

**AZLE MUNICIPAL DEVELOPMENT DISTRICT
REGULAR MEETING**

**CITY COUNCIL CHAMBERS
613 S.E. PARKWAY
AZLE, TEXAS 76020**

**TUESDAY
June 9, 2015**

AGENDA

**President Ray Ivey
Vice President Kevin Ingle
Secretary Joe McCormick**

**Director Jack Stevens
Director Justin Berg
Council Member Paul Crabtree
Council Member David McClure**

**REGULAR SESSION
CALL TO ORDER**

6:30 p.m.

Issue *Statement of Appointed Officer and Oath of Office* to returning board members Joe McCormick, Jack Stevens, Justin Berg and Councilman Paul Crabtree.

PRESENTATION

1. Presentation and discussion regarding Economic Development Marketing Strategy
Terry Loftis, President of Eisenberg and Associates
2. Monthly Report from Economic Development Director Caitlin Glenn
Economic Development Director Caitlin Glenn

ACTION ITEMS

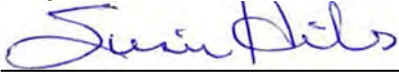
3. Consider any action on appointment of officers to the Azle Municipal Development District
President Ray Ivey
4. Consider approving the Minutes of the May 12, 2015 Azle MDD regular meeting
Secretary Joe McCormick

DISCUSSION ITEMS

5. Discussion regarding investment of funds
Executive Director Craig Lemin
6. Discussion regarding the FY2015/2016 Budget
Executive Director Craig Lemin
7. Discussion regarding Azle Municipal Development District plans/procedures/policies
President Ray Ivey

ADJOURNMENT

I, the undersigned authority, do hereby certify the above Agenda was posted at City Hall on June 5, 2015 at the City's official bulletin board and is readily accessible to the public at all times in accordance with V.T.C.A. Chapter 551, Texas Government Code.



Susie Hiles, Assistant to the City Manager

Date Agenda Removed from Posting

This facility is wheelchair accessible and handicapped parking spaces are available. Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in city functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight hours prior to the scheduled starting time by calling the City Secretary's Office at 817-444-7101.

Complete MDD Agenda packet and background information are available for review at the City Secretary's Office and on our website www.cityofazle.org.

Municipal Development District Communication

Item # 1

Submitted By: Caitlin Glenn – Economic Dev Director	Date: June 9, 2015
Subject: Marketing	

Agenda Item: Presentation and discussion regarding Economic Development Marketing Strategy

Purpose (Outline – Who, What, Where, Why & How).

An RFP was issued by the City of Azle for economic development marketing services in March 2015. Eisenberg and Associates has submitted a proposal for message development and implementation of an Economic Development Marketing Strategy. Terry Loftis, President of Eisenberg and Associates, will present an overview of the message development process and deliverables and answer questions from the MDD Board.

Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

Municipal Development District Communication

Item # 2

Submitted By: Caitlin Glenn – Economic Development Director	Date: June 9, 2015
Subject: EDD Monthly Report	

Agenda Item: Present EDD Monthly Report
--

Purpose (Outline – Who, What, Where, Why & How).

Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

Municipal Development District Communication

Item # 3

Submitted By: Ray Ivey – MDD President	Date: June 9, 2015
Subject: Appointing Board officers	

Agenda Item:	Consider any action on appointing officers to the Azle MDD Board of Directors
---------------------	---

<p>Purpose (Outline – Who, What, Where, Why & How).</p> <p>The Azle Municipal Development District Bylaws state: ARTICLE II BOARD OF DIRECTORS Section 5. Officers and Term of Office The Board of Directors shall choose from its members a President, Vice President, and Secretary. The term of office for each officer shall be one (1) year with the term of office expiring on June 30th of each year. Officers may be re-elected.</p>

Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Council Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

Municipal Development District Communication

Item # 4

Submitted By: Susie Hiles, Assistant to the City Manager	Date: June 9, 2015
Subject: Azle MDD Board Minutes.	

