidney Baker, Ste. 100
Kerrville, TX 78028
(830) 896-1157

All actions of the EIC are subject to the Development Corporation Act of 1979, article 5190.6 Vernon's Civil Statutes, Section 4B (now codified in Chapters 501, 502, and 505 of the Texas Local Government Code). The EIC is a legal entity with statutory authority to spend economic development sales tax dollars. The Corporation is city-chartered and governed by a Council-appointed board of directors. The EIC is a 4B Corporation and may fund "projects" focused on the creation of "primary jobs" and / or to provide an economic benefit to the City of Kerrville, as well as "Quality of Life" projects. Application approvals are subject to funding availability.

APPLICATION SECTION 1 - DEFINITIONS

Business Incentives - Economic incentives for a Primary Employer to induce the creation or retention of primary jobs and Capital Investment that may include, but not limited to job, land, facilities, equipment and infrastructure grants or reimbursements of new facilities or modernizations of current facilities to be determined by the EIC and the City Council.

Capital Investment - The increase in the assessed value of an eligible property as a result of 'expansion' or 'modernization' of an 'existing facility' or construction of a 'new facility'.

City - City of Kerrville, Texas

Clawback - That provision in a Funding Agreement, which states how and to what extent any incentive payments from public funds must be repaid if the stated Performance Standards are not met.

Current Payroll - The company's total expenditure for all employees for the month immediately preceding this application multiplied by 12.

Deferred Maintenance - Improvements necessary for continued operations which do not improve productivity or are preformed to meet regulatory obligations.

SECTION II - APPLICANT INFORMATION

Submittal Date: 12/1/2014

ORGANIZATION

Kerrville Area Chamber of Commerce
Applicant Name

1700 Sidney Baker, Suite 100 Kerrville, TX 78028
Address City State Zip

830-896-1155 830-896-1175
Phone Alt. Phone Fax

www.kerrville.tx.com
Website

PROJECT CONTACT

Harold Dean, FOM President/CEO
Contact Person Name Title

1700 Sidney Baker, Suite 100 Kerrville, TX 78028
Address City State Zip

830-896-1155 830-928-4311 830-896-1175
Phone Alt. Phone Fax

president@kerrville.tx.com
Email Address

Amount of Funding Requested: \$ 25,000.00

- Please include a cover letter and supplemental information as deemed appropriate that:
o clearly states the mission statement of the organization(s),
o a business plan (a document that projects 3-5 years and outlines a plan to grow revenues),
o what the requested funding shall be used for,
o if it is a new, existing or annual event,
o the number of years the organization has been in existence,
o the date and location of the event,
o average annual attendance,
o pertinent financial information (costs, revenues, percentage of funding request of total event budget and financial history), and
o a plan or statement of how the event shall become self-sustained in future years.

Continue to Section III

Submittal Date: ___/___/___

ORGANIZATION

Applicant Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Website _____

PROJECT CONTACT

Contact Person Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Email Address _____

Amount of Funding Requested: \$ _____

Please include a cover letter and supplemental information as deemed appropriate that:

- o clearly states the mission statement of the organization(s),
- o what the requested funding shall be used for,
- o pertinent financial information (costs, revenues, percentage of funding request of total budget and financial history), and
- o other information, as requested.

Continue to Section III

Business Development Projects

Submittal Date: ___/___/___

ORGANIZATION

Applicant Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

Alt. Phone _____

Fax _____

Website _____

PROJECT CONTACT

Contact Person Name _____

Title _____

Address _____

City _____

State _____

Zip _____

Phone _____

Alt. Phone _____

Fax _____

Email Address _____

Type of Business Structure: Corporation Partnership Sole Proprietorship

Year Business Started: Year _____ Location _____

Current Employment: Permanent Full-Time _____ Permanent Part-Time _____

Average Production Wage _____

Full-Time Employees receive the following benefits:

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

Annual Sales for Corporation / Company \$ _____

This Facility \$ _____

Local Sales Tax paid Annually \$ _____

Current Payroll \$ _____

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

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 \$ _____
Sq. Footage of New Building (s) _____
Size of Parking _____
Other _____

Part B - Project Investment in Fixed Equipment

(New)\$ _____
Manufacturer of Equipment _____
Anticipated Useful Life of Equipment _____
Purchase Price \$ _____ Installation Cost \$ _____
Anticipated Delivery time from Date of Order _____

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 _____
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 _____

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

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 _____

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 _____ Within 24 months of Project
Completion _____

\$ _____
FTE X Avg. Wage X 40 hrs X 52 wks

\$ _____
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:

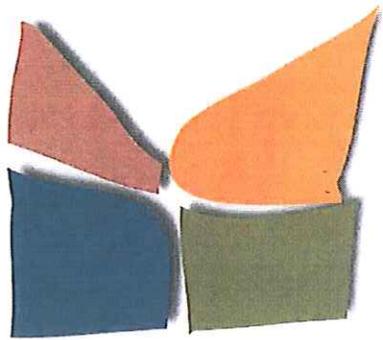
To the best of my knowledge, the above information is an accurate description of the proposed project details.

Harold Dean
Printed name

12-1-14
Date

President / CEO
Title


Signature



Kerrville

KERRVILLE AREA CHAMBER OF COMMERCE

It's all right here.

VISION 2016

2014-2015 Kerrville Area Chamber of Commerce Board of Directors

Mike Graxiola

Chairman of The Board
Kerrville Daily Times

Ward Jones

Chair-Elect
Benefit Choices Company

Kim Clarkson

First Vice Chairman
Kerr County Abstract & Title Co.

Randy Evans, CPA

Treasurer
Massey-Itchner & Company, P.C.

