

**NOTICE OF REGULAR MEETING OF THE
LAMPASAS ECONOMIC DEVELOPMENT BOARD
OF THE CITY OF LAMPASAS, TEXAS
WEDNESDAY, FEBRUARY 19, 2020
JACK CALVERT MUNICIPAL BUILDING BOARD ROOM
302 EAST THIRD STREET
5:30 PM**

Notice is hereby given that the regular meeting of the Lampasas Economic Development Corporation Board of the City of Lampasas will be held on Wednesday, February 19, 2020 at 5:30 p.m. in the Jack Calvert Municipal Building located at 302 East Third Street, Lampasas, Texas. The Lampasas Economic Development Corporation reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any of the matters listed, as authorized by the Texas Government Code sections 551.071 (consultation with the attorney), 551.072 (deliberations about real property), 551.073 (deliberations about gifts and donations), 551.074 (personnel matters), 551.076 (deliberations about security devices), and 551.087 (economic development).

**REGULAR SESSION
5:30 p.m.**

- I. Call to Order
- II. Open forum for citizen comments and questions (limited to five (5) minutes per person)
- III. Presentation by Mike Cour
- IV. Discussion and possible action regarding Business Park plans from Eckermann Engineering
- V. Discussion and possible action concerning approval of the minutes dated January 15, 2020
- VI. Discussion and possible action regarding creation and adoption of possible grant program to assist in life safety improvements for development projects
- VII. Discussion and possible action regarding updating and/or editing to the LEDC Incentive Guidelines document
- VIII. Discussion and possible action regarding updating and/or editing the LEDC 2019-2020 Strategic Plan
- IX. Update and possible action regarding January Financials
- X. Update on the following:
 - 1.) County and LISD Updates
 - 2.) Staff Updates
 - Internet Project
 - Current Developments
 - Workforce Luncheon
 - Comprehensive Plan
 - Downtown
 - CDI
 - Branding
 - Retail Coach

- Development Dept.

XI. Adjourn into Executive Session

EXECUTIVE SESSION

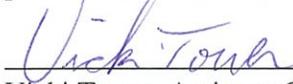
The Board of the Lampasas Economic Development Corporation will meet in closed Executive Session pursuant to the Texas Government Code, Chapter 551, as follows:

1. Section 551.087 (economic development) - (1) to receive and evaluate financial information received from a business prospect, to discuss same, and /or to deliberate regarding commercial or financial information that the LEDC has received from a business prospect that the LEDC seeks to have locate, stay, or expand in or near the city, with which the LEDC is conducting economic development negotiations; and/or (2) to deliberate an offer of any financial or other incentives to any business prospect described above.
2. Adjourn Executive Session and Reconvene Regular Session.

REGULAR SESSION

- XII. Discussion and possible action regarding Executive Session items
- XIII. Items that the Board Members may request to be placed on the next agenda
- XIV. Adjourn

I, Vicki Tower, Assistant City Secretary of the City of Lampasas, Texas, do hereby certify that this Notice of Meeting was posted on the bulletin board/front window of City Hall, 312 East Third Street, Lampasas, Texas, at a place readily accessible to the general public at all times, on the 14 day of February, 2020 at 11:35a.m.



Vicki Tower, Assistant City Secretary

**MINUTES OF REGULAR MEETING OF THE
LAMPASAS ECONOMIC DEVELOPMENT CORPORATION BOARD
OF THE CITY OF LAMPASAS, TEXAS
WEDNESDAY, JANUARY 15, 2020
JACK CALVERT MUNICIPAL BUILDING BOARD ROOM
302 EAST THIRD STREET
5:30 P.M.**

The Lampasas Economic Development Corporation of the City of Lampasas met in regular session on the above date with President Charlie Pratus, III presiding.

LEDC Members Present:

Misti Talbert
Steve Hudson
Neal Leavell
Ronnie Vineyard
TJ Monroe
Roland Schaub
David Millican - Ex-Officio
Bobby Carroll – Ex-Officio

LEDC Members Absent:

None

City Staff Present:

Finley deGraffenried, City Manager/Executive Director
Mandy Walsh, Economic Development Director
Vicki Tower, Assistant City Secretary

**REGULAR SESSION
5:30 p.m.**

I. Call to Order

President Pratus called the meeting to order at 5:30 p.m.

II. Open forum for citizen comments and questions (limited to five (5) minutes per person)

There were no citizen comments.

III. Discussion and possible action concerning approval of the minutes dated November 20, 2019

Board member Schaub moved to approve the minutes as presented. The motion was seconded by Board member Leavell and with a unanimous vote, the motion carried.

IV. Presentation by Aaron Farmer, President of The Retail Coach

Presentation by Aaron Farmer, President of The Retail Coach.

Topics included:

- The Retail Coach worked with the City of Lampasas in 2008 and 2013
- The Retail Coach uses cell phone data analysis to map out where your consumers are coming from, where they shop, and what they purchase
- Retail Leakage
- Marketing and branding
- Recruiting retailers and developers
- Supporting local businesses
- Option 1) Data Analysis for \$2,500
- Option 2) Full Recruitment Strategy for \$25,000

V. Discussion and possible action regarding acquisition of service(s) with The Retail Coach

Mandy Walsh, Economic Development Director, discussed with the Board, acquisition of service(s) with The Retail Coach.

Topics of discussion included:

- Supporting local businesses

Board member Schaub moved to hire The Retail Coach for Option 1) Data Analysis for \$2,500.00. The motion was seconded by Board member Monroe and with a unanimous vote, the motion carried.

President Pratus moved to Item VIII.

VIII. Discussion and possible action regarding a resolution amending Section 2.03 of the Lampasas 4B Incorporation Bylaws

President Pratus discussed amending Section 2.03 of the Lampasas 4B Incorporation Bylaws with the Board, to read:

Section 2.03 Regular Meeting; Place of Meeting. Regular meetings shall be held on the third Wednesday of the month, unless otherwise posted, at the location designated on the agenda. A meeting of the Board for the election of officers and the transaction of other business shall be held on the first meeting of the fiscal year, unless changed by resolution of the Board. All meetings shall be called and held in accordance with the Texas Open Meetings Act, Chapter 551, Government Code, as amended.

Board member Talbert moved to approve the changes to Section 2.03 of the Lampasas 4B Incorporation Bylaws as discussed. The motion was seconded by Board member Schaub and with a unanimous vote, the motion carried.

President Pratus moved to Item IX.

- IX. Discussion and possible action regarding development of possible grant program to assist in life/safety improvements for redevelopment projects

Mandy Walsh, Economic Development Director, discussed with the Board, the development of possible grant program to assist in life/safety improvements for redevelopment projects.

Topics of discussion included:

- Walsh told the Board that she visited with Ronnie Withers, Fire Marshal, and Frank Ellett, Building Official, about this possible grant program to assist in life/safety improvements for redevelopment projects.
- Walsh would like to put together a more detailed package and present to Board at the February 19, 2020 meeting.
- May need to update goals – strategic plan – based on adoption of this grant

No action was taken.