Agenda Item: Consider approving the Minutes of the May 12, 2015 Azle MDD regular meeting

Purpose (Outline – Who, What, Where, Why & How). Procedural.			
Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input checked="" type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
May 12, 2015**

DRAFT

STATE OF TEXAS §
COUNTY OF TARRANT §
CITY OF AZLE §

The Azle Municipal Development District of the City of Azle, Texas convened in Regular Session at 6:30 p.m. in the Council Chambers of City Hall, 613 Southeast Parkway, Azle, Texas, on the 12th day of May 2015 with the following members present:

Ray Ivey	President – Place 4
Kevin Ingle	Vice President – Place 6
Joe McCormick	Secretary - Place 3
Councilman Paul Crabtree	Director – Place 1
Councilman David McClure	Director – Place 2
Jack Stevens	Director - Place 5
Justin Berg	Director – Place 7
Craig Lemin	Executive Director/City Manager

Constituting a quorum. Staff present was:

Caitlin Glenn	Economic Development Director
Susie Hiles	Assistant to City Manager- Scribe

The following items were considered in accordance with the official agenda posted on the 6th day of May 2015.

REGULAR SESSION: 6:30 p.m.
CALL TO ORDER

President Ray Ivey called the session to order at 6:30 p.m.

PRESENTATION

1. Presentation of the MDD’s Quarterly Investment Report for Quarter ended March 31, 2015

Executive Director Lemin presented the Quarterly Investment Report to the Board noting the value of this Quarter’s investment at \$511,075 with an average quarterly yield of 0.27% and quarterly interest earnings of \$219 and fiscal year to date interest earnings of \$249. Board asked Mr Lemin to provide some information at the June meeting on placing some of the funds in certificates of deposits providing an opportunity for better interest earnings.

2. Monthly Report from Economic Development Director Caitlin Glenn

EDD Glenn reported:

- Reviewed what makes an attractive project – creates new jobs and generates property tax or sales tax
- Reviewed retail analysis showing leakage dollars
- Provided demographics on Azle – population, traffic counts, trade area population, household income, new home construction permits issued this fiscal year
- Reviewed Azle’s infrastructure capabilities – water/wastewater treatment plant capacities
- Encouraged the Board to promote Azle. Will be looking for more speak engagements to promote Azle.
- Azle Chamber’s Main Street Arts Festival is scheduled for June 5 – 7 and EDD Glenn would like the Board to “share” the Arts Festival’s Facebook page and talk up the event to others.
- The City will host a Developer Breakfast in early July and she would like the Board to provide any names of brokers, realtors, developers, title companies and investors to invite to the event. The event is being held to feature Azle properties that are available for development and to inform this group about the TIRZ.
- Has begun working on hiring a marketing-messaging company
- Provided a business summary that shows a breakdown of business categories and the number of employees

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
May 12, 2015**

DRAFT

ACTION ITEMS

3. Consider approving the Minutes of the April 14, 2015 Azle MDD regular meeting.

Vice President Kevin Ingle moved to approve the Minutes as discussed. Director Jack Stevens seconded the motion. The motion was unanimously approved.

DISCUSSION ITEMS

4. Discussion regarding FY2015/2016 Budget

President Ivey introduced the Agenda Item. Executive Director Lemin advised it was time to begin preparing next year's budget. He asked the Board if there were any items they would like included in next year's budget. Board would like to see a line item for grant incentives included. Mr. Lemin will compile a draft budget to bring back for the Board's review at the June meeting and then present for final approval at the July meeting so it can be presented to Council before August 1.

5. Discussion regarding economic development incentives

EDD Glenn presented and the Board discussed a draft of incentive guidelines for façade improvements – types of eligible/ineligible improvements; eligible/ineligible applicants; targeted zones; grant amounts. Board approved of suggested incentive guidelines with the following modifications:

- move gun shops to the eligible applicants list
- increase grant limits for building improvements up to \$50,000 and signage improvements up to \$7500 per fiscal year
- include a bonus rebate for using local contractors

EDD Glenn to include the changes and draft an incentive policy and bring back to Board.

6. Overview/discussion of infrastructure improvements

Executive Director Lemin presented an overview of the capital improvements that have been made over the past 15 years and some upcoming projects

7. Discussion regarding Azle Municipal Development District plans/procedures/policies

No items discussed.

ADJOURNMENT

President Ivey adjourned the meeting at 7:52 p.m.

PRESENTED AND APPROVED this the 9th day of June, 2015.

