



AGENDA

Regular Meeting

BEE CAVE DEVELOPMENT BOARD

Tuesday, August 23, 2022

4:00 PM, City Hall

4000 Galleria Parkway

Bee Cave, Texas 78738-3104

THE CITY OF BEE CAVE DEVELOPMENT BOARD MEETINGS ARE AVAILABLE TO ALL PERSONS REGARDLESS OF DISABILITY. IF YOU REQUIRE SPECIAL ASSISTANCE, PLEASE CONTACT KAYLYNN HOLLOWAY AT (512) 767-6641 AT LEAST 48 HOURS IN ADVANCE OF THE MEETING. THANK YOU.

A quorum of the Planning and Zoning Commission and/or City Council may be in attendance at the Meeting. No action will be taken by the Commission or Council.

A quorum of the Planning and Zoning Commission and/or Economic Development Board may be in attendance at this meeting. No action will be taken by the Commission or Board.

1. Call meeting to order
2. Roll Call
3. Consider approval of the minutes of the Regular Session conducted on July 26, 2022.
4. Update and possible action on promotional activities including gas card, branding and website initiatives.
5. Board discussion regarding prioritization of current and future projects.
6. Discuss and consider action regarding the Development Board's 2021-2022 budget, 2022-2023 budget and Capital Improvement Plan.
7. Discussion regarding future meeting times and dates.
8. Adjournment

The Board may go into closed session at any time when permitted by Chapters 418 or 551, Texas Government Code, or Section 321.3022 of

the Texas Tax Code. Before going into closed session a quorum of the Board must be present, the meeting must be convened as an open meeting pursuant to proper notice, and the presiding officer must announce that a closed session will be held and must identify the sections of Chapter 551 or 418, Texas Government Code, or Section 321.3022 of the Texas Tax Code authorizing the closed session.

I certify that the above notice of meeting was posted at Bee Cave City Hall, 4000 Galleria Parkway, Bee Cave, Texas, on the 19th day of August, 2022 at 4:15 P.M. (Seal)



***Economic Development Board Meeting
8/23/2022
Agenda Item Transmittal***

Agenda Item: 3.

Agenda Title: Consider approval of the minutes of the Regular Session conducted on July 26, 2022.

Board Action:

Department: City Secretary

Staff Contact: Kaylynn Holloway, City Secretary

1. INTRODUCTION/PURPOSE

2. DESCRIPTION/JUSTIFICATION

a) Background

b) Issues and Analysis

3. FINANCIAL/BUDGET

| | |
|---------------------|------------------|
| Amount Requested | Fund/Account No. |
| Cert. Obligation | GO Funds |
| Other source | Grant title |
| Addtl tracking info | |

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

| | |
|-------------|------|
| Description | Type |
|-------------|------|

MINUTES OF THE REGULAR MEETING OF THE
BEE CAVE DEVELOPMENT BOARD
CITY OF BEE CAVE
July 26, 2022

STATE OF TEXAS §
COUNTY OF TRAVIS §

Present:

Joe DaSilva, Vice President
Andrew Rebber, Secretary
Quinn Gormley, Director
Kevin Hight, Director

Absent:

Steve Albert, President
Christian Alvarado, Director
Tony Lockridge, Director

City Staff:

Clint Garza, City Manager
Reggie Brooks, Deputy City Secretary
Megan Santee, City Attorney
Lanie Marcotte, Parks and Facilities Manager
Anna Jensen, Administrative Coordinator
Jenny Hoff, Communications Director
Alma Sanchez, Finance Analysis
Dori Kelley, Communications Specialist

Call to Order and Announce a Quorum is Present

With a quorum present, the regular meeting of the Bee Cave Development Board was called to order by Vice President DaSilva at 4:04 p.m. on Tuesday, July 26, 2022.

Consider approval of the minutes of the Regular Session conducted on April 26, 2022.

MOTION: A motion was made by Director Rebber, seconded by Director Hight, to approve the minutes of April 26, 2022.

The vote was taken on the motion with the following result:

Voting Aye: Vice President DaSilva, Directors Gormley, Hight and Rebber
Voting Nay: None
Absent: President Albert, Directors Alvarado and Lockridge

The motion carried 4-0.

Update and possible action on the Bee Cave Business Roundtable including matching community contributions to purchase gas cards for local businesses to use for employees.

City Manager Clint Garza and Communications Specialist Dori Kelley presented this item.

At the last business roundtable, a suggestion was made to create a gas fund through community and business contributions that business owners could use to help encourage their workers to stay on as employees. Several businesses committed to contribute a set amount to the fund, with the hopes that the Development Board could help match what they contribute. Currently there are 9 businesses who have pledged to the \$380 amount. This totals \$3,420.

MOTION: A motion was made by Director Gormley, seconded by Director Rebber, to authorize the Development Board to match up to \$15,000 in the gas fund pool until the end of the year with caps based on the contribution size and big businesses versus smaller businesses, and to authorize the Development Board Staff to work in partnership with the Lake Travis Chamber of Commerce.

The vote was taken on the motion with the following result:

Voting Aye: Vice President DaSilva, Directors Gormley, Hight and Rebber
Voting Nay: None
Absent: President Albert, Directors Alvarado and Lockridge

The motion carried 4-0.

Update and possible action regarding the Connectivity Plan.

Mr. Garza presented this item.
No action was taken.

Board discussion regarding current and future projects.

Mr. Garza presented this item. The Board requested a timeline of items and required staff time for each.
No action was taken.