President Pratus moved back to Item VI.

- VI. Discussion and possible action regarding updating and/or editing to the LEDC Incentive Guidelines document

It was the consensus of the Board to revisit this Agenda Item at the February 19, 2020 meeting.

No action or discussion was taken.

President Pratus moved to Item VII.

- VII. Discussion and possible action regarding updating and/or editing the LEDC 2019-2020 Strategic Plan

It was the consensus of the Board to revisit this Agenda Item at the February 19, 2020 meeting.

No action or discussion was taken.

President Pratus moved to Item X.

- X. Update and possible action regarding November and December Financials

Finley deGraffenried, City Manager/Executive Director, reviewed the November and December

financials with the Board.

No action was taken.

XI. Update on the following:

1.) County and LISD Updates

Bobby Carroll, County Ex-Officio member, reviewed the following:

- New County Auditor
- Jail project on hold – bonding company taking over

David Millican, LISD Ex-officio member, reviewed the following:

- Attendance is down – flu virus going around
- Kline Whitis Elementary School won District Championship in the UIL Competition
- Post season awards for LHS football team

2.) Staff Updates

Mandy Walsh, Economic Development Director, reviewed the following:

- Internet Project – Staff has continued working with legal counsel on a non-discriminatory pole attachment application for prospective providers to utilize City assets. In addition, staff is continuing to discuss options for backbone connection and explore potential grant funding opportunities with assistance from Congressman Roger Williams’ office.
 - Conference call with Nextlink scheduled for Wednesday, January 22, 2020
 - Meeting scheduled with backbone provider for January 28 and January 29, 2020
- Current Developments
 - Retail Marketplace at 301 S Hwy 281 is nearing completion
 - Developer at 707 S Pecan is working with staff on zoning requirements, but hopes to begin construction by August 2020
 - Continuing to work towards a three-dimensional “LTX” sign to promote tourism downtown
 - Burger King passed their final inspection and their certificate of occupancy was issued today
 - Silver Creek expansion is about 75% complete – they anticipate completion by the end of summer 2020

- Built Wright – Staff is waiting on approved set of plans from Built Wright for their project on Central Texas Expressway. The concept is still for a Golden Chick and a family pizza restaurant with a common dining room with family entertainment. We will assist in recruiting for the other two tenant spaces.
- Highway 281 Café is closed; owner interested in selling property and has received numerous leads.
- Workforce Development Luncheon has been scheduled for Friday, January 31, 2020 at the former Middle School cafeteria.
- Board Appreciation Dinner – The City is hosting an Appreciation Dinner for Commission & Board members on Tuesday, January 28, 2020 from 5:30 p.m. – 8:00 p.m. at the Hostess House
- Downtown Revitalization Workshop – The company that hosted the Stand Up Rural America Conference in Tulsa last year will have a Downtown Revitalization Workshop on January 29, 2020 from 10:00 a.m. – 2:00 p.m. in Cedar Park. The workshop is a four hour dynamic and comprehensive workshop designed to help communities reimagine, repurpose and revitalize their downtown business district
- ZacTax – Walsh is working with a program called ZacTax for a 30-day free trial. She was referred to them by the Marble Falls EDC, who utilizes their services, as well as Burnet, Bastrop, Kyle, Pflugerville, San Marcos, Seguin and many others. The program, a web-based platform for sales tax analysis, simplifies our sales tax analysis process with unlimited customized geographic regions and a comprehensive industry analysis using data provided by the Texas Comptroller.

XII. Items that the Board Members may request to be placed on the next agenda

- LEDC Incentive Guidelines
- LEDC 2019-2020 Strategic Plan
- Grant application – Life Safety
- Business Park

XIII. Adjourn

Board member Talbert moved to adjourn the meeting at 6:53 p.m. The motion was seconded by Board member Vineyard and with a unanimous vote, the motion carried.

PASSED AND APPROVED this _____ day of _____, 2020.

Charlie Pratus III, President

Vicki Tower, Assistant City Secretary

Lampasas Economic Development Corporation Incentive Guidelines & Principles

Adopted: May 16, 2018

SECTION 1. PURPOSE

1.01 Guiding Principles

The City of Lampasas (the "City") and the Lampasas Economic Development Corporation ("LEDC") are aggressive in their promotion of local business expansion and new business investments. Both the city and LEDC offer a variety of incentives to industries and commercial enterprises for the purpose of local economic development. The community is committed to the promotion and retention of high quality development and jobs which promote our economic development objectives. This document outlines the criteria by which public assistance is provided by the LEDC. Nothing herein shall imply or suggest that the City or LEDC is under any obligation to provide a business incentive to any applicant.

SECTION 2. PREMISES

2.01 Priority on Primary Jobs

The LEDC's priority is to offer incentives to projects that will create new primary jobs (i.e. jobs that form the economic base of the community, created by enterprises that import new wealth into the local economy). What constitutes a primary job refers to industries that produce more goods and services than can be consumed by the local economy, and therefore export a significant portion of them. Primary employers may range in size from one employee to thousands of employees.

2.02 Community Belief System

Our community believes that a new primary job created by an existing employer is as valuable as a new primary job created by a new company. Therefore, the LEDC will consider appropriate incentives to qualifying existing businesses as well as those recruited from outside the city. In general, it is the belief of the community that Lampasas should continue to become a better place- not just a bigger place- so prudence will be taken by the LEDC Board and the City Council in evaluating each company and project requesting incentives.

2.03 Case by Case

It is the policy of the LEDC to provide economic development incentives on a case-by-case basis. This individualized design of a total incentive package is intended to allow maximum flexibility in addressing the unique aspects of each applicant and its proposed project while enabling the city and the LEDC to better respond to the changing needs of the community.

2.04 Expectations for Performance

If developers and/or companies seek financial assistance from the public sector in order to start up or expand their operations, they must be prepared to:

- a. Invest in the community through job creation and capital investment;
- b. Make a minimum (5) year commitment to the community;
- c. Treat the LEDC and local governments as they would any other contracting party; and
- d. Expect consequences for breaching their agreement.

These expectations for performance also apply to non-primary employers such as public entities, quasi-governmental and non-profit agencies which are financially supported by the LEDC on a project basis.

2.05 Guidelines with Flexibility to Respond to Individual Needs

Although nearly every economic development project has unique requirements, the LEDC has established these guidelines that can be explained to a prospect in advance. These guidelines may be modified over time as appropriate. In addition, the LEDC has flexibility to accommodate different types of economic development opportunities or special situations.