Tammy Clanton Roach

Secretary
Schreiner University

Kyle Bond

Immediate Past Chairman
Terminix Pest Control

Gregg Appel

Centennial Bank

Bill Muse

Schreiner University

Denny Foster

Lemon Tree Cleaners

Lisa Winters

Peterson Regional Medical Center

Denise LeMeilleur

LeMeilleur's RV, Truck & Equipment Repair

Scott Rain

Huser Construction

Paul Urban

Community Foundation of the Texas Hill Country

Debbie Freed

Taylor Properties

Jeff Talarico, CRPC

Ameriprise Financial-Talarico & Associates

Strategic Plan 2013-2016

Mission

The Kerrville Area Chamber of Commerce exists to strengthen and improve the greater Kerrville area business community in order to promote the economic well-being of our citizens.

Vision Statement

We the Chamber wish to preserve the natural beauty and rich heritage of the Hill Country by encouraging responsible commerce and thoughtful, progressive growth by promoting opportunities for all citizens and future generations.

Goals

- ♦ Achieve increasing economic improvement and growth.
- ♦ Diversify our tax base.
- ♦ Become the voice for the future of our community.
- ♦ Combine physical efforts with Convention and Visitors Bureau.
- ♦ Develop a community-wide branding effort.
- ♦ Foster and encourage the development of transportation resources.
- ♦ Promote the civic interests, general welfare, trade, and commerce of the Kerr County communities.
- ♦ Be the advocate for employers & employees as new government policies are considered.
- ♦ Implement a plan to achieve a balanced demographic.
- ♦ Become the leading Chamber of Commerce in our peer group.

Strategies

- ◇ Chamber takes lead role to emphasize Kerrville as a “Regional Hub” and a “Tourism Destination” along with continued support for retirement opportunities.
- ◇ Chamber takes responsibility to understand and communicate economic health, economic future, challenges, and solutions and develop a reporting system for progress (economic report card).
- ◇ Build a single, strong brand to better market Kerrville.
- ◇ Update Chamber Membership Program (i.e., Dues Structure, Retention of existing members and Five-Star Accreditation of Chamber).
- ◇ Create and promote a commercial development plan to be able to respond quickly to economic development opportunities.
- ◇ Be a policy advocate/Shape policy to the benefit of all businesses.
- ◇ Utilize & Communicate valid research.
- ◇ Educate Business Members, Potential Members, and the entire community.
- ◇ Be the information hub for the community.
- ◇ Encourage the recruitment and retention of job creators.

Tactics and Performance Indicators

- ⇒ Promote a community-wide charette composed of the following entities, including but not limited to: Chamber of Commerce; Convention & Visitors Bureau Board; Kerr Economic Development Corporation; Economic Improvement Corporation; City; County; Kerr County Bar Association; Peterson Foundation; Cailloux Foundation; Historic Downtown Business Alliance; Board of Realtors; Alamo Colleges; Schreiner University; Kerrville Independent School District; Peterson Regional Medical Center; Hill Country Veterans' Council; West Kerr County Chamber of Commerce.
- ⇒ Achieve consensus from all stakeholders on a consolidated image.
- ⇒ With the assistance from stakeholders create a new vision and branding for Kerrville for deployment by the end of 2013.
- ⇒ Identify a team to compose and publish an economic report card.
- ⇒ Advocate for all businesses and provide updates on legislation affecting them. Provide this information on a regular basis starting in March 2013.
- ⇒ Develop and implement a new structure for dues that is business friendly in FY 2012-2013.
- ⇒ Work with Convention & Visitors Bureau on physical relocation efforts. Have a contractual agreement in place by June 2013 or sooner.

Duration

The Strategic Plan shall take 3 years to accomplish all goals. The President/CEO of the Kerrville Area Chamber of Commerce, Executive Director of the Kerr Economic Development Corporation and the Executive Director of the Kerrville Convention & Visitors Bureau shall meet on a monthly basis and offer updates for compliance on this Plan. Bench marks shall be met for this plan to be complete. An annual update shall be presented to each entity mentioned in the Tactics and Performance Indicators section. During the 2nd year of this plan a committee shall review the progress and start the process of creating a new plan.

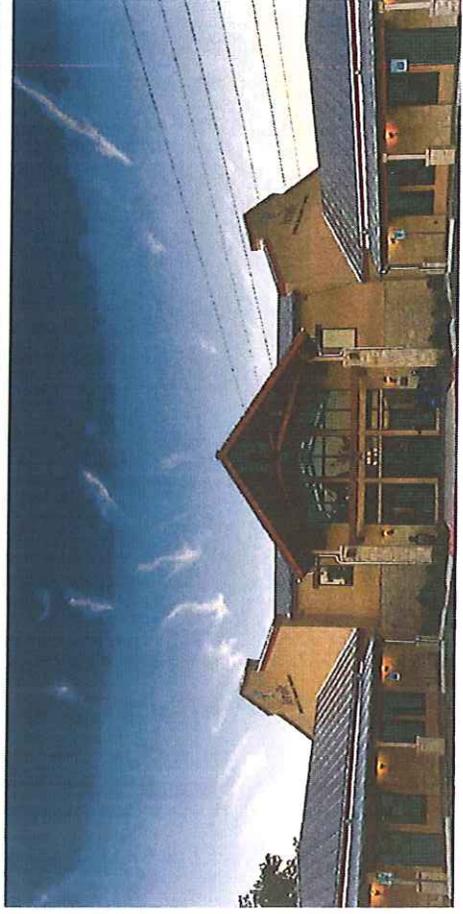


Photo credit: www.kerrvillephoto.com

Kerrville Area Chamber of Commerce
1700 Sidney Baker, Ste. 100
Kerrville, Texas 78028
830.896.1155
www.kerrvilletx.com