Discuss and consider action regarding the Development Board's current fiscal year 2021-2022 budget and proposed fiscal year 2022-2023 budget.

City Manager Clint Garza presented this item. The Board discussed numerous projects for the upcoming budget.

MOTION: A motion was made by Director Rebber, seconded by Director Gormley, to table this item until the next meeting.

The vote was taken on the motion with the following result:

Voting Aye: Vice President DaSilva, Directors Gormley, Hight and Rebber
Voting Nay: None
Absent: President Albert, Directors Alvarado and Lockridge

The motion carried 4-0.

Adjournment

The Economic Development Board adjourned the meeting at 5:21 p.m.

PASSED AND APPROVED THIS _____ DAY OF _____, 2022.

President

ATTEST:

Secretary/Treasurer



Economic Development Board Meeting
8/23/2022
Agenda Item Transmittal

Agenda Item: 4.

Agenda Title: Update and possible action on promotional activities including gas card, branding and website initiatives.

Board Action: Discussion

Department: Administration

Staff Contact: Jenny Hoff and Dori Kelley

1. INTRODUCTION/PURPOSE

Discuss and update on gas fund program in partnership with the LTCoC. Eligible workers in the Bee Cave city limits will have the chance to receive \$50 HEB gas cards between now and end of the year.

Update on North Star branding.

Update on City of Bee Cave website and Economic Development Board website.

2. DESCRIPTION/JUSTIFICATION

a) Background

At the last board meeting the EDC approved a match up to \$15,000 to the gas fund program in partnership with the LTCoC. The city's legal team originally drafted a performance agreement between the City of Bee Cave and the LTCoC. It was revised and simplified to a Marketing and Promotional Agreement.

North Star branding began phase one of a proposed 34 week timeline of completion. See attached agreement between the CoBC and North Star. See attached site visit itinerary.

The new websites are similar in design to the Visit Bee Cave website with navy blue, grey, and gold as the primary colors. The new EDB website will be starting from scratch and will include general business resources, community information, featured videos, featured news, upcoming developments and more. Cost to the board is \$4,775, and annual SaaS service fee is \$853. See attached fee breakdown.

b) Issues and Analysis

The LTCoC is undergoing leadership changes which delayed the contract being signed. They are committed to the program and will execute their duties.

North Star branding is underway with upcoming October site visit.

Websites have been delivered and now ongoing final editing.

3. FINANCIAL/BUDGET

Amount Requested
Cert. Obligation
Other source
Addtl tracking info

Fund/Account No.
GO Funds
Grant title

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

| Description | | Type |
|--------------------------|-------------------------------|------------|
| <input type="checkbox"/> | North Star and CoBC agreement | Cover Memo |
| <input type="checkbox"/> | North Star itinerary | Cover Memo |
| <input type="checkbox"/> | Website screenshot | Cover Memo |
| <input type="checkbox"/> | Website financials | Cover Memo |

LETTER OF AGREEMENT BETWEEN THE CITY OF BEE CAVE, TX AND NORTH STAR PLACE BRANDING & MARKETING

1. This is written to detail the terms of an Agreement whereby North Star Place Branding & Marketing (hereinafter referred to as North Star) is to develop a BrandPrint™ for the the City of Bee Cave (hereinafter also referred to as the Client) under the general direction of and for the benefit of the Client.
2. North Star's compensation will be derived from the sources below:
 - a. North Star will provide brand research and development for the Client. The general outline of such a document is attached as part of the Contract as Exhibit A.
 - b. A fee of \$86,000 will be paid to North Star for third party research expenditures and for time involved in the production of a BrandPrint™ which is not to exceed four hundred and sixty-five (465) hours. The agreed upon maximum four hundred and sixty-five (465) hours to be dedicated to the project will be the governing factor in the depth of the Document. North Star expects to complete the scope of work within this allotment of hours and will not exceed the maximum number of hours for the project outlined in Exhibit A or the time period forecasted (38 weeks).
 - c. Any additional requests of North Star beyond the agreed upon Document and designated hours will be billed at the blended rate of \$185.00 per hour. Should additional work be requested, for work beyond the scope of this Agreement, North Star will receive written approval of the additional related cost prior to initiating work.
3. The Client will pay North Star \$28,666.66 at the beginning of the project. The next 33% (\$28,666.67) will be paid at the completion of the Research and Strategy Presentation. The remaining 33% (\$28,666.67) will be paid at project completion. Travel up to but not to exceed \$4,000 will be billed as incurred on a passthrough basis. A service charge of 1-1/2% (18% per annum) will be charged on all sums not paid within a 30-day period after the date of billing. The Client agrees to pay all costs of collection and a reasonable attorney's fee incurred in the collection of past due accounts.
4. Notwithstanding any other provisions hereof, North Star or the Client may terminate this Agreement at any time upon fifteen days written notice to either parties. If termination of the Agreement is requested by the Client prior to completion of the Document, the Client will remain responsible for payment of all hours involved in the preparation of the Document prior to said termination at a rate of \$185.00 per hour. Client will be responsible for payment of any outside cost incurred prior to the termination including costs of materials ordered or delivered thereafter if North Star is unable to halt such delivery. Under no circumstances will North Star be obligated to breach any lawful contractual commitment to others.
5. Upon termination of this Agreement, North Star shall transfer, assign and make available to the Client, or its representatives, all property and materials in its possession or control belonging to the Client and paid for by the Client. In the event that the material, which is the subject of this Agreement, is copyrightable subject matter, North Star and Client agree that for the purposes of this order the material shall be a work made for hire and the property of the Client. In the event that the material which is the subject of this Agreement is not copyrightable subject matter, or for any reason is determined not to be a work made

for hire, then and in such event North Star hereby assigns all right, title and interest to said material to Client for the fees specified herein. Concepts, logos and straplines not selected by the Client remain the intellectual property of North Star.