2.06 Determining Appropriate Levels of Investment

The amount or level of local incentives offered to prospective developers and/or companies should ultimately be based on the projected increases in the quality, value, and size of the local workforce (both in number of jobs and the level of wages), the value of real property, the value of personal property, and other forms of revenue that contribute to the economic well-being of Lampasas' residents and taxing entities. Incentives will be used when they will make a difference in a project's likelihood of success and/or the city's competitive advantage in securing the project, both of which include the expansion or retention of existing businesses. Incentives may also be provided to a company when the LEDC is convinced the incentives are needed to retain existing primary jobs which would otherwise be lost.

2.07 Interchangeability of Terms

For purposes of this policy and suggested guidelines, the following terms are considered related and interchangeable: development agreement, incentives agreement, performance agreement, and redevelopment agreement.

The following terms are also considered related and interchangeable: incentives, benefits, benefits package, and incentives package. Incentives can be defined but are not limited to cash grants, land grants, forgivable loans, non-forgivable loans, training grants, discounted land sales, and services in-kind.

SECTION 3. APPLICABILITY

These policies apply to new, relocating, renovated, modernized, redeveloped, and/or expanding businesses or projects. These policies also apply to historic structures and residential redevelopment as long as they directly contribute to the expansion or relocation of a primary employer.

The LEDC is a "Type B" sales-tax funded corporation and is authorized to offer economic incentives under the Development Corporation Act of 1979 (also referred to as the "Act").

3.01 Eligible Type B Projects

The tax is primarily intended for manufacturing and industrial development, and cities may use the money raised by this sales tax to acquire or pay for land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements for purposes related to:

- a. Manufacturing and industrial facilities;
- b. Research and development facilities,
- c. Military facilities, including closed or realigned military bases;
- d. Transportation facilities, including airports, hangars, rail ports, rail switching facilities, maintenance and repair facilities, cargo facilities, related infrastructure located on or adjacent to an airport or rail port facility, marine ports, inland ports, mass commuting facilities, and parking facilities;
- e. Sewage or solid waste disposal facilities;
- f. Recycling facilities;
- g. Air or water pollution control facilities;
- h. Distribution centers;
- i. Small warehouse facilities capable of serving as decentralized storage and distribution centers;
- j. Primary job training facilities for use by institutions of higher education; and
- k. Regional or national corporate headquarters facilities.

Type B corporations may provide land, buildings, equipment, facilities, and improvements found by the board of directors to promote or develop new or expanded business enterprises that create or retain primary jobs, including a project to provide:

- a. Public safety facilities;
- b. Streets and roads;
- c. Drainage and related improvements;
- d. Demolition of existing structures;
- e. General municipally owned improvements; and

- f. Any improvements or facilities that are related to a project described by this subsection; and any other project that the board of directors in its discretion determines promotes or develops new or expanded business enterprises that create or retain primary jobs.

Not all Type B projects are required to create or retain primary jobs. The following Type B projects are not required to create or retain primary jobs:

- a. Job training classes;
- b. Certain targeted infrastructure projects necessary to promote or develop new or expanded business enterprises, limited to streets and roads, rail spurs, water and sewer utilities, and electric utilities, gas utilities, drainage, site improvements, and related improvements, telecommunications, and Internet improvements;
- c. Land, buildings, equipment, facilities, improvements, and expenditures required or suitable for use for a career center if the area to be benefited by the career center is not located within the taxing jurisdiction of a junior college district;
- d. Projects consisting of professional and amateur (including children's) sports, athletic, entertainment, tourist, convention, and public park purposes and events;
- e. Affordable housing projects;
- f. Water supply facilities projects, with the requisite voter approval;
- g. Water conservation programs, with the requisite voter approval;
- h. Development, improvement, expansion, or maintenance of facilities relating to the operation of commuter rail, light rail, or motor buses; and
- i. Development or expansion of airport or rail port facilities, including hangars, maintenance and repair facilities, cargo facilities, and related infrastructure located on or adjacent to an airport or rail port facility, if the project is undertaken by a Type B corporation and enters into a development agreement with an entity who acquires a leasehold or other possessory interest from the Type B corporation and is authorized to sublease the entity's interest for other authorized projects; and is approved by city council resolution.

SECTION 4. TYPES OF BENEFITS

4.01 Use of Funds

The LEDC has discretion over what types of incentives may be offered or granted to a project. The LEDC board of directors has published the following preferences for types of financial assistance it will consider. Whenever possible, the LEDC board will issue grants as forgivable loans.

Land Grants- LEDC currently owns more than 165 acres of real property for development by primary employers. The first preference for LEDC is to sell property at or below market value to qualified applicants. For eligible projects, LEDC may provide a land grant with a promissory note as a requirement of the development agreement.

Infrastructure Grants- Typically reserved for water, wastewater, electric, telecommunications, roads, and gas line improvements. May also include rail improvements.

Real Property Improvement Grants- Can be used for finish out, plumbing, electrical, and other types of general building and facility improvements.

Deal Closing/Relocation Grants- For major impact projects, LEDC may provide funds for property acquisition, relocation of employees and/or equipment, or other LEDC approved uses.

4.02 Structure of Funds

Virtually all grants to primary employers are awarded by LEDC as forgivable loans. Personal guarantees on promissory notes may be required from a majority of stockholders or company owners. Additional information regarding liens and guarantees appear below.

SECTION 5. ELIGIBILITY AND EVALUATION CRITERIA

5.01 Evaluation Criteria

The LEDC will consider various factors to determine the viability, extent, and size of a potential development incentive to determine whether any public subsidy is warranted. The following criteria will be used to determine the level of economic development incentive(s) the LEDC will consider:

a. Employment Impact

- Wage levels of jobs to be created or retained, as well as benefits offered to fulltime employees; and
- Number of jobs brought to the community, as well as value and skills of positions created/retained.
- The proposed development and/or redevelopment should create and maintain jobs that pay wages, specific to the industry, equal to or larger than the average hourly wage within the Lampasas metropolitan statistical area (MSA). Wage information can be found at www.TexasWages.com.

b. Investment

- Type and value of proposed private and/or public improvements;
- Amount of any local taxes or revenues (sales & use, ad valorem, utilities, fees, etc.) to be generated directly by the Community; and
- The costs, if any, to be incurred by the Community to provide facilities, or services directly resulting from the improvements.

c. Other Factors Considered

- Likelihood of a development incentive being a determining factor in a business' decision to locate or expand its operations;
- The financial capacity of the applicant to undertake, complete and sustain the proposed project;
- Other incentive programs and matching grants relating to the project for which the applicant has applied or is qualified; and
- Other, unanticipated factors deemed relevant by the Board at its discretion.
- The company should have a profitable operating history and be well-managed
- The project must have a return on investment based on the Economic Impact Study.

d. Community Impact

- Appropriate type of activity (e.g. office, manufacturing, warehousing, retail, etc.);
- Appropriate use and zoning;
- The positive or negative impact on the opportunities of existing businesses;
- The impact on the opportunities of attracting additional business or residents to the community;
- The market conditions and growth potential for the business activity;
- The productive life of proposed improvements;
- Whether high quality architecture and site design including landscaping and public amenities beyond the minimum required by the city will be provided; and
- Whether the project is environmentally compatible with no appreciable negative impact on quality of life perceptions.