APPROVED:

Ray Ivey, President

ATTEST:

Joe McCormick, Secretary

Municipal Development District Communicator

Item # 5

Submitted By: Craig Lemin, Executive Director	Date: June 9, 2015
Subject: Funds investment	

Agenda Item: Discussion regarding investment of funds
--

Purpose (Outline – Who, What, Where, Why & How). Discussion regarding options for investment of funds.
--

Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

Municipal Development District Communicator

Item # 6

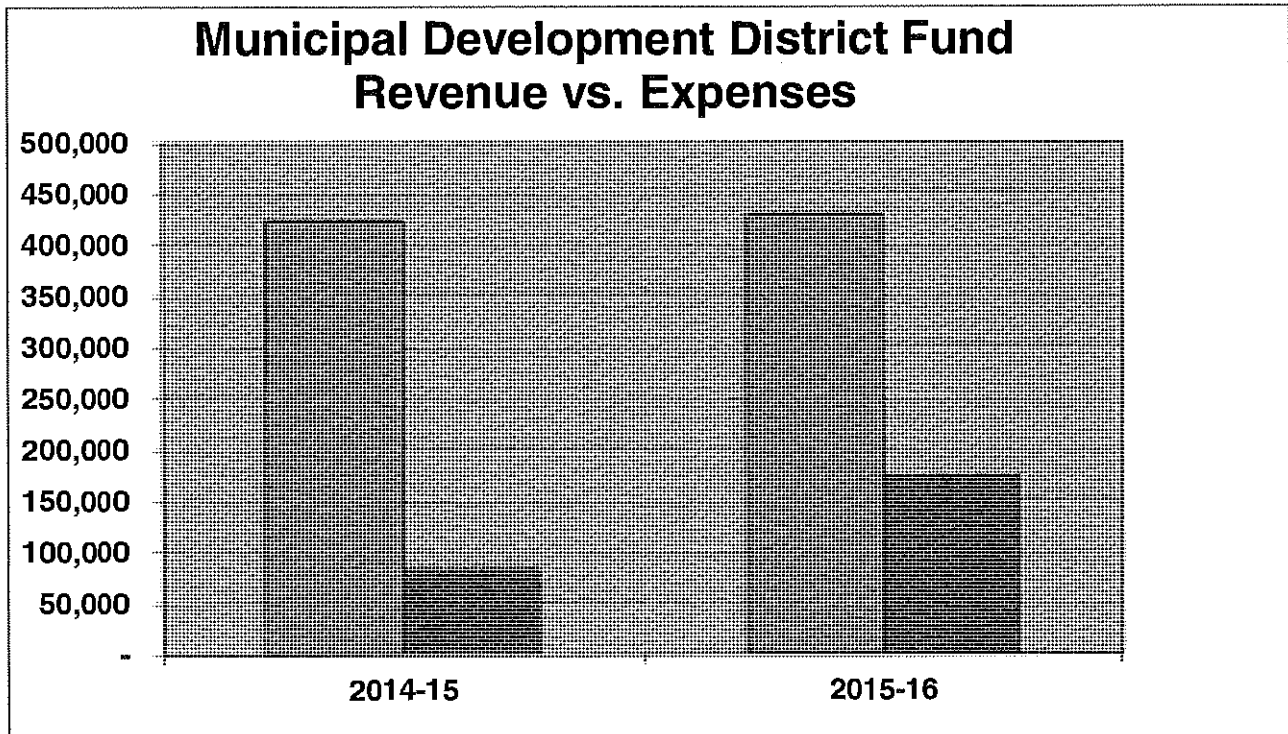
Submitted By: Craig Lemin, Executive Director	Date: June 9, 2015
Subject: Discuss FY2015 - 2016 annual budget	

Agenda Item: Discuss the FY 2015-2016 Annual Budget.