6. The Client agrees to cooperate with North Star in the performance of the Services, including meeting with North Star and providing North Star with such non-confidential information that the Client may have that may be relevant and helpful to North Star's performance of the Services. It may be necessary for the Client to share trade secrets and/or other confidential and/or proprietary information or matter with North Star. The parties agree that such information and the materials referenced in the contract, the results and developments therefrom are confidential and/or proprietary information belonging to the Client.

North Star agrees not to disclose to any third party any such trade secrets and/or confidential or proprietary information for its own separate benefit. North Star will be responsible for its employees or agents complying with the provisions of this Agreement.

7. Stock photography and typography used for the demonstration of creative concepts is not to be reproduced or published in any way without the Client first negotiating usage rights with the appropriate stock image or typography provider.
8. To ensure that the recommended strapline (tagline) is available for use and capable of being trademarked, North Star will conduct a trademark registration search with the United States Patent and Trademark Office via their web site: <http://www.uspto.gov/main/trademarks.htm>. North Star will report any records found relating to the strapline. While North Star can make introductions to intellectual property attorneys and suggest steps to take, the pursuit of an official, legally-binding trademark is the responsibility of the Client. Concepts, logos and straplines not selected by the Client remain the intellectual property of North Star.
9. This Agreement may be modified only upon the written and mutual consent of both parties. This Agreement and the documents referenced herein embody the entire Agreement of the parties. This Agreement shall supersede all previous communications, representations or agreements either verbal or written, between the parties. This procurement is being conducted on behalf of and may be used by other public bodies, agencies, institutions and localities of the several states, territories of the United States and the District of Columbia with the consent of the Contractor.

City of Bee Cave, TX

North Star Place Branding & Marketing

City Representative

Will Ketchum
President

Date

Date

EXHIBIT A – SCOPE OF WORK

Phase 1: Market Research & Brand Strategy

Stakeholder Education

One of the most valuable skills North Star brings to the branding table is an understanding

of how to best navigate the political waters that surround a project.

We know when projects can derail, how to maneuver difficult political situations, and whom to include in the process. With this in mind, we have developed strategies for sidestepping potential problems and keeping your branding initiative on course.

Inclusiveness and early understanding are critical to the smooth implementation of a community brand. Educating your residents, businesses, and stakeholders on the purpose, process and the possibility of a brand early is the first step in achieving buy-in from these important audiences. Specific attention must be given to your Steering Committee to ensure that the leaders of this initiative share a vision for the purpose, desired outcomes, and accomplishments of this project. North Star has created an array of educational tools designed to increase understanding of and support for the Bee Cave branding initiative. To that end, we provide:

Educational Presentation: Live PowerPoint presentation (during the in-market trip) to your Steering Committee and/or stakeholders groups (determined and assembled by you) for purposes of educating and furthering buy-in of community branding. This is not a canned presentation. We will collaborate with the city to determine who your audiences are and what you want to convey. Then we will craft the presentation to meet those goals. This presentation can also be given in a public 'town hall' forum, to engage the community in the process and to gather initial feedback from the public regarding opportunities to rebrand.

Community Engagement Website / Brand Story Site: This site serves as an online tool to direct traffic of Bee Cave residents and stakeholders interested in learning more about the project, getting involved in the research stage or becoming a Brand Ambassador after the launch of the new brand. This is a terrific tool to engage the Bee Cave community. Here is an example of a live educational site for Johnson City, TN: brandjc.com

Research

North Star has identified the following research studies to help achieve Bee Cave's branding and marketing goals. This compiled body of data points us in the direction we need to go to craft your story. You will notice both qualitative and quantitative studies included in this recommended matrix. North Star strongly advocates a mixed method approach to research because it will tell you not just "How, When, What, and Where" but also "Why". Only through mixed methodology can your community obtain a true picture of where your brand is now, why, where it should be and how your preferred identity can best be accomplished.

Situation Analysis: This establishes the current lay of the land from the perspective of your critical partners and stakeholders. We administer an online questionnaire to each of your key internal organizations. We then meet with each group during the in-market visit to more fully understand your primary objectives, general history, political landscape, resources, competitors, etc.

Research, Planning, Communications and Media Audit: We conduct a comprehensive

review of previous studies conducted by the city and planning documents. This includes community outreach and planning meetings, surveys, intercept surveys, volunteer discussions and market research. In addition, we review and analyze marketing materials, branding, logos, social media and messaging from public and private sector partners as well as recent press related to Bee Cave.

Familiarization Tour: A tour of Bee Cave’s attractions, meeting facilities, hotels/motels, restaurants, commercial sites, local businesses, retailers, restaurants, parks, natural areas and historic sites would be conducted. We determine the tour itinerary with the help of Bee Cave project leadership.

Key Stakeholder Interviews + Focus Groups: Some of our most valuable pieces of insight for the purpose of defining your DNA and crafting your creative work comes from these intensive one-on-one interviews and focus groups. With the assistance of the Bee Cave project leadership, we want to identify and speak to key stakeholders about Bee Cave (including city staff, board members, business community members, hoteliers, attraction owners, tour operators, nonprofit and civic organizations, etc.). We also want to talk to articulate individuals who are passionate about the City (artists, historians, teachers, coaches, ministers, matriarchs, patriarchs, activists and more). As a critical step in the process, this visit depends on the City of Bee Cave filling all available interview time slots during the trip. While North Star can conduct up to five (5) interviews and (1) focus group after the trip via phone or Zoom to account for conflicts, any more than five/one remote efforts after the trip will be billed incrementally at \$185 per hour.