SECTION 6. FISCAL IMPACT

The LEDC may request the city to prepare a fiscal impact study in response to an application for economic development assistance. This study shall identify, over a period of no less than ten (10) years and up to twenty (20) years, the amount of gross and net benefit the community will derive from assisting the qualified applicant.

SECTION 7. APPLICATION PROCEDURE

Any person or company requesting that the LEDC provide an economic development incentive should generally comply with the following procedure. These procedures may be changed on a case-by-case basis to accommodate specific needs of a project.

Step 1- Submission of required documents by the applicant to LEDC and/or LEDC legal counsel. Information submitted by the applicant regarding the requested incentive is confidential to the extent allowed by law. See the Confidentiality and Proprietary Information section below.

The applicant shall submit a completed application for financial assistance, together with the following:

- Business Plan
- Current Financials (Balance Sheet and Income Statement, YTD)
- Past Financials (Balance Sheet and Income Statements for past 2 years)
- Financial Pro-Formas (at least 3-5 years forward-looking)
- Brochures or marketing materials about the company's products and/or services
- Federal Income Tax Returns from the company and/or owner(s) when appropriate

Step 2- Review of the application and supporting documents by the LEDC staff.

Step 3- In person request for assistance by the company to the LEDC Board. Staff makes preliminary recommendations to the LEDC Board.

Step 4- LEDC Board review and action.

The LEDC Board will determine whether it is in the best interests of the community to provide economic development incentives to the applicant. The Board will consider the approval of an economic development incentive agreement and determine what benefits to award the applicant as well as the conditions of the assistance agreement. The Board may consider criteria other than those set forth in this policy, including but not limited to, such matters as the relative degree to which the project/applicant furthers the goals and objectives of the community or meets or complements a special need identified by the LEDC Board or City Council. The LEDC and/or the City Council will call and conduct public hearings when required by law or if a particular project merits public input for the safety or environment impact of neighboring residences.

Step 5- Letter of agreement prepared and signed by applicant and authorized LEDC representative.

LEDC will work with legal counsel to detail all terms of the agreement in a formal letter of Agreement which will signed and dated by the applicant and the LEDC President or other authorized LEDC representative.

Step 6- Supporting legal documents (promissory notes, guarantees, and other required documents) will be prepared by LEDC legal counsel and executed by both the applicant and the LEDC President or other authorized LEDC representative.

Step 7- Conditions for payment are met by the applicant and documented to the LEDC staff.

Step 8- Benefits are disbursed according to the terms of the agreement.

Step 9- Annual compliance reports will be filed with the LEDC according to the terms of the agreement on or before the date specified. Supporting documentation to verify compliance will be provided as required by the assistance agreement.

Step 10- As long as all terms of the agreement are successfully being met and completed, the project will remain in good standing and will be closed favorably at the designated maturity date, whereupon a 1099, release of lien(s), release of guarantee(s) and /or any other appropriate documentation will be sent to the client at the appropriate time.

SECTION 8. CONFIDENTIALITY AND PROPRIETARY INFORMATION

Economic development corporations are made subject to the provisions of the Public Information Act under the Development Corporation Act of 1979 found in Texas Revised Civic Statutes Article 5190.6. The following information summarizes the Open Records Exceptions for Economic Development Purposes.ⁱ

Section 552.131 of the Government Code allows governmental bodies to withhold certain information related to economic development negotiations between a governmental entity and a business that the governmental body is seeking to have locate, stay or expand within or near the territory of the governmental body. Under this provision, the governmental body could withhold trade secrets of the business prospect that were related to economic development negotiations.ⁱⁱ Similarly, governmental bodies may withhold certain commercial and financial information about the business prospect that was acquired during economic development negotiations if release of the information would result in substantial competitive harm to the business prospect.ⁱⁱⁱ The test for which this information may be withheld under this section is the same as the test for trade secrets under section 552.110 of the Government Code. Additionally, until an agreement is made with the business prospect, the governmental body may withhold information about a financial or other incentive being offered to the business prospect by the governmental body or another person.^{iv} Any information about a financial or other incentive that is withheld under this provision would have to be released after an agreement is executed with the business prospect.^v

The LEDC recommends that any proprietary and confidential information regarding an applicant be sent by the applicant's attorney directly to the LEDC legal counsel for review by the LEDC and/or appropriate designees of the LEDC staff or Board.

SECTION 9. AMENDMENTS, REPEAL, RENEWAL

These guidelines are effective for two (2) years from the date adopted by the LEDC Board, but may be amended or repealed by the majority vote of four of the seven members of the LEDC Board.

ⁱ 2012 *Texas Public Information Act Made Easy* the Office of the Texas Attorney General.

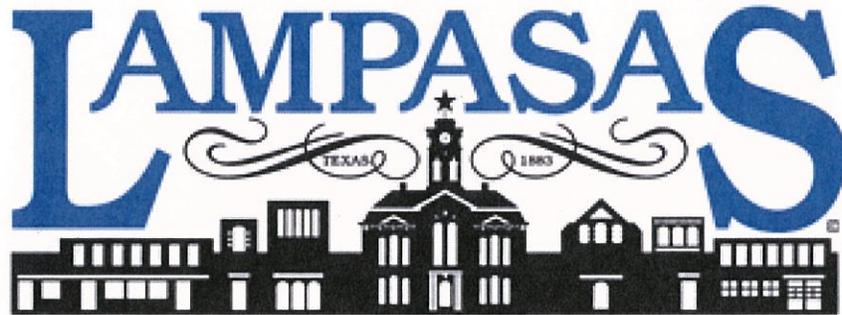
ⁱⁱ TEX. GOV=T CODE ANN. ' 552.131(a)(1) (West 2004).

ⁱⁱⁱ *Id.* ' 552.131(a)(2).

^{iv} *Id.* ' 552.131(b).

^v *Id.* ' 552.131(c).

ECONOMIC DEVELOPMENT CORPORATION



Lamparas Economic Development Corporation

2019-2020 Strategic Plan

Mission & Vision Statements

The board and staff of the Lampasas EDC developed a new Mission Statement for the organization. The following is the new statement.

The mission of the Lampasas Economic Development Corporation is to enhance economic opportunities and quality of life for our citizens through strategic business retention and attraction.

The board and staff of the Lampasas EDC developed a new Vision Statement for the organization. The following is the new statement.

The vision of the Lampasas Economic Development Corporation is to be recognized as a thriving community with diverse economic opportunities while maintaining our excellent quality of life.

Lampasas Economic Development Corporation

2019-2020 Goals

GOAL 1: INTERNET

To secure improved internet access for Lampasas.