Kerrville Area Chamber of Commerce
Profit & Loss

October 2013 through September 2014
Kerrfest Oct '13 - Sep 14

Ordinary Income/Expense	
Income	
42000 · FUNDRAISING EVENTS	
42040 · KerrFest	78,695.12
Total 42000 · FUNDRAISING EVENTS	<u>78,695.12</u>
Total Income	<u>78,695.12</u>
Gross Profit	78,695.12
Expense	
52000 · FUNDRAISING EVENTS EXPENSES	
52300 · Program Fees Expense	
52330 · KerrFest	48,956.16
Total 52300 · Program Fees Expense	<u>48,956.16</u>
52400 · Facility Rental	
52430 · KerrFest	21,206.25
Total 52400 · Facility Rental	<u>21,206.25</u>
52500 · Prizes/Awards	
52530 · KerrFest	2,282.03
Total 52500 · Prizes/Awards	<u>2,282.03</u>
52800 · Entertainment	
52830 · KerrFest	600.00
Total 52800 · Entertainment	<u>600.00</u>
Total 52000 · FUNDRAISING EVENTS EXPENSES	<u>73,044.44</u>
Total Expense	<u>73,044.44</u>
Net Ordinary Income	<u>5,650.68</u>
Net Income	<u><u>5,650.68</u></u>

Agenda Item:

5E. Funding request from the City of Kerrville for Mardi Gras on Main in the amount of \$10,000.00. (staff)

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

SUBJECT: Consider a funding request from the City of Kerrville for Mardi Gras on Main in the amount of \$10,000

FOR AGENDA OF: January 26, 2015 **DATE SUBMITTED:** January 20, 2015

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

EXHIBITS: Funding Application

AGENDA MAILED TO:

APPROVED FOR SUBMITTAL BY CITY MANAGER: 

Expenditure	Current Balance	Amount	Account
Required:	in Account:	Budgeted:	Number:
\$	\$	\$	

PAYMENT TO BE MADE TO:

REVIEWED BY THE DIRECTOR OF FINANCE:

SUMMARY STATEMENT

A community event funding request application has been submitted by the City of Kerrville for the *Mardi Gras on Main* event to be held on Fat Tuesday, February 17, 2015 in Historic Downtown Kerrville.

Mardi Gras on Main (MGOM) began in 2005 as a celebration of Kerrville Main Street's 10th Anniversary. It has since evolved into a festival that focuses on Cajun food, entertainment, art, fine drinks, and a royal court. In 2014, the event was brought outside on the streets of Historic Downtown Kerrville (Earl Garrett Street) for the very first time. Due to its success, the 2015 *MGOM* will again be held in the same location.

In an effort to provide affordability and increase attendance, entry to the 2015 event will be free. In the past, ticket prices ranged from \$30-\$75 each, which is expensive for an event of this nature. Events such as *Kerrville's 4th on the River* became much more successful once the ticket prices were dropped, thus allowing more of the general public an opportunity to attend. Even more fantastic enhancements are planned such as a gumbo cook-off, addition of Cajun food, and a costume contest.

MGOM is the only fundraiser hosted by Kerrville Main Street. Previously, proceeds benefited solely public art projects with the installation of the Mother's Love sculpture by James Avery located at the corner of Earl Garrett Street and Main Street as the first completed project. Proceeds are now being designated to be returned back downtown through public art and revitalization projects. The new downtown banners are a minor

project of these proceeds in addition to recent marketing efforts and a contribution to the lighting of the downtown buildings for the holidays. City staff and the Main Street Advisory Board are currently developing a program of incentives to make available to downtown businesses through marketing / advertising grants, enhancing sign and façade grants in addition to a revised scope for public art.

The funding request is for a total of **\$10,000** for the purchase and / or rental of equipment and materials including:

- stage
- generators
- port-a-potties
- photo booth
- tables
- chairs
- linens
- trash receptacles
- heaters

The "GO Team" evaluated this application and finds that it is feasible in that the uses are allowed under the regulations for projects related to recreation or community facilities.

If this funding application is approved, staff will draft a funding agreement, as directed, to be presented at the February EIC meeting in conjunction with holding a public hearing.

RECOMMENDED ACTION

City staff recommends consideration and approval of this funding request as presented.



City of Kerrville

701 MAIN STREET • KERRVILLE, TEXAS 78028 • 830.257.8000 • KERRVILLETX.GOV

November 12, 2014

City of Kerrville, Texas
Economic Improvement Corporation
701 Main Street
Kerrville, Texas 78028

Subject: EIC Application for Community Events – *Mardi Gras on Main*

EIC Members:

This letter serves as the cover letter for the community event funding application for the 2015 *Mardi Gras on Main (MGOM)* event. The mission of Kerrville Main Street is to encourage civic, social, and economic welfare, to foster civic pride and cooperation, and to enhance the aesthetic, historical and cultural aspects of Kerrville through the four-point approach to Main Street. Kerrville Main Street envisions a partnership between business owners, residents, and the city on economic growth and stability through promotions and historic preservation of its downtown district and the surrounding area.

Kerrville Main Street hosts two special events in the main street district, *MGOM* and the *Holiday Lighted Parade*. *MGOM* is the only fundraiser hosted by Kerrville Main Street. Previously, proceeds benefited solely public art projects with the installation of the Mother's Love sculpture by James Avery located at the corner of Earl Garrett Street and Main Street as the first completed project. Proceeds are now being designated to be returned back to downtown through public art and revitalization programs and projects. The new downtown banners are a minor project of these proceeds in addition to recent marketing efforts and a contribution to the lighting of the downtown buildings for the holidays. City staff and the Main Street Advisory Board are currently developing a program of incentives to make available to downtown businesses through marketing / advertising grants, enhancing sign and façade grants in addition to a revised scope for public art, all through funds raised by *MGOM*.