Online Community Survey & Brand Barometer: Giving residents a forum for sharing is important. We use some of the themes identified in the Familiarization Tour to craft a quantitative survey posted online for community-wide participation. The brand barometer, conducted as a part of the community survey, measures the strength of Bee Cave’s resident advocacy relative to the rest of the United States as a place to live, work and play. In other words, how likely your residents are to advocate the community for starting a business or planning a visit. We promote this survey using traditional and social media. Fascinating similarities and differences between leadership perspectives and resident perspectives are often revealed.

Influencer Perception Study: North Star conducts qualitative, in-depth phone interviews with professionals outside Bee Cave to uncover contextual perspectives. In collaboration with the Bee Cave project team, we compile a list of 20 identified potential interviewees from a target pool of elected officials, third party site selectors, business executives in your preferred industries, tour operators, regional and state level executives in economic development and tourism and other external influencers you identify.

Consumer Awareness + Perception Study: This survey is conducted using a statistically significant random sampling of consumers and non-consumers in two outside markets using research panels. Data will be cross-tabulated in a number of ways to reveal the most insightful patterns between consumer and non-consumer groups. For instance, perceptions and attitudes for those who have visited Bee Cave will be compared and contrasted to those who have not visited and are reporting

perceptions purely on reputation. This is key to identifying any brand recognition issues. This study measures:

- Overall awareness and perceptions of Bee Cave
- Overall awareness and perceptions of competitor cities
- Measurements of Bee Cave delivery of quality of life indicators
- Consumer experiences in Bee Cave
- Attitudes regarding Bee Cave strengths and weaknesses
- Consumer opinions regarding what needs to be added or taken away
- Changes in consumer perceptions of Bee Cave after visiting
- Patterns of visitation activities associated with consumers' primary purpose of visitation

Competitive Positioning Review: We provide a brand messaging and marketing strategy analysis to evaluate Bee Cave's position relative to the competition in the area.

Insights & Strategy

Our insights come from asking a number of thought-provoking questions: What brand "story" does the research tell? What emotional attachments can the brand hold? What are Bee Cave's core values? How does the brand fit into the consumer's lifestyle? How can the brand best be used to elicit Bee Cave's desired emotional/behavioral responses? How does Bee Cave stand apart from competitors? These insight questions are compiled in a succinct storyline that leads directly to the Bee Cave strategic brand platform (DNA Definition). This platform is the critical touch point for all branded activity moving forward. For maximum brand impact, all efforts, thoughts, communications and actions should literally and symbolically support its essence.

Situation Brief & Insight Development: We get our sharpest minds together at one time to review all of the research findings. Data on its face has limited value, but the connections between data points open up understanding and opportunity. The entire North Star team weaves together these connections into a compelling set of insights that start to tell Bee Cave's story.

DNA Definition (Brand Positioning Statement): Based on those insights, a guiding statement for the management and development of your brand is created. This definition should serve as the touch point for all Bee Cave activity moving forward. It will help bring consistency across the brand. Many of our communities reference their DNA Definition when making decisions about everything from policy to infrastructure improvement to promotions. Included in your DNA Definition is:

| | |
|-----------------------------|--|
| Target audience: | <i>For whom Bee Cave has the most appeal</i> |
| Frame of reference: | <i>Geographic context of Bee Cave</i> |
| Point of difference: | <i>What makes Bee Cave special.</i> |

Benefit:

Why it should matter to the consumer.

Here is an actual example of how this construct guided our client Santee, California and led to their "Do More. Due East." brand positioning:

Target audience:

For those wanting a close-knit community and wide-open opportunity,

Frame of reference:

Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,

Point of difference:

gives Southern California a new, strong point of connection

Benefit:

affording families the freedom to live their aspirations.

Research and Strategy Presentation & Report: This represents a critical juncture in the project. We prepare a comprehensive review of all relevant research, insights, and recommended DNA Definition. We review the qualitative and quantitative analyses of Bee Cave's current image and positioning. A preview of this presentation is shared with key branding committee members for editing and fine-tuning. The collaboratively perfected presentation is made in person at larger stakeholder meetings, and the accompanying report is shared digitally. DNA Definition approval is required before proceeding.

Phase II: Creative

Creativity

In this stage, the insights and strategy are transformed into tangible creative products that embody Bee Cave. An in-depth Creative Brief and a Creative Workshop guide this process. Straplines, logos, color, looks and messaging (with brand standards) are created. Additional deliverables will be developed to express the new brand identity in the context of its future use.

Creative Committee Workshop: A collaborative, interactive meeting between the North Star team and the Bee Cave creative committee (a group of your choosing) will explore the roles of different creative elements and identify creative preferences. Our goal is to most effectively hone in on the type of work you want without limiting the creative thinking of our writers, graphic designers and art directors. This meeting is always a lot of fun for everyone involved.

Community Creative Workshop: In addition, we would like to hold a 1 ½ hour public workshop session during our site visit or on a subsequent visit depending on scheduling. This workshop (usually held at an open, indoor public space or key partner space) allows interested citizens of your city to hear about the process and provide their input. North Star will start the session with the educational PowerPoint and then encourage attendees to provide their answers to various city character

question prompts.