Strategies	Who is Responsible?	Start Date	Completion Date
1. Foresite Final Presentation with options and recommendations on technology infrastructure	Staff, Board & Foresite	March 2019	April 2019
2. Meet and discuss opportunities with interested ISPs and partners	Staff & Foresite	April 2019	July 2019
3. Determine model type & funding	Staff & Board	May 2019	August 2019
4. Develop agreement	Staff & Board	August 2019	October 2019
5. Begin construction	Staff & Board	December 2019	December 2020

GOAL 2: MARKETING

To attract businesses and industries by maximizing our marketing efforts.

Strategies	Start Date	Completion Date
1. Continue maintenance and updated information, news stories and tools for LEDC website and social media platforms	March 2019	Ongoing
2. Continued education, networking through professional development opportunities, training, conferences, regional committee/board participation	March 2019	Ongoing
3. Print materials to send out to site selectors, real estate brokers and developers	February 2019	May 2019
4. Promotion of Neon Cloud video on social media platforms; consider creating an updated video by 2020/2021	March 2019	January 2021

GOAL 3: WORKFORCE DEVELOPMENT

To strengthen workforce development channels to benefit employers and employees.

Strategies	Start Date	Completion Date
1. Regular meetings between stakeholders: LISD, LCHEC, CTC, TAMUCT, TWC/CTWS	May 2019	Ongoing
2. Collaborate with stakeholders on training for skills gaps	May 2019	Ongoing
3. Regional collaboration on workforce training and labor pool data for business recruitment	April 2019	Ongoing
4. Educate stakeholders on the importance of vocational jobs	May 2019	Ongoing
5. Develop and implement apprenticeship program between LISD and local businesses	May 2019	September 2019
6. Educational workshops/presentations with LISD students regarding current and future workforce needs based on economic trends	September 2019	May 2020

GOAL 4: BUSINESS PARK DEVELOPMENT

To effectively market our Business Park to appeal to investors and encourage/support development.

Strategies	Start Date	Completion Date
1. Review survey from Triple C and engineering plans from Eckermann Engineering	June 2019	August 2019
2. Create action steps following review	August 2019	October 2019
3. Develop marketing materials specific to business park once pad sites and utilities are complete	October 2019	December 2019
4. Attract prospects	January 2020	Ongoing

GOAL 5: RETAIL BUSINESS RECRUITMENT, REDEVELOPMENT, DOWNTOWN DEVELOPMENT

To successfully recruit more retail businesses, redevelop vacant buildings/sites, revitalize downtown Lampasas with proper recruitment and relationship-building.

Strategies	Start Date	Completion Date
1. Research Proposition 1 opportunities	May 2019	Ongoing
2. Continue to update database of sites available for commercial/retail	March 2019	Ongoing
3. Develop and distribute marketing materials to real estate brokers	May 2019	August 2019
4. Update website with available buildings/sites	April 2019	Ongoing
5. Network opportunities in surrounding cities	May 2019	Ongoing
6. Research grant opportunities to assist small business entrepreneurs in developing downtown businesses	May 2019	July 2019
7. Tour of vacant buildings with prospective developers, brokers, investors	October 2019	December 2019
8. Review our retail leakage report and assess retail needs and targets	April 2019	June 2019

GOAL 6: BUSINESS RETENTION & EXPANSION

To build and cultivate relationships with existing businesses that keep them growing and expanding in Lampasas.

Strategies	Start Date	Completion Date
1. List businesses to visit with board members for May 2019-May 2020	May 2019	May 2020
2. Research and discuss training needs with current businesses, along with exploring opportunities for professional development and training	May 2019	May 2020
3. Market BRE program through various mediums (social media, newspaper, website, etc.)	May 2019	May 2020
4. Explore opportunities to decrease operational costs by connecting with current suppliers	May 2019	May 2020
5. Research and offer workshops and training for current employers	July 2019	October 2019

Business Retention Visits for 2019-2020

- Family Medicine Clinic/Rollins Brook/Seton
- LISD/LCHEC
- Allen's Welding Service (AWS Fabrication)
- Phoenix Stone
- Silver Creek Assisted Living
- 2B Signs
- M&M Butcher Block
- HEB/Wal-mart
- Storm's
- Hoffpauir/Benny Boyd
- Putters & Gutters
- Various Local Contractors

CITY OF LAMPASAS
 FINANCIAL STATEMENT
 AS OF: JANUARY 31ST, 2020

75 -LAMPASAS ECONOMIC DEV CRP
 FINANCIAL SUMMARY

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>REVENUE SUMMARY</u>							
<u>OPERATING REVENUE</u>							
	TAX REVENUE	301,000.00	26,510.50	108,875.35	36.17	0.00	192,124.65
	OTHER REVENUE	<u>4,660.00</u>	<u>31.37</u>	<u>621.13</u>	<u>13.33</u>	<u>0.00</u>	<u>4,038.87</u>
	TOTAL OPERATING REVENUE	305,660.00	26,541.87	109,496.48	35.82	0.00	196,163.52
<u>BOND FUND REVENUE</u>							
	OTHER REVENUE	<u>439,040.00</u>	<u>0.00</u>	<u>1,799.40</u>	<u>0.41</u>	<u>0.00</u>	<u>437,240.60</u>
	TOTAL BOND FUND REVENUE	<u>439,040.00</u>	<u>0.00</u>	<u>1,799.40</u>	<u>0.41</u>	<u>0.00</u>	<u>437,240.60</u>
	FUND TOTAL REVENUE	744,700.00	26,541.87	111,295.88	14.95	0.00	633,404.12
=====							
<u>EXPENDITURE SUMMARY</u>							
<u>LEDC OPERATING FUNDS</u>							
	SUPPLIES	600.00	0.00	194.95	32.49	0.00	405.05
	CONTRACTUAL SERVICES	39,676.00	1,037.99	4,676.61	11.79	0.00	34,999.39
	MAINTENANCE	7,065.00	0.00	2,071.92	29.33	0.00	4,993.08
	OTHER EXPENSES	53,500.00	1,048.96	22,940.35	43.65	412.25	30,147.40
	TRANSFERS	50,011.00	0.00	0.00	0.00	0.00	50,011.00
	DEBT SERVICE	<u>154,808.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>154,808.00</u>
	TOTAL LEDC OPERATING FUNDS	305,660.00	2,086.95	29,883.83	9.91	412.25	275,363.92
<u>LAMPASAS EDC BOND FUNDS</u>							
	CONTRACTUAL SERVICES	10,000.00	0.00	29,988.00	299.88	0.00	(19,988.00)
	CONTINGENCY AND RESERVES	<u>429,040.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>429,040.00</u>
	TOTAL LAMPASAS EDC BOND FUNDS	<u>439,040.00</u>	<u>0.00</u>	<u>29,988.00</u>	<u>6.83</u>	<u>0.00</u>	<u>409,052.00</u>
	FUND TOTAL EXPENDITURES	744,700.00	2,086.95	59,871.83	8.10	412.25	684,415.92
=====							
	TOTAL PROFIT / (LOSS)	0.00	24,454.92	51,424.05	0.00	(412.25)	(51,011.80)
=====							