Purpose (Outline – Who, What, Where, Why & How). Executive Director Lemin to present draft FY2015-2016 annual budget for discussion.																								
Checklist of Attachments <table><tr><td><input type="checkbox"/> Contract</td><td><input type="checkbox"/> Agreement</td><td><input type="checkbox"/> Ordinance</td><td><input type="checkbox"/> Resolution</td></tr><tr><td><input type="checkbox"/> Policy</td><td><input type="checkbox"/> Applications</td><td><input type="checkbox"/> Legal Opinion</td><td><input type="checkbox"/> Minute Order</td></tr><tr><td><input type="checkbox"/> Letter/ Memo From</td><td><input type="checkbox"/> P&Z Minutes</td><td><input type="checkbox"/> Board Minutes</td><td><input type="checkbox"/> Other Minutes</td></tr><tr><td><input type="checkbox"/> Applicant</td><td><input type="checkbox"/> Checklist</td><td><input type="checkbox"/> Federal Law</td><td><input type="checkbox"/> Plans / Drawings</td></tr><tr><td><input type="checkbox"/> Staff</td><td><input type="checkbox"/> State Law</td><td><input type="checkbox"/> Bid Tabulations</td><td><input type="checkbox"/> Maps</td></tr><tr><td><input type="checkbox"/> Other</td><td><input type="checkbox"/> Attachments</td><td><input type="checkbox"/> Notices</td><td><input type="checkbox"/> Charter</td></tr></table>	<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order	<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes	<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings	<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps	<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution																					
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order																					
<input type="checkbox"/> Letter/ Memo From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes																					
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings																					
<input type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps																					
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter																					

**Azle Municipal Development District Fund
Budget Summary
FY 2015-2016**

	Budget 2014-15	Estimated 2014-15	Proposed 2015-16	Approved 2015-16
Beginning Balance	300,115	300,115	638,224	638,224
Revenue				
Sales Tax	340,000	422,378	428,000	
Interest Income	60	500	800	
Total Revenue	340,060	422,878	428,800	
Expenses				
Personnel Services	63,519	63,519	67,807	-
Supplies	6,050	2,800	5,150	-
Maintenance	-	-	-	-
Contractual Services	18,600	18,450	102,350	-
Capital Outlay	-	-	-	-
Total Operating Expenses	88,169	84,769	175,307	-
Debt Service	-	-	-	-
Ending Balance	552,006	638,224	891,717	638,224



PURPOSE STATEMENT:

To facilitate economic development within the Tarrant County portion of the City of Azle.

GOALS AND OBJECTIVES:

Develop policies and procedures for the operation of the District.
Identify priorities and develop a plan for the District.

KEY POINTS OF PROPOSED BUDGET:

Fund Economic Development Grants
Fund Economic Marketing plan and materials

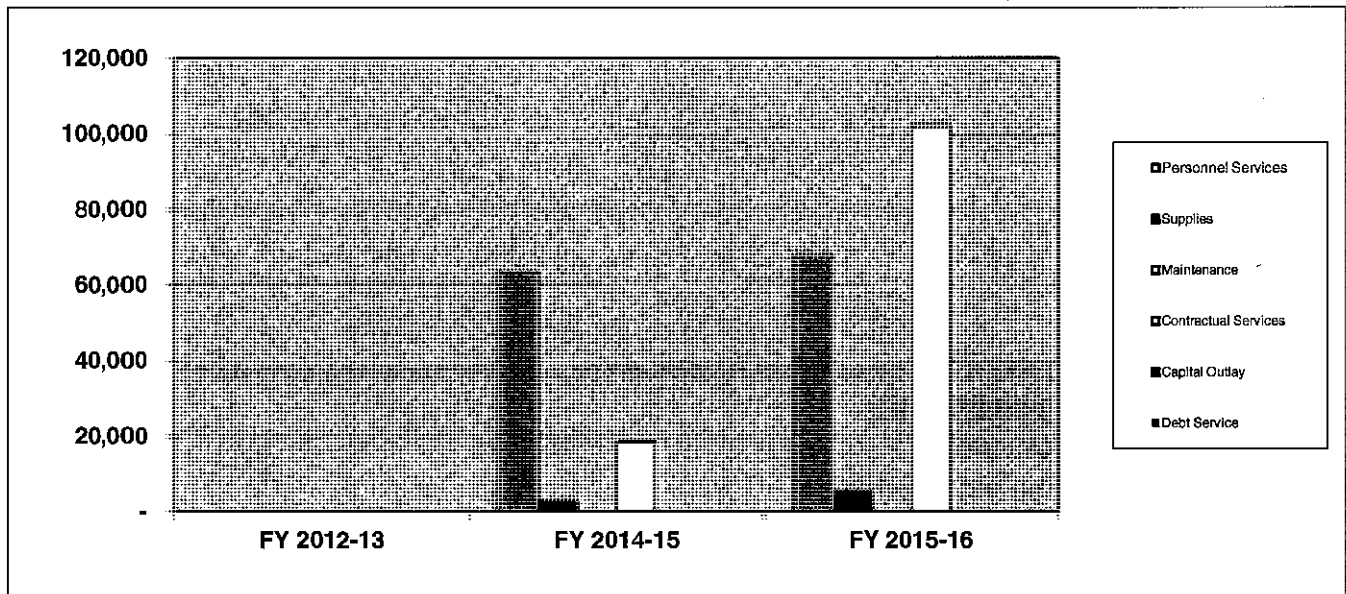
KEY INDICATORS OF PERFORMANCE:

FY 14-15	FY 14-15	FY 15-16
Actual	Estimate	Projection

Municipal Development District Fund

ACCOUNT
20-567

BUDGET SUMMARY:	FY 2010-11	FY 2011-12	FY 2012-13	FY 2014-15	FY 2015-16	FY 2015-16
	Actual	Actual	Actual	Estimated	Proposed	Budgeted
Personnel Services	-	-	-	63,519	67,807	-
Supplies	-	-	-	2,800	5,150	-
Maintenance	-	-	-	-	-	-
Contractual Services	-	-	-	18,450	102,350	-
Capital Outlay	-	-	-	-	-	-
Debt Service	-	-	-	-	-	-
Total	-	-	-	84,769	175,307	-



PERSONNEL:	Salary Range	FY 2013-14	FY 2014-15	Budgeted
		Actual	Proposed	
Econ. Dev. Director	70,500 - 97,289	0.00	0.67	0.00
Total Personnel		0.00	0.67	0.00

MUNICIPAL DEVELOPMENT DISTRICT FUND

20-567

ACCT#	ACCOUNT DESCRIPTION	Budgeted FY 2014-15	Estimated FY 2014-15	Proposed FY 2015-16	Approved FY 2015-16	ACCT#
8002	SALARIES	47,235	47,235	51,899		8002
8007	LONGEVITY	-	-			8007
8010	INCENTIVE PROGRAM	-	-			8010
8012	TMR-C	5,457	5,457	6,253		8012
8014	INSURANCE _ HEALTH	4,591	4,591	4,330		8014
8015	DISABILITY INSURANCE	544	544	539		8015
8016	MEDICARE	685	685	753		8016
8020	UNEMPLOYMENT TAX	90	90	90		8020
8022	WORKER'S COMPENSATION	301	301	327		8022
8024	AUTO ALLOWANCE	3,216	3,216	3,216		8024
8026	CLOTHING ALLOWANCE	400	400	400		8026
8028	PERSONNEL RECRUITMENT	500	500	-		8028
8030	APPLICANT PROCESSING	500	500	-		8030
8080	PERSONNEL - OTHER					8080
8000	PERSONNEL SERVICES	63,519	63,519	67,807	-	8000
8102	OFFICE SUPPLIES	900	350	900		8102
8104	NON-OFFICE SUPPLIES	900	350	-		8104
8106	PRINTING	4,000	2,000	4,000		8106
8108	POSTAGE	250	-	250		8108
8180	SUPPLIES - OTHER		-	-		8180
8100	SUPPLIES	6,050	2,800	5,150	-	8100
8312	LEGAL NOTICES / ADVERT.	8,000	6,500	27,000		8312
8314	PROFESSIONAL SERVICES		5,000	-		8314
8324	TELEPHONE	600	600	600		8324
8350	SPECIAL EVENTS		350	1,500		8350
8354	TRAVEL & TRAINING	6,000	4,000	6,000		8354
8356	DUES & SUBSCRIPTIONS	4,000	2,000	4,000		8356
8362	ECONOMIC DEVELOPMENT		-	63,250		8362
8380	CONTRACTUAL SERVICES - OTHER		-	-		8380
8300	CONTRACTUAL SERVICES	18,600	18,450	102,350	-	8300
8580	CAPITAL OUTLAY - OTHER					8542
8500	CAPITAL OUTLAY	-	-	-	-	8500
	DEPT TOTAL	88,169	84,769	175,307	-	