Straplines & Rationale (5): A strapline (tagline) is not the be-all and end-all for your brand. But it is the start of the story. Depending on how safe or edgy you want to be, Bee Cave straplines can capture people's attention immediately and pique their curiosity or they can serve as a solid, hard-working tool that starts the job of positioning Bee Cave in the minds of consumers. North Star will provide a minimum of five different straplines, along with rationales for the strengths of each line. We also conduct trademark and Google searches to ensure the availability of each line. This is a critical step and one often overlooked by many professionals. There is nothing more frustrating than getting to the end of the project with a strapline that is not available to you!

Brand Narrative: Your DNA Definition articulates the core of what makes Bee Cave special. The narrative takes that core and describes it in artistic and compelling language for connecting emotionally with your different consumers. The narrative defines your personality and tone of voice. It can be woven into ad copy, placed on websites, integrated into speeches and distributed to businesses to use in their own communications about the place they call home. The more it is used, the more widely your brand is dispersed.

Primary Logos (5): We will present a minimum of five logo options for the City of Bee Cave that represent a variety of concepts, including an evolution of your current logo. We will provide a round of revisions to your selected logo. From the finalist logo, we will create an adaptation for city department use. We further design this logo with and without the state name and with and without the strapline in vertical and horizontal lockups (if applicable), representing all the different ways you could use it.

Color Palettes (2): We start by developing logos in black and white to reduce color bias. But once your logo decision is made, we open up the possibilities visually by allowing you to select between two very different palettes. This is a key decision in how your visual brand identity will "feel" since color evokes emotion.

Looks (2): We craft two entirely different visual looks that allow you to choose how your brand messaging will be conveyed in terms of headlines, photography style, special graphic elements, detailing and copy points. We will also provide a round of revisions for the look of your choice to ensure it reflects your exacting standards. The Creative Committee will select one look, and it will be applied to all subsequent deliverables.

Brand Standards Guide: This guide contains all the necessary information for using your logos, color palette, typefaces, language and other key elements to ensure consistency across all mediums from any department or organization (print and electronic advertising, website design, media placement, public relations, event, templates, etc.). We provide digital and printed versions of this guide as well as InDesign files so you can edit the guide as necessary.

Custom Deliverables (8-10): To assist in the communication of the final brand concept, we will work with you to identify a list of 8-10 custom deliverables that target your specific goals. This is a powerful addition as it brings the logo and design to life through

elements in the real world. The production of associated materials remains outside of this scope — the deliverables are visual examples. Options include, but are not limited to:

Social Media Graphics • Templates (Email Signature, Presentation, Newsletter, etc.)
Business Cards • Letterhead • Envelopes • Brochures • Building + Monument Signage • Print and Electronic
Advertising Merchandise (Apparel, Accessories, etc.) • Vehicle Wraps • Built Environment Applications

Phase III: Action & Implementation

Implementation

Following your brand's development, North Star has the ability to implement a strategic action and communications plan to begin the work of repositioning Bee Cave in the marketplace. This plan comprises the fundamental action steps that ensure the brand gains traction and maintains momentum. Many of these tasks involve setting up the communication, organization and cooperation that will propel your brand forward. Our goal, and yours, is to make sure that Bee Cave's brand is the guiding principle for your future, not just a logo and line on your letterhead. This plan will be developed at/around the completion of the brand strategy and include estimated costs/budget and a suggested timeline for implementation.

Community Communication & Rollout Guidance: The first and most important audience for your brand and eventual campaign is your citizen base. To educate them on the process, the outcome and the opportunity the new brand creates, North Star will prescribe a community rollout plan that details the brand and campaign to all interested stakeholders and citizens so that they can see, understand, and embrace it before the wider marketplace launch. This will include engaging those who sign up on the Community Engagement Website to be Brand Ambassadors.

Brand Action Ideas: These are high-impact and custom ideas (up to 8) designed to raise the profile of the new Bee Cave brand and bring it to life in every corner of your community. Many of these ideas involve setting up the organization and cooperation that will propel your brand forward, while others serve as inspiration for brand adoption in creative and unique ways. Many of these ideas may be accessible via a best practices knowledge sharing database that North Star is currently developing.

- Economic Development (marketing, communications, training, outreach, resources, etc. all specifically related to economic development.)
- Private Sector (ideas and tools to engage businesses and private sector organizations.)
- Education (programs with the school district, small business/entrepreneur mentoring, education for front-line hospitality staff, etc.)
- Arts (public art campaigns, partnerships with art organizations, art contests, artists-in-residence programs.)
- Sports (tournaments, events, youth sports, etc.)
- Events (any organized activity that ties back to the brand ranging in scope from festivals to health fairs to career counseling to community clean-up days.)
- Festivals (repackage existing events/festivals or develop new ones that connect to your brand strategy.)
- Tourism (marketing, communications, training, products, packaging, merchandise, etc... all specifically related to tourism.)
- Environmental Applications (look at your community as if it were a canvas.)

- Awards (civic awards, organizational awards, etc.)
- Policy (laws or measures that support the brand strategy.)
- SEO (strategies to increase the visibility of your brand's digital elements via best practices online.)
- Health (community health programs, school-based health initiatives, business-based health initiatives, hospital and health care agency partnerships.)
- Master Planning (design and development of infrastructure and support systems consistent with the brand strategy)

Final Report and Presentation: At the completion of Phase III, we compile your brand into a final presentation that summarizes the research, takes viewers through the foundational creative development (line, logo, look and color palette) and through the steps of the action plan. Each step is illustrated using the custom deliverable designs. We always leave time for discussion to ensure understanding, buy-in and a clean beginning to the ongoing implementation of your brand. Your final report will show the research, strategy, creative work and action plan in their entirety and will be shared digitally along with raw data files, a logo suite, and JPEG image files of all deliverables and your brand style guide.