MGOM began in 2005 as a celebration of Kerrville Main Street's 10th Anniversary. It has since evolved into a festival that focuses on food, entertainment, art, fine beer and wine, royal court, and crowning of the Mardi Gras King and Queen at the event. In

2014, the event was brought outside on the streets of Historic Downtown Kerrville (Earl Garrett Street) for the very first time. Due to its success, the 2015 *MGOM* will again be held in the same location on Fat Tuesday, February 17th from 6:00 p.m. – 9:00 p.m. Even more fantastic enhancements are planned such as a gumbo cook-off, addition of Cajun food, and a costume contest. A major component of *MGOM* is the arts. A call to artists has been completed for the Signature Art piece which will be professionally reproduced on posters, marketing materials, as well as featured on the private wine label for the event's Signature Wine.

In an effort to provide affordability and increase attendance, entry to the 2015 event will be free. In the past, ticket prices ranged from \$30-\$75 each, which is expensive for an event of this nature and annual attendance for the event has slowly declined as a result. Events such as *Kerrville's 4th on the River* became much more successful once the ticket prices were eliminated, thus allowing more of the general public an opportunity to attend.

The City of Kerrville is respectfully requesting up to \$10,000 in funding to offset the costs relating to the purchase / rental of equipment to support the event such as: stage, generators, port-a-potties, photo booth, tables, chairs, linens, trash cans, and heaters.

Sincerely,



Ashlea Boyle
Special Projects Manager
City of Kerrville



FAT TUESDAY
2 · 17 · 15

10
Year
GLOWTASTIC
Celebration
 Benefiting:



Visit www.facebook.com/KerrvilleMainStreet and www.mainstreetkerrville.com for more information about Sponsorship Opportunities

FREE Public Admission
6-9 P.M. Earl Garrett St.
CAJUN FOOD GUMBO COOK-OFF
Fine Wine and Beer Cash Bar
Glow Party Costume Contest
 The band you loved in 2013 is coming all the way from New Orleans
Live Entertainment by:
Cedryl Ballou & The
Zydeco Trendsetters
Crowning of the MCOM
Royal King and Queen

MARDI GRAS ON MAIN

Kerrville Main Street would be honored if you would consider being a sponsor for Mardi Gras on Main. Levels of support are listed below. Please join in support of Kerrville Main Street and this exciting downtown event! Thank you for your valuable time and consideration.

Mardi Gras on Main is the sole fundraiser benefiting the central city redevelopment efforts of the City of Kerrville Main Street program. The Main Street Advisory Board designates the funds to be returned downtown through revitalization projects and incentive programs such as façade and signage grants, marketing, public art, Christmas lighting and general beautification projects.

2015 Sponsorship Opportunities

\$2,500 Event Sponsorship (Only 2 Available)

- Logo Placement on Event Cups
- Front Page Program Recognition as Event Sponsor
- 1 Full Page Advertisement in Official Event Program
- 2 Reserved Tables with Premium Spotlight Placement with Sponsor Centerpiece
- Company Banner at the Event
- Included in all Media Coverage
- Logo on Event Website with Hyperlink to your Website
- Logo on Event Flyer
- 16 tickets to VIP Sponsor Reception
- 2 drink tickets for up to 16 company representatives

\$1500 Sponsorship

- Half-Page Advertisement in Official Event Program
- 1 Reserved Table with Premium Spotlight Placement with Sponsor Signage
- Company Banner at the Event
- Included in all Media Coverage
- Logo on Event Website with Hyperlink to your Website
- Logo on Event Flyer
- 8 tickets VIP Sponsor Reception
- 2 drink tickets for up to 8 company representatives

For more information, please contact:

Allison Bueché
MGOM Committee
allisonbueche@gmail.com
c: 830-329-5173

Kimberly Snyder
Main Street Manager
kim.snyder@kerrvilletx.gov
c: 830-353-1504

\$500 Sponsorship

- Quarter Page Advertisement in Official Event Program
- Logo on Event Website with Hyperlink to your Website
- 4 tickets VIP Sponsor Reception
- 2 drink tickets for up to 4 company representatives

\$250 Sponsorship

- Recognition in the Official Event Program
- Recognition on Event Website
- 2 tickets VIP Sponsor Reception



SECTION II - APPLICANT INFORMATION

Submittal Date: 11/12/14

ORGANIZATION

City of Kerrville

Applicant Name

701 Main Street Kerrville Texas 78028

Address City State Zip

(830) 257-8000 (830) 258-1153 (830) 792-8350

Phone Alt. Phone Fax

www.kerrvilletx.gov

Website

PROJECT CONTACT

Ashlea Boyle

Special Projects Manager

Contact Person Name

Title

same as above

Address City State Zip

same as above

Phone Alt. Phone Fax

ashlea.boyle@kerrvilletx.gov

Email Address

Amount of Funding Requested: \$ 10,000.00

Please include a cover letter and supplemental information as deemed appropriate that:

- o clearly states the mission statement of the organization(s),
- o a business plan (a document that projects 3-5 years and outlines a plan to grow revenues),
- o what the requested funding shall be used for,
- o if it is a new, existing or annual event,
- o the number of years the organization has been in existence,
- o the date and location of the event,
- o average annual attendance,
- o pertinent financial information (costs, revenues, percentage of funding request of total event budget and financial history), and
- o a plan or statement of how the event shall become self-sustained in future years.

Continue to Section III

Submittal Date: ___/___/___

ORGANIZATION

Applicant Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Website _____

PROJECT CONTACT

Contact Person Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Email Address _____

Amount of Funding Requested: \$ _____

Please include a cover letter and supplemental information as deemed appropriate that:

- clearly states the mission statement of the organization(s),
- what the requested funding shall be used for,
- pertinent financial information (costs, revenues, percentage of funding request of total budget and financial history), and
- other information, as requested.