CITY OF LAMPASAS
 FINANCIAL STATEMENT
 AS OF: JANUARY 31ST, 2020

75 -LAMPASAS ECONOMIC DEV CRP
 REVENUES

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
OPERATING REVENUE							
TAX REVENUE							
400-4017	SALES TAX	301,000.00	26,510.50	108,875.35	36.17	0.00	192,124.65
	TOTAL TAX REVENUE	301,000.00	26,510.50	108,875.35	36.17	0.00	192,124.65
SERVICE REVENUE							
OTHER REVENUE							
400-4820	INTEREST & DIVIDENDS	4,660.00	31.37	621.13	13.33	0.00	4,038.87
	TOTAL OTHER REVENUE	4,660.00	31.37	621.13	13.33	0.00	4,038.87
TRANSFERS							
	TOTAL OPERATING REVENUE	305,660.00	26,541.87	109,496.48	35.82	0.00	196,163.52
BOND FUND REVENUE							
OTHER REVENUE							
410-4820	INTEREST EARNED	7,000.00	0.00	1,799.40	25.71	0.00	5,200.60
410-4898	DESIGNATED RE/BOND FUNDS	432,040.00	0.00	0.00	0.00	0.00	432,040.00
	TOTAL OTHER REVENUE	439,040.00	0.00	1,799.40	0.41	0.00	437,240.60
TRANSFERS							
	TOTAL BOND FUND REVENUE	439,040.00	0.00	1,799.40	0.41	0.00	437,240.60
*** FUND TOTAL REVENUE ***		744,700.00	26,541.87	111,295.88	14.95	0.00	633,404.12

CITY OF LAMPASAS
 FINANCIAL STATEMENT
 AS OF: JANUARY 31ST, 2020

75 -LAMPASAS ECONOMIC DEV CRP
 LEDC OPERATING FUNDS
 DEPARTMENT EXPENSES

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
SUPPLIES							
500-5230	UNIFORMS	100.00	0.00	0.00	0.00	0.00	100.00
500-5265	COMPUTER SOFTWARE & EQUIPMEN	0.00	0.00	194.95	0.00	0.00	(194.95)
500-5270	SUPPLIES	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>
	TOTAL SUPPLIES	600.00	0.00	194.95	32.49	0.00	405.05
CONTRACTUAL SERVICES							
500-5320	TELEPHONE SERVICES	1,176.00	37.99	151.96	12.92	0.00	1,024.04
500-5346	ENGINEERING/SURVEYING SERVIC	10,000.00	0.00	0.00	0.00	0.00	10,000.00
500-5361	LEGAL SERVICES	2,000.00	0.00	0.00	0.00	0.00	2,000.00
500-5373	PROMOTION AND ADVERTISING	7,500.00	0.00	524.65	7.00	0.00	6,975.35
500-5395	PROFESSIONAL SERVICES	7,000.00	0.00	0.00	0.00	0.00	7,000.00
500-5397	ADMIN & OVERHEAD	<u>12,000.00</u>	<u>1,000.00</u>	<u>4,000.00</u>	<u>33.33</u>	<u>0.00</u>	<u>8,000.00</u>
	TOTAL CONTRACTUAL SERVICES	39,676.00	1,037.99	4,676.61	11.79	0.00	34,999.39
MAINTENANCE							
500-5405	BUILDING & GROUNDS MAINTENAN	5,000.00	0.00	0.00	0.00	0.00	5,000.00
500-5425	OFFICE EQUIPMENT MAINTENANCE	<u>2,065.00</u>	<u>0.00</u>	<u>2,071.92</u>	<u>100.34</u>	<u>0.00</u>	<u>(6.92)</u>
	TOTAL MAINTENANCE	7,065.00	0.00	2,071.92	29.33	0.00	4,993.08
OTHER EXPENSES							
500-5451	BUSINESS EXPENSES	5,000.00	76.37	303.48	6.61	27.25	4,669.27
500-5452	TRAVEL & TRAINING	7,500.00	972.59	2,636.87	40.29	385.00	4,478.13
500-5453	DUES & MEMBERSHIPS	1,000.00	0.00	0.00	0.00	0.00	1,000.00
500-5499	ECONOMIC DEVELOPMENT PROGRAM	<u>40,000.00</u>	<u>0.00</u>	<u>20,000.00</u>	<u>50.00</u>	<u>0.00</u>	<u>20,000.00</u>
	TOTAL OTHER EXPENSES	53,500.00	1,048.96	22,940.35	43.65	412.25	30,147.40
CAPITAL EXPENDITURES							
CONTINGENCY AND RESERVES							
TRANSFERS							
500-5722	TRANSFER TO FUND 22	<u>50,011.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>50,011.00</u>
	TOTAL TRANSFERS	50,011.00	0.00	0.00	0.00	0.00	50,011.00
DEBT SERVICE							
500-5800	PRINCIPAL PAYMENT	105,879.00	0.00	0.00	0.00	0.00	105,879.00
500-5801	INTEREST PAYMENT	<u>48,929.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>48,929.00</u>
	TOTAL DEBT SERVICE	154,808.00	0.00	0.00	0.00	0.00	154,808.00
TOTAL LEDC OPERATING FUNDS							
		<u>305,660.00</u>	<u>2,086.95</u>	<u>29,883.83</u>	<u>9.91</u>	<u>412.25</u>	<u>275,363.92</u>

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CITY OF LAMPASAS
 FINANCIAL STATEMENT
 AS OF: JANUARY 31ST, 2020

75 -LAMPASAS ECONOMIC DEV CRP
 LAMPASAS EDC BOND FUNDS
 DEPARTMENT EXPENSES

ACCT#	ACCOUNT NAME	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	Y-T-D ENCUMB.	BUDGET BALANCE
<u>CONTRACTUAL SERVICES</u>							
510-5346	ENGINEERING/SERVEYING SERVIC	10,000.00	0.00	29,988.00	299.88	0.00	(19,988.00)
	TOTAL CONTRACTUAL SERVICES	10,000.00	0.00	29,988.00	299.88	0.00	(19,988.00)
<u>CAPITAL EXPENDITURES</u>							
<u>CONTINGENCY AND RESERVES</u>							
510-5600	CONTINGENCY/RESERVES	429,040.00	0.00	0.00	0.00	0.00	429,040.00
	TOTAL CONTINGENCY AND RESERVES	429,040.00	0.00	0.00	0.00	0.00	429,040.00
<hr/>							
	TOTAL LAMPASAS EDC BOND FUNDS	439,040.00	0.00	29,988.00	6.83	0.00	409,052.00
<hr/>							
***	TOTAL EXPENSES ***	744,700.00	2,086.95	59,871.83	8.10	412.25	684,415.92
<hr/>							
	TOTAL PROFIT / (LOSS)	0.00	24,454.92	51,424.05	0.00	(412.25)	(51,011.80)
<hr/>							