Phase IV. Evaluation

Evaluation & Results Tracking (Future/Optional)

Evaluation yields new information, which may lead to the beginning of a new planning cycle. Information can be gathered from concept pre-testing, campaign impact in the marketplace, and tracking studies to measure a brand's performance over time.

Ideally, evaluation answers two basic questions: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in action that will achieve the desired objectives of the brand?

The research studies in this plan are designed to produce benchmarks and results that can be used for comparison with future studies. Additionally, our almost two decades of community branding experience have shown that true success can be seen in the spread of excitement, inspiration and innovation surrounding your brand among residents and stakeholders. Lastly, we are always available to answer questions and help with later marketing riddles. We have maintained an ongoing personal and business relationship with most of our clients, some for more than a decade. These tracking studies are outside the proposed scope of work but we wanted Bee Cave to be aware of their future availability.

We use the following tools to measure tactical effectiveness:

Social Media: We perform social listening audits for our clients and measure not only likes, shares, and friends but also qualitative factors such as sentiment.

12-Month Follow Up: We follow up after a year of your brand implementation to discuss the successes you have enjoyed and hurdles that you are working to overcome. We provide suggestions and direction for next steps in your continual brand integration.

Brand Barometer: Getting the talk right on the street is the most important thing a community can do to bolster its development efforts. Word of mouth has always been important: in this post-digital world, it is essential. With the benchmark included in your brand study, the Brand Barometer becomes a simple and inexpensive way to track your results and validate your success in word of mouth advertising and resident advocacy. We strongly recommend a Brand Barometer measurement every year to track the progress of the community.

PROJECT TIMELINE

| | |
|----------------------|--------|
| Getting Started Call | Week 1 |
|----------------------|--------|

Phase I

Market Research + Brand Strategy

| | |
|---|-------------|
| Situation Analysis | Weeks 1 – 2 |
| Research, Planning, Communication & Media Audit | Weeks 1 – 2 |
| Community Engagement Website | Weeks 1 – 2 |
| In-Market (Tour, Focus Groups, Interviews) | TBD |

| | |
|---|---------------|
| Online Community Survey & Brand Barometer | Weeks 4 – 8 |
| Qualitative (Influencer) Perception Study | Weeks 6 – 10 |
| Consumer Awareness + Perception Survey | Weeks 8 – 10 |
| Competitive Positioning Review | Weeks 8 – 10 |
| Situation Brief & Insight Development | Week 11 |
| DNA Definition Development | Weeks 11 – 13 |
| Research & Strategy Presentation | Week 14 |

Phase II

Creative

| | |
|---------------------------------------|---------------|
| Creative Brief Development (Internal) | Week 15 |
| Creative Workshop/Community Workshop | Week 15 |
| Foundational Creative Development | Weeks 16 – 20 |
| Custom Deliverable Development | Weeks 21 – 26 |

Phase III

Action & Implementation

| | |
|--|---------------|
| Community Communication & Rollout Guidance | Weeks 27 – 32 |
| Brand Action Ideas | Weeks 26 – 32 |
| Final Report & Presentation | Weeks 33 – 34 |

Proposed Timeline

34 Weeks

Timeline is dependent upon an efficient client approval process, which requires that data and feedback from the client is received at key milestones. If the client approval and consensus process takes longer than 38 weeks, North Star will invoice any remaining contracted amount at that time and reserves the right to propose project extension fees at a blended hourly rate.

COST PROPOSAL

Partnering with the City of Bee Cave is not a responsibility we take lightly. If it becomes necessary, we are interested in collaborating with Bee Cave project leaders and stakeholders to create an even more custom scope of work for perfecting this important initiative.

| | |
|--|-----------------|
| Phase I. Research, Insights & Strategy | \$34,000 |
| Phase II. Creative | \$36,000 |
| Phase III. Action + Implementation | \$16,000 |
| <hr/> | |
| Total | \$86,000 |

This cost proposal has been calculated with consideration to third party costs associated with the research (we subscribe to a research tool) and North Star's blended hourly rate of \$185/hr. Travel & miscellaneous are additional (pass-through basis) and will be capped at \$4,000.

Bee Cave Site Visit Itinerary Builder

October 11-14, 2022

*Bee Cave: Jenny Hoff, Director of Communications, 512.865.0341
Dori*

*North Star Team: Sam Preston, Director of Project Mgmt, 208.293.4487
Anita Carter, VP Creative Services, 386.846.9070
Roberto Munoz, Research Director, 615.720.1857*

This itinerary is presented as an example as you start building appointments for our visit. Priority is on conversations, tours, sites, and experiences best made in person. We can discuss areas that are flexible as you build the itinerary.