Continue to Section III

Business Development Projects

Submittal Date: ___/___/___

ORGANIZATION

Applicant Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Website _____

PROJECT CONTACT

Contact Person Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Alt. Phone _____ Fax _____

Email Address _____

Type of Business Structure: Corporation Partnership Sole Proprietorship

Year Business Started: Year _____ Location _____

Current Employment: Permanent Full-Time _____ Permanent Part-Time _____

Average Production Wage _____

Full-Time Employees receive the following benefits:

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

Annual Sales for Corporation / Company \$ _____

This Facility \$ _____

Local Sales Tax paid Annually \$ _____

Current Payroll \$ _____

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

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 \$ _____
Sq. Footage of New Building (s) _____
Size of Parking _____
Other _____

Part B - Project Investment in Fixed Equipment

(New)\$ _____
Manufacturer of Equipment _____
Anticipated Useful Life of Equipment _____
Purchase Price \$ _____ Installation Cost \$ _____
Anticipated Delivery time from Date of Order _____

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 _____
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 _____

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

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 _____

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 _____ Within 24 months of Project
Completion _____

\$ _____
FTE X Avg. Wage X 40 hrs X 52 wks

\$ _____
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:

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

Ashlea Boyle

Printed name

November 12, 2014

Date

Special Projects Manager

Title

ABoyle

Signature

Agenda Item:

5F. Funding request from the Historic Downtown Business Alliance for the Sock Hop on the Star in the amount of \$8,750.00. (staff)

If this funding application is approved, staff will draft a funding agreement, as directed, to be presented at the February EIC meeting in conjunction with holding a public hearing.

RECOMMENDED ACTION

City staff recommends consideration and approval of this funding request as presented.

December 1, 2014

Kerr Economic Development Corporation
1700 Sidney Baker, Ste. 100
Kerrville, Texas 78028

To whom it may concern:

The Historic Downtown Business Alliance would like to request \$8,750 in funds to support their third annual Sock Hop on the Star Event to be held in the heart of Downtown Kerrville on September 26th, 2015 from 6-10pm. The funds will be used to cover hard costs of equipment rentals, tables, chairs, table cloths, and booth and raffle supplies.

Event Purpose

- 1) To create a multi-generational family friendly community event that will drive potential customers into Downtown Kerrville.
- 2) To raise awareness of the businesses in Downtown Kerrville.
- 3) To raise funds for the Historic Downtown Business Alliance.

Event History

With the help of the EIC funding last year, HDBA was able to grow the event from 450 people to close to 1300 in just one year. The second Annual Sock Hop on the Star event was free with sponsored tables, street food and vendors, dancing to the local New Buddy Holly Band, and various 50's inspired booths. There were dance, costume, big hair, bubble gum and hula hoop contests too.

HDBA brought back the old tradition of the Harvest Moon Dance that took place every fall in Downtown Kerrville, but replaced it with a fun for all ages 50's street dance that has been very well received.

Growth Plan

HDBA plans to grow the event attendance and its revenue in the following ways:

- 1) By continuing to spread the word about this family friendly event to locals, triathletes, and their families.
- 2) By charging vendors for booth space.
- 3) By soliciting additional lead and table sponsors.
- 4) By increasing the marketing budget to include Radio and additional print.



For more information:
Email: contacthdba@downtownkerrville.com
Website: www.downtownkerrville.com/hdba

HDBA
PO. Box 29444
Kerrville, Texas 78029

Historic Downtown Business Alliance Purpose

The Historic Downtown Business Alliance is a not-for-profit organization funded by its membership and local fundraisers.

HDBA's Mission:

- Promote a strong business climate in Historic Downtown Kerrville by developing ideas and programs to promote existing businesses and to attract new businesses;
- Raise monies through membership dues, sponsorships, donations, grants, and fundraising activities to fund activities and advertising focused on expanding the customer base for all Downtown businesses;
- Foster communication and a spirit of cooperation within the Downtown community.

HDBA Background

HDBA in its current format began in 2012 by a group of downtown business owners who wanted to get involved in the revitalization of downtown Kerrville and work together to drive awareness and customers into the heart of our city. The Kerrville Downtown Business Association was currently in existence, but was not making an impact. The Downtown Businesses joined the then KDBA and revised the mission and bylaws to breathe new life into the organization and Downtown Kerrville.

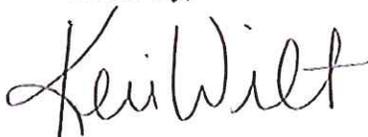
For a brand new organization, HDBA has quickly become involved with the city and partnering with Main Street on key downtown issues, creating new events and refreshing old ones, and working hard to promote Downtown Kerrville.

Downtown Kerrville

Why is focusing on and supporting Downtown important? A successful downtown is important because that is an indicator of community pride, economic vitality, and social capital. Therefore, when the city center suffers, the whole city suffers. Creating an inviting and vibrant city center is an asset for recruiting new residents, businesses, industry, visitors, & the like. It also keeps the current residents happy & excited to call their city home.

Thank you for your time and consideration of funding. If you have any questions, please contact me direction at 830-343-7259 or at contacthdba@downtownkerrville.com.

Sincerely,



Keri Wilt

President of the Historic Downtown Business Alliance



For more information:
Email: contacthdba@downtownkerrville.com
Website: www.downtownkerrville.com/hdba

HDBA
PO. Box 29444
Kerrville, Texas 78029

SECTION II - APPLICANT INFORMATION

Submittal Date: 12/1/14

ORGANIZATION

Historic Downtown Business Alliance

Applicant Name

PO Box 294443 Kerrville Tx 78029
 Address City State Zip

8303437259 8309929463 N/A
 Phone Alt. Phone Fax

www.downtownkerrville.com/hdba
 Website

PROJECT CONTACT

Keri Wilt President, HDDBA
 Contact Person Name Title

623 Water St: Kerrville, TX 78028
 Address City State Zip

8303437259 8309929463 N/A
 Phone Alt. Phone Fax

contacthdba@downtownkerrville.com
 Email Address

Amount of Funding Requested: \$ 8,750.00

Please include a cover letter and supplemental information as deemed appropriate that:

- o clearly states the mission statement of the organization(s),
- o a business plan (a document that projects 3-5 years and outlines a plan to grow revenues),
- o what the requested funding shall be used for,
- o if it is a new, existing or annual event,
- o the number of years the organization has been in existence,
- o the date and location of the event,
- o average annual attendance,
- o pertinent financial information (costs, revenues, percentage of funding request of total event budget and financial history), and
- o a plan or statement of how the event shall become self-sustained in future years.