Dept. Code	EMPLOYEE	Position Title	Total Potential Salary	Dept Allocation	Med Hosp Tax 1.45%	Soc Sec Tax 6.2%	Unempl Ins TWC	Workers Comp Prem	Health Insurance	Dental Ins	Life Ins	TMRS 6%	Projected Disability Costs
		Econ. Dev. Director	75,731	75,731	1,098		135	273	7,243	447	63	9,124	805
		Step Increase	1,730	1,730	25			6				208	18
1-532	MDD Share	Econ. Dev. Director	75,731	50,740	736		90	323	4,330	295	42	6,113	539
			1,159	1,159	17			4				140	12
		MDD Total		51,899	753	-	90	327	4,330	295	42	6,253	552
1-533	City Share	Econ. Dev. Director	70,500	23,265	337		45	148	2,132	152	21	2,803	247
			571	571	8			2				69	6
		City Total		23,836	346	-	45	150	2,132	152	21	2,872	253
													64,539.83

5 Year Budget Projection
MDD Fund

ACCT#	ACCOUNT DESCRIPTION	Budgeted FY 2014-15	Estimated FY 2014-15	Proposed FY 2015-16	Projected FY 2016-17	Projected FY 2017-18	Projected FY 2018-19	Projected FY 2019-20	ACCT#
8002	SALARIES	47,235	47,235	51,899	54,494	57,219	60,080	63,084	8002
8007	LONGEVITY	-	-	-	61	97	133	169	8007
8008	OVERTIME	-	-	-	-	-	-	-	8008
8012	TMR-C	5,457	5,457	6,253	6,566	6,894	7,239	7,601	8012
8014	INSURANCE HEALTH	4,591	4,591	4,330	4,547	4,774	5,013	5,263	8014
8015	DISABILITY INSURANCE	544	544	539	566	594	624	655	8015
8016	MEDICARE	685	685	753	791	830	872	915	8016
8020	UNEMPLOYMENT TAX	90	90	90	95	99	104	109	8020
8022	WORKER'S COMPENSATION	301	301	327	343	361	379	397	8022
8024	AUTO ALLOWANCE	3,216	3,216	3,216	3,377	3,546	3,723	3,909	8024
8026	CLOTHING ALLOWANCE	400	400	400	420	441	463	486	8026
8080	PERSONNEL - OTHER	-	-	-	-	-	-	-	8080
8000	PERSONNEL SERVICES	63,519	63,519	67,807	71,258	74,854	78,628	82,589	8000
8102	OFFICE SUPPLIES	900	350	900	927	955	983	1,013	8102
8104	NON-OFFICE SUPPLIES	900	350	-	-	-	-	-	8104
8106	PRINTING	4,000	2,000	4,000	4,120	4,244	4,371	4,502	8106
8108	POSTAGE	250	-	250	258	265	273	281	8108
8180	SUPPLIES - OTHER	-	-	-	-	-	-	-	8180
8100	SUPPLIES	6,050	2,800	5,150	5,305	5,464	5,628	5,796	8100
8312	LEGAL NOTICES / ADVERT.	8,000	6,500	27,000	10,000	10,500	11,025	11,576	8312
8314	PROFESSIONAL SERVICES	-	5,000	-	-	-	-	-	8314
8324	TELEPHONE	600	600	600	630	662	695	729	8324
8350	SPECIAL EVENTS	-	350	1,500	1,575	1,654	1,736	1,823	8350
8352	BOOK BINDING	-	-	-	-	-	-	-	8352
8354	TRAVEL & TRAINING	6,000	4,000	6,000	6,300	6,615	6,946	7,293	8354
8356	DUES & SUBSCRIPTIONS	4,000	2,000	4,000	4,200	4,410	4,631	4,862	8356
8362	ECONOMIC DEVELOPMENT	-	-	63,250	66,413	69,733	73,220	76,881	8362
8380	CONTRACTUAL SERVICES - OTHER	-	-	-	-	-	-	-	8380
8300	CONTRACTUAL SERVICES	18,600	18,450	102,350	89,118	93,573	98,252	103,165	8300
	DEPT TOTAL	88,169	84,769	175,307	165,680	173,891	182,508	191,550	



City of Azle Budget Request Form

Use this form to detail any new requested personnel, programs, capital expenditures, or individual line item increases (other than inflationary increases) to your departmental budget.