POSSIBLE FAM TOUR SITES

History of City
New developments
Meeting/conference facilities
Business parks and industrial parks
Real estate developments
Manufacturers
Notable companies
Educational institutions
Downtowns (or plans)
Major employers
Parks and Recreation sites
Tourism assets (museums, etc)

Retail developments
Arts and cultural sites
Waterfronts
Business Incubator
Start-up environments
Arts districts
Healthcare districts
Scenic sites and overlooks
Entry corridors
Heritage assets
Sporting interests
Neighborhoods/Districts

POSSIBLE FOCUS GROUPS

City Department Heads
Developers
Business community
Young Professionals
Manufacturers
College students

Entrepreneurs
Leaders/biz owners in towns
Attraction operators
Major employers; target industries
Geographic segments of City

POSSIBLE STAKEHOLDER INTERVIEWS

City Manager/Administrators

City Commissioners/Elected Officials
Economic Development Officer

City Department Heads
CVBs/DMOs/Tourism Officials
Chamber of Commerce Officers
Developers
Business Leaders
Historians/Historical Society
Small Business Owners
HR Manager for Major Employer
Business Dvlpmnt: Major Employer
Artists
Manufacturers

Higher Ed Admin/Faculty
Parks and Recreation
Workforce Development Officer
Young Professional Leader
Creative Class Entrepreneur
Cultural Leaders (theater, arts)
Philanthropists
Outdoor/sports enthusiasts
New Residents relocated for work
Military
Cultural groups

Please provide locations and addresses of meeting/interview/focus groups. Successive interviews are best in central locations unless noted. Be sure to compensate for travel times. Include 15 minutes between all interviews and preferably 30 minutes ahead of any focus group unless discussed with North Star in advance. Each focus group requires 2 North Star team members.

Tuesday, Oct. 11 North Star arrives in the afternoon

2:00pm–5:00pm Housekeeping Meeting to discuss the trip. Review large-scale maps that are available. Begin familiarization tour. Does not have to only be a windshield tour. We prefer to stop at different spots and do walk-and-talk type interviews as we tour distinct locations. Will be taking photos during the tour.

Wednesday, Oct. 12 Interviews and Focus Groups at City Hall

9:00am–12:00pm Continuation of FAM tour.

12:00pm–1:15pm Lunch with Team

Anita Carter

1:45pm–2:15pm One-on-One Interview

2:30pm–3:00pm One-on-One Interview

Sam Preston and Roberto Munoz

1:30pm–3:00pm Focus Group –

Anita Carter and Sam Preston

3:30pm–5:00pm Focus Group –

Roberto Munoz

3:30pm–4:00pm One-on-One Interview

4:15pm-4:45pm One-on-One Interview

All North Star

7:00pm Educational Presentation to City Council

Thursday, Oct. 14

If you prefer more interviews and fewer focus groups, please advise.

Anita Carter and Roberto Munoz

8:30am-10:00am Department Head Focus Group (Educational Presentation)
Communications Director
Parks and Recreation Director
Finance Director
IT Director
Purchasing Director
Public Works Director
Deputy Fire Chief
Building Official

Sam Preston

8:30am-9:00am One-on-One Interview
9:15am-9:45am One-on-One Interview

Roberto Munoz

10:00am-10:30am One-on-One Interview
10:45am-11:15am One-on-One Interview

Anita Carter and Sam Preston

10:15am-11:45am Focus Group -

12noon-1:15pm Break for Lunch

Sam Preston and Roberto Munoz

1:30pm-3:00pm Focus Group -

Anita Carter

1:15pm-1:45pm One-on-One Interview
2:00pm Solo Creative Tour and Intercepts

Sam Preston

3:15pm-3:30pm One-on-One Interview
3:45pm-4:15pm One-on-One Interview

4:30pm-5:00pm One-on-One Interview

Roberto Munoz

3:15pm-3:30pm One-on-One Interview

3:45pm-4:15pm One-on-One Interview

4:30pm-5:00pm One-on-One Interview

6:00pm Educational Presentation (part focus group) or dinner with a few Stakeholders

Friday, Oct. 14

If you prefer more interviews and fewer focus groups, please advise.

Roberto Munoz

8:30am-10:00am Focus Group – Key Stakeholders (Educational Presentation)

Sam Preston

8:30am-9:00am One-on-One Interview

9:15am-9:45am One-on-One Interview

Roberto Munoz and Sam Preston

10:15am-11:45am Focus Group –

12:00pm Wrapup meeting and talk next steps with Kevin.
North Star Departs.



[LIBRARY](#)



[PLANNING &
DEVELOPMENT](#)



[PUBLIC HEARINGS/
NOTICES](#)



[MUNICIPAL COURT](#)



[PARKS &
RECREATION](#)



[AGENDAS](#)

Site for EDC- Pricing is based on using the City site wireframes but hosted separately to allow for unique top level navigation.

| | | |
|---|--|---|
| One-Time Implementation Fee- EDC website using the City site wireframes but hosted separately to allow for unique top level navigation. | | \$4,775.00 |
| Our One-Time Implementation Fee covers costs associated with designing, developing, and implementing your new website. Key deliverables per SmartWork phase include: | | |
| Envisioning and Planning Phase <ul style="list-style-type: none"><input type="checkbox"/> Remote Kick-Off Meeting<input type="checkbox"/> Finalized Project Plan<input type="checkbox"/> Project Charter | | Designing Phase <ul style="list-style-type: none"><input type="checkbox"/> A Completely New Responsive Website Design for EDC site with Our 100% Design Satisfaction Guarantee |
| Configuring Phase <ul style="list-style-type: none"><input type="checkbox"/> Complete CMS Software Configuration<input type="checkbox"/> Integration of 3rd Party Software | | Training Phase <ul style="list-style-type: none"><input type="checkbox"/> Completion of Webinar-Based Training Sessions<input type="checkbox"/> User Manuals and Access to Online Resources |
| Migrating Phase <ul style="list-style-type: none"><input type="checkbox"/> Completion of Desired Website Content Migration | | Stabilizing Phase <ul style="list-style-type: none"><input type="checkbox"/> A Stable Internal Beta Launch of EDC Site<input type="checkbox"/> Completed City /Staff User Acceptance Period |
| Deploying Phase <ul style="list-style-type: none"><input type="checkbox"/> EDC Site website Goes Live!<input type="checkbox"/> Finalized Project Documents | | |
| Annual Software-as-a-Service (SaaS) Fee | | \$853.00 <i>This fee is not charged in Contract Year #1!</i> |
| CivicLive’s Annual Software-as-a-Service [SaaS] Fee includes the following services: | | |



Economic Development Board Meeting

8/23/2022

Agenda Item Transmittal

Agenda Item: 5.