Continue to Section III

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

Annual Sales for Corporation / Company \$

This Facility \$

Local Sales Tax paid Annually \$

Current Payroll \$

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

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 \$ _____
Sq. Footage of New Building (s) _____
Size of Parking _____
Other _____

Part B - Project Investment in Fixed Equipment

(New)\$ _____
Manufacturer of Equipment _____
Anticipated Useful Life of Equipment _____
Purchase Price \$ _____ Installation Cost \$ _____
Anticipated Delivery time from Date of Order _____

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 _____
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 _____

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

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 _____

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 Within 24 months of Project Completion _____

\$ _____
FTE X Avg. Wage X 40 hrs X 52 wks

\$ _____
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:

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

Keri Wilt
Printed name

12/1/14
Date

President
Title

Keri Wilt
Signature

Sock Hop Budget

	Sept 27th	Sept 26th	TBD	TBD
	2014	2015	2016	2017
Attendance	1300	1800	2300	2800
Expenses				
Music	\$2,400	\$3,300	\$3,300	\$3,300
1 Band	\$1,800	2500	2500	2500
Stage Rental	\$600	800	800	800
Security	\$480	\$640	\$800	\$960
\$160 per police officer	\$480	640	800	960
BEER BOOTYH	\$1,387	\$1,475	\$2,019	\$2,531
Beer	\$313	400	800	1000
Sangria	\$144	144	288	600
tabc liscense	\$231	231	231	231
Cups	\$699	700	700	700
Booth Supplies	\$144	\$300	\$300	\$300
Scavenger Hunt Prizes and Gum	\$144	300	300	300
Decoratlons	\$1,427	\$1,150	\$1,450	\$1,750
Balloons	\$78	100	100	100
Cut Outs & Photo Background	\$41	0	0	0
Wallys, stage fringe, wristbands	\$245	300	400	500
Committee Shirts	\$730	250	250	250
Records	\$56	0	0	0
Booth/Table Supplies	\$277	500	700	900
Rentals	\$3,221	\$4,500	\$5,500	\$6,500
Tables/Chairs/Table Coths/generator	\$3,221	4500	5500	6500
Raffle Supplies	\$434	\$500	\$700	\$900
Candy	\$296	300	400	500
tickets	\$32	0	50	50
Tickets and Old Time Candy fo Sponsors	\$105	150	250	300
Marketing	\$841	\$1,050	\$1,325	\$1,650
Printing of Posters	\$127	150	200	200
Signs/Printing/Laminating	\$317	300	400	500
Ink for Printing	\$94	100	125	150
Social Media Boosts	\$97	200	300	500
Permanent Posters/Banners	\$207	300	300	300
Radio Ads	\$0	500	500	500
Total Costs	\$10,334	\$12,915	\$15,394	\$17,891
Revenue				
Drink/Activity/Raffle Tickets	\$1,558	2500	3000	3500
Sponsorship	\$1,500	2000	2500	3000
Vendors	\$350	500	800	1000
EIC Funds	\$5,016	8750	5000	3000
Tables Sold & Cash Sponsors	\$7,000	12000	15000	18000
General Donatlons Total	\$15,424	\$25,750	\$26,300	\$28,500
Net Profit	\$5,090	\$12,835	\$10,906	\$10,609
EIC Refundable Items	\$7,269	\$8,750	\$10,475	\$12,050
% of Budget	70%	68%	68%	67%

Dear Prospective HDBA Member,

HDBA was started In 2012 by a group of downtown business owners who wanted to get involved in the revitalization of downtown Kerrville and work together to drive awareness and customers into the heart of our city.

Why is focusing on and supporting Downtown important? A successful downtown is important because that is an indicator of community pride, economic vitality, and social capital. Therefore, when the city center suffers, the whole city suffers. Creating an inviting and vibrant city center is an asset for recruiting new residents, businesses, industry, visitors, & the like. It also keeps the current residents happy & excited to call their city home.

And for a brand new organization, we have surely made our mark by getting involved with the city and partnering with Main Street on key downtown issues, creating new events and refreshing old ones, and working hard to promote Downtown Kerrville.

We hope that you will consider becoming a member of the Kerrville Historic Downtown Business Alliance (HDBA) so we can work together to make Downtown Kerrville the best it can be for businesses and the community.

The following are just a few of the projects HDBA has been involved in for 2012/13:

- HDBA Events helping to drive customers to Downtown:
 - The Holiday Stroll
 - Ladies Night Outs
 - Get on the Bus
 - Block Party
 - Wine Shares
 - 4th on the River
- HDBA Events Coming Up:
 - Sock Hop on the Star
 - Kerrville Tri
 - October Chamber Mixer
 - Downtown Open House
- Worked with the City & Other Organizations On:
 - DTown Parking Analysis
 - Signage Ordinance
 - Historical Narrative Signs
 - "I Wish This Was" Project
- HDBA Marketing:
 - Banner Sign at Key Events and near camps
 - A Frames promoting events
 - downtownkerrville.com
 - Print Media
 - Facebook Postings
 - Press Releases and More!