Department: Economic Development
 Type of Budget Request: Marketing Implementation

Description of Item or Program Requested:

Descriptions must include how the item or program will increase service delivery or reduce other expenditures. The description should also include consequences if the request is not approved.

The ability to communicate the benefits of operating businesses in Azle to prospective developers and business owners is vital to the growth of the City of Azle. Through the implementation of a strategically designed marketing plan, the City of Azle will achieve better brand recognition and interest from development stakeholders. This marketing implementation could include a dedicated economic development website, e-blast campaign, video reel and/or search engine optimization. By investing in an effective and efficient marketing strategy, the economic development department will be able to reach a larger number of prospective targets, therefore reducing the demand for additional staff.

Consequences if Request is Denied:

The economic development department would not be able to communicate the City of Azle message to as many targets, therefore resulting in a more time consuming and less effective direct marketing initiative.

Line Item(s) Affected by This Request:

Account Number(s) and Corresponding Increases (Decreases):	<u>Line Item</u>	<u>\$ Amount</u>
20	567	27,000
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Total		\$ 27,000

Request Included _____ Request Denied _____

City Manager Comments



City of Azle Budget Request Form

Use this form to detail any new requested personnel, programs, capital expenditures, or individual line item increases (other than inflationary increases) to your departmental budget.

Department: Economic Development
 Type of Budget Request: Marketing Implementation

Description of Item or Program Requested:

Descriptions must include how the item or program will increase service delivery or reduce other expenditures. The description should also include consequences if the request is not approved.

By hosting Quarterly Developer's Breakfasts in Azle, we will be able to effectively and efficiently present the full potential of development/redevelopment. The Quarterly Developer's Breakfast will draw investors to the City of Azle so they can see the sites in-person. The Quarterly Developer's Breakfast will be held in the library community room and a combination of print advertisements and PowerPoint presentations will be used to deliver the economic development message. The budget item would be used to pay for food and promotional gifts for the event.

Consequences if Request is Denied:

The Economic Development Department would rely on donations for food and no promotional gifts would be given to the attendees.

Line Item(s) Affected by This Request:

Account Number(s) and Corresponding Increases (Decreases):

		<u>Line Item</u>			<u>\$ Amount</u>
20	-	567	-	8350	1,500
_____	-	_____	-	_____	-
_____	-	_____	-	_____	-
_____	-	_____	-	_____	-
_____	-	_____	-	_____	-
_____	-	_____	-	_____	-
_____	-	_____	-	_____	-
				Total	\$ 1,500

Request Included _____ Request Denied _____

City Manager Comments



City of Azle Budget Request Form

Use this form to detail any new requested personnel, programs, capital expenditures, or individual line item increases (other than inflationary increases) to your departmental budget.

Department: Economic Development
 Type of Budget Request: Marketing Implementation

Description of Item or Program Requested:

Descriptions must include how the item or program will increase service delivery or reduce other expenditures. The description should also include consequences if the request is not approved.

Facade improvement and sign grants can be used to revitalize existing commercial areas, increase values of property, assist existing or new businesses and fix code violations. In order to qualify for a grant, the proposed property improvements must be reasonably expected to increase the appraised value of the property in excess of the grant amount. Eligible projects would include facade improvements, landscaping, signage, parking and drives, pedestrian amenities and infrastructure. Projects would be limited to for-profit entities, current on their city taxes and located in a commercially zoned area. The facade grant would be 50% of the proposed project cost with a maximum grant of \$10,000 per business. The signage grant would be 50% of the proposed project cost with a maximum grant of \$1,500. A 10% bonus will be given for projects that utilize Azle contractors or vendors.

Consequences if Request is Denied:

Property and business owners in Azle will not be incentivized by the City to improve their property appearance.

Line Item(s) Affected by This Request:

Account Number(s) and Corresponding Increases (Decreases):	<u>Line Item</u>	<u>\$ Amount</u>
20	567	8362
-	-	63,250
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
Total		\$ 63,250

Request Included _____ Request Denied _____

City Manager Comments