



Business Retention & Expansion Incentives Management & Reporting Board Engagement Marketing & Promotion Planning & Econ. Analysis Resources

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Friends and Colleagues,

EDT has started off a busy 2018 providing Cities and EDOs all over Texas with **policies, programs and tools** that help them meet their goals. Following are examples of ongoing or recently completed projects.

- **Argyle EDC - Action Plan:** EDT was engaged to guide the AEDC in the development of its first-ever Action Plan establishing a mission statement, goals and prioritized objectives for the coming Fiscal Year.



- **Pilot Point EDC:** EDT assisted the Director with completion of multiple projects including the following:



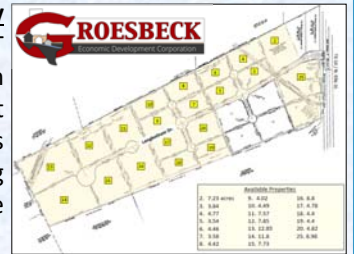
- **RFP Response Template:** Developed a comprehensive template to allow a quick and thorough response to RFP / RFI requests.
- **Site Flyers:** Developed one-page real estate marketing flyers for several important properties summarizing information on each property / site.
- **Data Summary:** Prepared a comprehensive Excel file incorporating all marketing data in legible tables and providing charts / graphs where needed.

- **Lake Worth CMO:** EDT continues to provide services for the City of Lake Worth, most recently the following policies:



- **Incentives Policy:** EDT provided the resolution, comprehensive Incentives Policy and matching application to address a wide variety of potential Incentive requests.
- **Hotel Occupancy Tax Policy:** EDT provided the resolution, comprehensive Hotel Occupancy Tax Policy and matching application to provide guidance in the administration of HOT as well as addressing a variety of potential requests for using the HOT revenues.
- **Property Enhancement Incentives Policy:** EDT has begun development of a comprehensive policy to provide for enhancements to existing properties.

- **Groesbeck EDC - Property Documentation:** EDT assisted the Director with preparation of a document summarizing all factors important to the marketing and development of the Groesbeck Industrial Park.



- **Paradise Council / EDC - Action Plan:** EDT has been engaged to assist the City Council and EDC in the development of a joint Action Plan providing mission statements, goals and prioritized objectives for the coming fiscal year.



- **Corsicana - Documentation & Flyers:** EDT assisted the City Manager and EDC Director in the development of summary reports documenting all significant aspects of the Corsicana Railport and I-45 Industrial Park properties. This included one-page marketing flyers to assist in marketing the properties.



- **Celina EDC - Traffic Counts Update:** EDT is currently updating the Traffic Count Report for the Celina EDC in preparation of the ICSC conference.



- **Gonzales - Incentives:** EDT assisted the Director in evaluating, documenting, and preparing an incentive proposal to ensure the retention and expansion of an important industry in the City. These efforts resulted in Gonzales being awarded a \$50M expansion project for their largest industry. Congratulations to Genora Young and the Gonzales team!

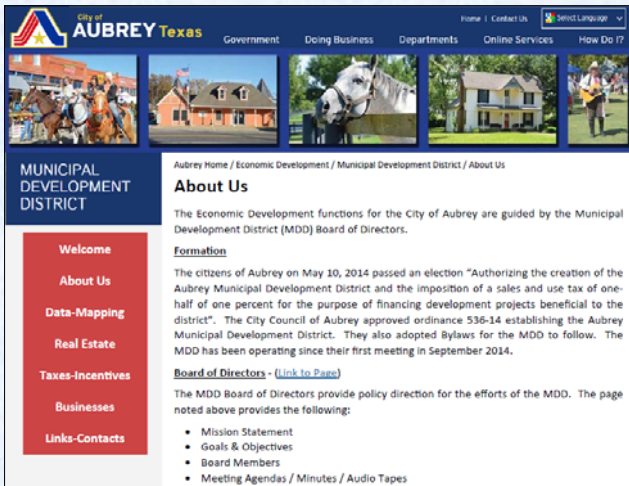


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• **Aubrey MDD:** EDT has been engaged to assist the Aubrey MDD with a variety of projects including the following:



- **Action Plan:** EDT has just begun working with the MDD Board and Staff to develop an Action Plan creating a mission statement, goals and prioritized objectives for moving forward this coming fiscal year.
- **Website Enhancements:** EDT provided comprehensive recommendations for updating and enhancing their website, including organizational enhancements and content development. The Board and Staff are currently implementing many of those recommendations.



• **Metroport COC:** EDT assisted the seven-city COC with data to include in the handout for their Alliance Development Forum.



• **Justin EDC - Site Flyers:** EDT was engaged to develop one-page marketing flyers for several available properties in the City.



• **Bartonville CDC:** EDT continues to work with the CDC Board and Staff of Bartonville on a variety of projects including:



- **Traffic Counts Update:** EDT has been asked to update the Traffic Counts Report for the CDC largely do to the growth going on in the area.
- **Incentives Request Evaluation:** EDT helped with the evaluation and negotiation of incentives for an important project in the Town.

• **Jacksboro EDC:** EDT continues to work with the Director on projects including the following:



- **RFP Response Template:** Prepare a comprehensive document allowing for a quick and professional response to Requests for Proposal or Information (RFI).
- **Site Flyers:** Prepare one-page marketing flyers including detailed information on available properties allowing for website posting and easy distribution.
- **Sites & Buildings Summary:** Updating the Sites and Buildings Summary including all available buildings or properties in the City, contact information, and brief details.



• **Runaway Bay EDC:** EDT continues to work with the RBEDC Board to implement Objectives identified in their Action Plan, including the following:

- **Action Plan Status:** EDT attended a recent meeting to discuss the ongoing pursuit of objectives identified in their Action Plan.
- **Local Incentives Overview:** EDT has been asked to provide a *Local Incentives Overview* training session at their next meeting. This provides a comprehensive look at incentives that might be requested and things to look out for when negotiating incentives.

• **Colleyville - Economic Opportunity Study:** EDT has been engaged to work with the CMO to study approximately one mile of S.H. 26 for opportunities to increase the economic tax base through development or redevelopment of commercial properties.