*** END OF REPORT ***

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81 -ELECTRIC FUND

ACCT# ACCOUNT NAME

ASSETS

1012	CASH ON HAND	2,000.00
1020	FSB ELECTRIC DEPOSITS 7000672	355,235.62
1023	FROST BANK 591732110 CHECKING	2,042,218.43
1030	CLAIM ON CASH	2,689,369.64
1031	COI ELECTRIC FUND SAVINGS	125,097.53
1032	COI-DESIGNATED SYSTEM IMPROVEM	9,961.11
1033	COI-DESIGNATED EQUIPMENT	52,523.97
1035	COI-OPERATION&MAINTENANCE RES.	112,317.55
1036	COI-TXSTAR DESIGNATED O&M	1,622,252.21
1040	INVENTORY	294,586.48
1210	ACCOUNTS RECEIVABLE	16,901.51
1211	ACCOUNTS REC-CONTRACTS	8,703.19
1212	UNAPPLIED CREDITS	(10,461.37)
1213	A/R EMS DRAFT BILLING	6.08
1215	ACCOUNTS RECEIVABLE-ELECTRIC	838,773.34
1247	A/R BANKRUPCY MG MIDWEST MOVIE	1,195.52
1292	ALLOWANCE UNCOLLECTABLE	(20,074.56)
1300	FAG LAND	41,481.86
1301	FAG-LAND-ELECTRIC	15,330.00
1302	FAG-INFRASTRUCTURE-IND PARK	38,346.78
1303	FAG-FM580 SPORTS PRK LN EXT	166,312.42
1304	FAG-BUSINESS PARK HWY 183	87,580.80
1305	FAG-BUILDINGS	37,034.50
1310	FAG-BUILDINGS-SUBSTATION	300,348.28
1315	FAG-NARUNA ROAD SUBSTATION	215,773.99
1316	FAG-NARUNA/CRIDER DOUBLE CIR	367,375.35
1317	FEEDER TO SOUTH/EASEMENTS	257,413.12
1320	FAG-OTHER IMP-OH LINE	940,245.86
1321	FAG-OTHER IMP-REHAB PH I	390,621.62
1322	FAG-ELECTRIC SYSTEM	242,928.41
1326	FAG-OTHER IMPR-STR & IMPR	111,122.29
1330	FAG-FIXED EQUIP TRANSFORMERS	505,876.74
1331	FAG-FIXED EQUIP ELECTRIC SVC	761,826.11
1332	FAG-FIXED EQUIP ELECTRIC MOTRS	168,092.23
1333	FAG-FIXED EQUIP STRT LGHTS & S	90,947.69
1334	FAG-ELECTRIC METERS	4,791.99
1338	FAG-FIXED EQUIP OFFICE MACH PW	48,284.18
1339	FAG-FIXED EQUIP OFFICE MACH UB	6,661.06
1340	FAG-MOBILE EM-VEHICLES	1,318,307.84
1343	KEY AVE/4TH ST ELEC RELOCATION	65,662.09
1391	FAG-OTHER ASSETS COMM	17,716.92
1392	FAG-OTHER FR F & F	63,153.13
1395	FAG-FOURTH LINE FEEDER	77,071.69
1396	ACCUMULATED DEPRECIATION	(4,601,511.82)
1701	DEFERRED OUTFLOWS PENSIONS	112,705.43
1702	DEFERRED OUTFLOWS OPEB	<u>19,826.00</u>

CITY OF LAMPASAS
BALANCE SHEET
AS OF: JANUARY 31ST, 2020

81 -ELECTRIC FUND

ACCT# ACCOUNT NAME

TOTAL ASSETS

10,011,932.81
=====

LIABILITIES & FUND BALANCE

=====

2220	ACCOUNTS PAYABLE PENDING	25,286.65
2253	MEDICAL INSURANCE PAYABLE	1,901.74
2254	DEPENDENT LIFE INS PAYABLE	18.42
2270	EMS PAYABLE	3.00
2271	SALES TAX PAYABLE	21,117.74
2272	ELECTRIC DEPOSITS PAYABLE	341,219.35
2283	UNAPPLIED CREDIT - A/R SYSTEM	15,717.60
2290	COMPENSATED ABSENCES PAYABLE	37,540.19
2401	NET PENSION LIABILITY	278,935.88
2402	OTHER POST EMPLOYMENT BENEFITS	287,698.00
2601	DEFERRED INFLOWS-PENSIONS	76,868.43
3010	UNRESTRICTED NET ASSETS	5,454,770.24
3060	RESTRICTED TO MAINTNCE & OPRNS	1,987,203.00
	CURRENT INCREASE / (DECREASE) IN FUND BALANCE	<u>1,483,652.57</u>

TOTAL LIABILITIES & FUND EQUITY

10,011,932.81
=====

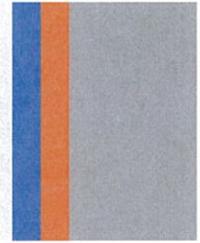
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Lampasas Economic Development Corporation

From: Mandy Walsh

Re: Staff Report

Date: February 19, 2020



Internet Project

Staff has received the draft from legal counsel on a non-discriminatory pole attachment application for prospective providers to utilize City assets. In addition, staff is continuing discussions with potential providers and backbone connection.

Current Developments

Staff has met with Built Wright Construction on their development on Central Texas Expressway. We are awaiting a full set of plans (we currently only have shell plans) to review and provide comments for this project. Staff recently spoke with one owner of the former Triangle Motel property for a prospect interested in their site. The property is split between two owners and will need to be discussed with both owners together prior to meeting with the prospect. The City has released power to Silver Creek Assisted Living, and the fire suppression has been tested and approved by the fire marshal. Their development is still around 75% complete and they anticipate opening by this summer. Mojo Coffee has received their panic hardware and, once installed, will be inspected by the fire marshal in order to comply with fire safety code. Marketplace Retail is continuing tenant finish-out, but anticipating a total of 10 tenants in their building. The building official and fire marshal will be conducting (2) tenant inspections on 2/13. The same developer, Mike Irvin, will be constructing the 707 S. Pecan structure, which features (5) floors for residential and the ground floor will be designated retail. This development went to Planning & Zoning on 2/6 to be defined as a Planned Development and rezoned to Multi-Family Residential 2 based on our City Zoning Ordinance. The public hearing to amend text and rezone property is on the Planning & Zoning agenda for 3/5 and City Council agenda for 3/9. Irvin still anticipates beginning construction in late summer 2020. Staff met with the owners of Bill's Burgers and reviewed their project at the former Touplesie's building. The building official and fire marshal hope to meet onsite with the owners in the next couple of weeks to do a walk-through, and owners confirmed they have already begun addressing concerns with the grease interceptor and sewer line.