As an HDBA member, we hope that you will take advantage of the many opportunities to:

- Network with other downtown businesses during our regular meetings and events
- Being among the first people to learn about issues affecting downtown
- Work with a cohesive group of individuals who have a strong voice when it comes to presenting issues to local government and civic organizations
- Finding a committee or position that allows you to use your strengths to better downtown

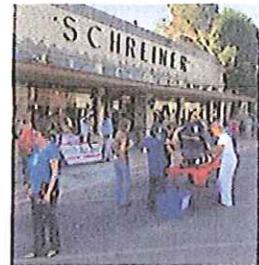
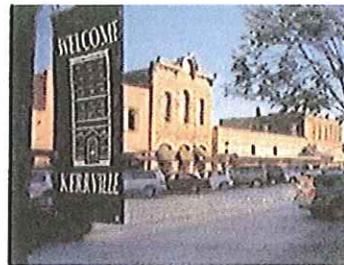
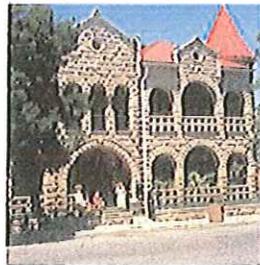
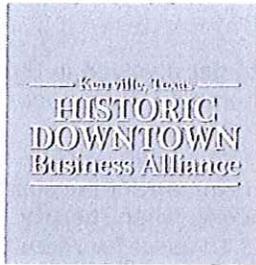
Sincerely,

Keri Wilt
President of the Historic Downtown Business Alliance



For more information:
Email: contacthdba@downtownkerrville.com
Website: www.downtownkerrville.com/hdba

HDBA
PO. Box 294443
Kerrville, Texas 78029



Who We Are

The Historic Downtown Business Alliance is a not-for-profit organization funded by its membership and local fundraisers. Its success is driven by the hard work and dedication of the volunteers that work to make Downtown Kerrville thrive. We are your direct link to the City of Kerrville and hope to build a stronger more unified downtown through our various committees and our presence within Kerrville.

Our Mission

- Our members work hard together to:
- Promote a strong business climate in Historic Downtown Kerrville by developing ideas and programs to promote existing businesses and to attract new businesses;
 - Raise monies through membership dues, sponsorships, donations, grants, and fundraising activities to fund activities and advertising focused on expanding the customer base for all Downtown businesses;
 - Foster communication and a spirit of cooperation within the Downtown community.

Officers

- President: Kerl Wilt, Grape Juice/ Gather
- Vice President: Lanza Teague, Kerr Arts and Cultural Center
- Secretary: Sara Cotton, Yoga Space
- Treasurer: Kristy Vandenberg, Hill Country Chapter of the American Red Cross

Meetings

HDBA meetings are held quarterly on the second Thursday of the month. January and July's meetings are at 6:00 p.m. and April and October's meetings are held at 8:30 a.m. at the Hill Country Red Cross. Members will also be informed regularly with updates regarding downtown via email.



For more information:
Email: contacthdba@downtownkerrville.com
Website: www.downtownkerrville.com/hdba

HDBA
PO. Box 294443
Kerrville, Texas 78029

Membership Benefits

Benefits	Downtowner	Friends of Historic Downtown
Be a part of a cohesive, strong group that makes a difference for downtown	X	X
Network with other HDBA members at quarterly meetings, events, and more	X	X
Stay Informed about issues effecting downtown through quarterly meetings and regular email newsletters	X	X
Work with local groups and organizations such as the CVB, the Chamber, and Main Street to enhance downtown and attract customers	X	X
Get Involved In our various committees	X	X
Receive a list of new and current HDBA members, sent electronically each month	X	X
Participate in, or sponsor HDBA events such as Ladies Night Out, the Holiday Stroll, the Block Party, Sock Hop and more	X	X
Give input on all things downtown including events, marketing, changes, revitalization efforts of downtown and more	X	X
Benefit from HDBA advertising of downtown	X	
Participate in HDBA promotions	X	
Reach new customers through HDBA's social media sites	X	
Take advantage of various benefits through HDBA's Chamber of Commerce membership	X	
Request press releases on business expansions, new businesses, events, and more	X	
Vote on important decisions regarding downtown	X	

Membership Descriptions

- **Downtowner Membership** is open to all businesses, property owners, non-profit organizations and community events within the Historic Downtown as defined by the City of Kerrville Comprehensive Plan adopted July 9, 2002 (see map on next page). General members are voting members of the Alliance and may request for a roll call vote on any issue to be decided by a vote of the membership. General members may hold office and serve on any committee or project team. General membership costs \$100.00 yearly.
- **Friends of Historic Downtown Membership** is open to all who love downtown Kerrville! This membership allows you to share your thoughts and opinions about downtown to make a difference. Friends of Historic Downtown members are non-voting members but do have opportunities to work within committees, attend meetings, and volunteer to accomplish the mission of the Alliance. Friends of Historic Downtown membership costs \$50.00 a year.



For more information:
 Email: contacthdba@downtownkerrville.com
 Website: www.downtownkerrville.com/hdba