Workforce Luncheon

The workforce luncheon was held on 1/31. The attendance wasn't quite what we had hoped, but the information from each entity was valuable and we agreed to host again with a few exceptions. I will be sending out the invitations for the next event, possibly in the Fall, and we will host on a Tuesday or Thursday. In addition, our local Workforce Development Committee will be meeting again in the next two weeks to begin planning the



Job Fair. One of the topics will be a request to move the Job Fair to the calendar school year, possibly in April, in order to partner with the Workforce of Central Texas. This partnership will involve more promotion of the event, but likely mean the location of the Job Fair could relocate to the High School Auditorium.

Comprehensive Plan

Staff will meet with the Halff Associates team on Thursday, 2/13 along with the CPAC members, Planning & Zoning Commission and City Council members. Primary focus will be future land use and transportation. Future land use maps will provide vision and direction for the City and ultimately be the most functional piece of the comprehensive plan.

Downtown

Staff met with Russ Dibble, Chris Oldham, Fire Chief and Public Works Director to review the LTX structure in the northwest parking island. Green Keepers cleared the bushes out of the island and Dibble has staked it. Public Works will likely shift the electric box or go underground so it doesn't impede the structure. Once the electrical box location is adjusted, Dibble will pour the concrete and we will begin installation of the letters. There has been discussion regarding eliminating the parking space adjacent to the island and if that decision is made staff will return to Commissioners Court to request approval. The Cherry on Top is still in the demo stage and we are awaiting architectural plans to review with the owner. Staff has a set of plans for the Lampasas Beer Market (former Wildflowers on the Wall building), submitted comments to the architect and met to discuss with the owner and architect on site. The occupancy classification and fire suppression are being discussed, but a firewall was mentioned as an option so staff awaits another conceptual plan with that feature and less square footage. The owner of the Santa Fe Depot property has received a first draft development agreement and staff is currently awaiting his comments. The downtown merchants hosted their second Ladies' Night on 2/6 and once again all business owners reported an increase in sales and a great turnout on the Square. This event will likely continue every other month.

CDI

I have signed up and will be attending my third year at the Community Development Institute in The Woodlands, TX, March 4-6. This training is designed to assist in identifying community assets, set goals, encourage collaboration, and respond to a broad range of economic and quality of life issues. This year's focus is on implementing the knowledge gained in the previous two years plus acquiring skills in leadership, marketing and organizing the community development efforts. Training for each day include: Community Leadership Development, Marketing Your Community, Measuring Community Progress and Workforce Planning and Development.

Branding

We submitted for the HGTV Home Town Takeover on 2/7. Numerous volunteer hours were dedicated to creating this video submission. We were pleased with our video, and even if we are not chosen we will have a great



marketing tool to share about our town. We have fortunately received quite a bit of attention from the press and enjoy seeing the video shared so frequently via multiple channels online.

Retail Coach

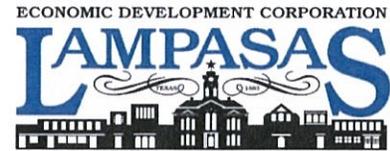
Aaron Farmer is arranging an in-person meeting with a couple of retail developers interested in Lampasas. He will schedule with me once he confirms their availability. He's also anticipating completion of our reports by end of week 2/21. I'll provide the findings in the March meeting.

Development Dept.

Public Works Director Rickie Roy will be providing oversight to all development activities including commercial development, subdivisions, platting, zoning, development agreements and consultations. Rickie will provide leadership and be the key communication link, with Building Official Frank Ellett and P&Z Assistant Becky Sims reporting to him. I will be involved in the Development process only to the extent where my normal job duties overlap. In addition, I will begin working with the City Manager on Development Agreements based on terms vetted by staff and City Council. Prospects I work with will be referred to the appropriate development staff depending on their needs. The staff point of contact for Development processes will be determined by Rickie, either through standing orders or on a case by case basis. Staff will utilize third party plan reviews for specific needs, i.e. structural, civil and foundation and will meet on a weekly basis to discuss development activities. Staff will set up meeting(s) with developers, contractors and real estate professionals to discuss form surveys, landscaping and any other changes. Our goals include being more thorough, more complete, and more consistent.

Memo

To: Mandy Walsh, LEDC Director
 From: Monica Wright, Director of Information Systems
 Date: Monday, February 3, 2020
 Re: January Website/Social Media Analytics Report



Information Systems

January 1-31, 2020

Communication

	January 2019	January 2020
'Contact Us" Submissions	0	0
Notify Me Subscribers (Calendar)	43	43
Notify Me Subscribers (News Flash)	44	43
Notify Me Subscribers (News Carousel)	5	5
Notify Me Subscribers (Local Business Profile & Community Spotlight)	38	38
Notify Me Subscribers (Property Listings)	42	41
Notify Me (Jobs)	11	11
Facebook Likes	1,625	1,852
Twitter (Followers)	115	143

LEDC Website

	January 2019	January 2020
Page Views	554	569
Page Visits	266	633
Total Searches	28	28
Total Downloads	99	443

A page view is a visit to a page on your website. If the visitor reloads a page, this counts as an additional page view. If the user navigates to a different page and then returns to the original page, this will count as another page view. A visit is defined as a sequence of consecutive page views without a 30-minute break. A visit always contains one or more page views.

Mobile vs Desktop

Smartphone	418
Desktop	178
Tablet	24
Unknown	12
Phablet	1

Browser Views

Chrome Mobile	205
Chrome	121
Mobile Safari	106
Unknown	76
UC Browser	48
Firefox	20
Microsoft Edge	17
Safari	13
Chrome Mobile iOS	8
Internet Explorer	8

Geo Map Overlay- Visits (top 20 Country/Region/City)

Unknown	379
Leander, TX	29
Austin, TX	22
Fort Worth, TX	17
El Paso, TX	12
Grand Prairie, TX	12
Forney, TX	11
Dallas, TX	9
Houston, TX	9
Lampasas, TX	9
Cheyenne, Wyoming	7
Conroe, TX	6
San Antonio, TX	6
Vancouver, British Columbia, Canada	6
Midland, TX	5
Copperas Cove, TX	4
Jarrell, TX	4
Montreal, Quebec, Canada	4
Temple, TX	4
Killeen, TX	3

Site Search Keywords

Available properties	1	Entertainment	1
Building permit	1	Foreclosures	1
EDC Board	1	Help paying utilities	1
Employment	1	Jobs	1

Top Visits

Lampasas Economic Development Official Website	342
About Your EDC Director	21
Demographics	19
Top Employers	16
History of Lampasas	13
Labor Force	13
About Us	11
EDC Board	11
Incentives & Financing	11
Lampasas Business Park	9
Lampasas Attractions	8
Living Here	8
Local Clubs & Organizations	7
K-12 Education	5
Location	5
Lampasas Dining	4
Local Incentives	4
Hotel & Motel	3
Parks & Recreation	3
Quarterly Reports	3