HDBA
 PO. Box 294443
 Kerrville, Texas 78029

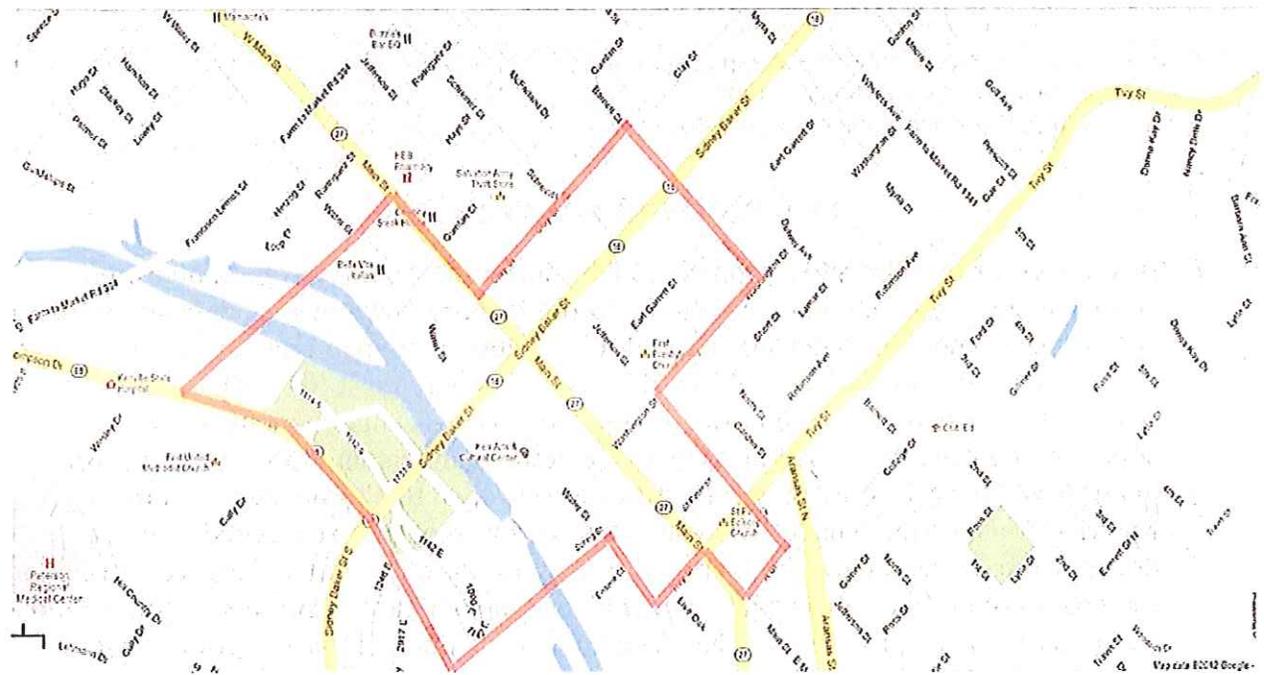
Historic Downtown Kerrville Defined



Historic Downtown Kerrville lines were created by the City of Kerrville as a part of their Comprehensive Plan (see left).

This area is the sole focus of the HDBA.

Below is a more detailed map with the Historic Downtown lines drawn in red.



For more information:
 Email: contacthdba@downtownkerrville.com
 Website: www.downtownkerrville.com/hdba

HDBA
 PO. Box 294443
 Kerrville, Texas 78029

HDBA Driven Events

DOWNTOWN KERRVILLE HOLIDAY STROLL & TREE LIGHTING

FRIDAY NOV. 30TH 5-8PM

COME ENJOY...

Holiday Window Displays	Shopping, Specials & Treats
Lighting the Christmas Tree	Lighting the House of Blues
Scavenger Hunting	Shopping with Chocolate

THEN...

Follow the Downtown Center to the Courthouse at 7pm for the Dedication and Lighting of the New 35 Foot Christmas Tree

FRIDAY OCT 5TH 5-8PM DOWNTOWN KERRVILLE 2012 BLOCK PARTY

SHOPPING QUICK DRAW

WINE SHARE

DINING & MUSIC

FRIDAY OCT 5TH 5-8PM

SAFE, EASY, FUN! BUS FOR FREE

Thursday, May 24th 10am-11pm
Saturday, May 26th 8am-Midnight

STOP 1 MARKET DAYS & KERRVILLE

STOP 2 KERRVILLE POLKED FESTIVAL

STOP 3 [Event Name]

www.downtownkerrville.com/hdba

KERRVILLE'S 4TH ON THE RIVER

@ Louie Hays Park on the Banks of the Guadalupe River

July 4th, 2013

FREE FIREWORKS

Come with the Legend Fireworks Display by HDBA Chamber of Commerce & Friends

FREE FESTIVAL

Louie Hays Park on the Banks of the Guadalupe River

FREE CONCERTS FEATURING HEADLINER

Robert Earl Keen
and special guests
Owen Temple and more!

FIRST FRIDAY WINE SHARE PARK-N-PARTY

Fri. Jan. 4th, 6-7:30pm

BRING
A BOTTLE OF WINE TO SHARE (or enough for YOUR OWN WINE GLASS. Top 5000 Wine Trainers: To Go! Ready (or not) to Go!

PARK
In a FREE COVERED PARKING GARAGE which has covered the more than 100 parking spaces that surround the historic Art Deco building on the 1st floor.

ENJOY
Tasty Food and Local Wine, with Music and More of Main's Great Music with a Bonus 2 Nights of Local Live Music for the Price of 1!

PARTICIPATE
In our "WASH THIS WAS" project, originally used after Hurricane Katrina to help Orleans to gather together what had been washed away and come back to their normal lives. Come help Downtown Kerrville find empty stores to help get the "Wash this Was" project.

WASH THIS WAS A GROCERY!

SPRING FLING LADIES NIGHT OUT

THURSDAY APRIL 11th 5:00 PM to 8:00 PM HISTORIC DOWNTOWN KERRVILLE

SALES

FOOD & BEVERAGES

EXTENDED HOURS

DOOR PRIZES

DRAW YOUR OWN DISCOUNTS & MORE!

Kerrville, Texas
HISTORIC DOWNTOWN Business Alliance

For more information:
Email: contacthdba@downtownkerrville.com
Website: www.downtownkerrville.com/hdba

HDBA
PO. Box 294443
Kerrville, Texas 78029

One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize the HISTORIC DOWNTOWN BUSINESS ALLIANCE (HDBA) to make a onetime debit to your credit card listed below.

By signing this form you give us permission to debit your account on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize the HDBA to charge my credit
(Full name)
card account indicated below for _____ on or after _____. This payment is
(Amount) (Date)
for Historic Downtown Business Alliance membership dues.
(Description of Goods/ Services)

Billing Address: _____

City, State, Zip Code: _____

Email: _____ Phone: _____

Account Type: Visa Mastercard American Express Discover

Cardholder Name: _____

Account Number: _____ Exp. Date: _____

CVV2: (3 digit number on the back of Visa, Discover, Mastercard; 4 digits on the front of American Express) _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.

SIGNATURE: _____ DATE: _____



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