Agenda Title: Board discussion regarding prioritization of current and future projects.

Board Action: Discussion and possible action

Department: City Manager

Staff Contact: Clint Garza

1. INTRODUCTION/PURPOSE

Item requested by President Albert.

The purpose of this item is to provide the Board an opportunity to restate overall priorities and mention future projects not reflected in the 2022-23 budget.

2. DESCRIPTION/JUSTIFICATION

a) Background

The Development Corporation is authorized to undertake projects as authorized by Chapter 505 of the Texas Local Government Code. More specifically the authorized projects are contemplated in Subchapter D at 505.151.

Historically noticed projects have included potential municipal building, learning center, library, road improvements, park/open space, and pedestrian connectivity. Of the noticed projects, connectivity through roadway construction and pedestrian facilities have been the primary focus of the board of directors.

b) Issues and Analysis

In addition to the discussion at the 7/26/22 board meeting directors may use this agenda item to introduce topics not previously contemplated.

In April 2022, President Albert reached out to The Politan Group seeking information about Politan and potential Public Private Partnership. Per the President's request, the Politan proposal is included in backup.

3. FINANCIAL/BUDGET

Amount Requested
Cert. Obligation
Other source
Addtl tracking info

Fund/Account No.
GO Funds
Grant title

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

| Description | Type |
|-----------------------------------|-----------------|
| <input type="checkbox"/> Proposal | Backup Material |
| <input type="checkbox"/> Deck | Backup Material |

POLITAN GROUP

CONSULTING SERVICES PROPOSAL and TERMS

12 May 2022

CLIENT:

Bee Cave Development Corp.

Dear Sir/Madam,

This is in response to your request to Politan Group LLC for a quote for consulting services. This letter contains an estimate of the fees and expenses that we anticipate for the Project Scope (Schedule A). This estimate is based on the information you have provided. The actual charges may vary depending on changes to the Project Scope or because of unanticipated events resulting in increased time or expenses incurred. In accordance with the Engagement Letter (Schedule B), Client agrees to pay the sum set out below, which will be held by Politan Group LLC pending completion of the Work. If the amount owed exceeds the estimate, we expect prompt payment of any additional amounts owed. Consultant will provide prior notice if amount of work exceeds original estimate. If the work spans multiple months, the retainage shall only cover 30-calendar days of work at any given time.

Payments may be made to Politan Group, LLC by electronic transfer or paper check delivered to the following address:

Politan Group, LLC
C/O Will Donaldson
2401 St. Claude Ave
New Orleans, LA 70117

PROJECT:

Definitions and Specifications Stage

TIMELINE:

8 week estimate

COST:

\$18,000 fixed fee

- 25% deposit
- 25% due after the completion of each step (defined below)

This proposal and any supplemental materials are valid for 30 days. After which these materials are subject to updates from Politan Group.

SCHEDULE A

Scope of Work

Politan will work with the Client to define a concept for the food hall based on the client's vision and our extensive experience as food hall developers and operators. Based on this concept definition, Politan Group will provide a specifications definition that can be delivered to an architect. Finally, Politan Group will produce a financial model based on the above definitions that can be used as a part of an underwriting package.

STEP 1: CONCEPT DEFINITION

- Demographics and psychographics analysis
- Owner preferences analysis
- Industry category education/typification
- Business segment analysis

DELIVERABLE: Customized concept definition

STEP 2: SPECIFICATIONS DEFINITION

- Politan Group will determine specifications for the project based on the concept definition including:
 - Vendor count
 - Food types
 - MEP requirements
 - Blocking plan options (for one site or layout examples if a site is not yet selected)

DELIVERABLE: Customized specifications definition that can be delivered to an architect for best practices of operational design and code analysis

STEP 3: BUSINESS MODEL

- Operational expenses
- Sensitivity analysis
- Implied vendor economics
- High-level development cost sensitivity

DELIVERABLE: Operational Financial Model supported by the business model and localized market demographics which can be presented as part of an underwriting package

The following services are specifically excluded from consulting and management responsibilities of Politan Group and should be contracted separately by the Developer:

- Architectural services
- Interior design services
- Engineering services
- Plan drafting
- Architectural plansets from prior Politan Group projects
- Lighting design
- Signage design
- Project development
- Project management
- Weekly development call administration/management
- Construction administration
- Restaurant licensing

SCHEDULE B

Engagement Letter

Dear Sir or Madam,

Politan Group, LLC (“Consultant”) has been asked to provide Consulting Services to the person(s) described below (“Client”) in connection with the development and creation of a food hall that Client hopes to construct (the “Project”). Consultant’s scope of our work (the “Work” or the “Consulting Services”) to be performed in connection with the engagement described in this letter (the “Engagement Letter”) is set out on Schedule A with terms and conditions for this engagement on Schedule B attached hereto.

- Consultant will meet with Client and obtain information from Client regarding the Project. Consultant will provide advice to Client for Client’s use in connection with the Project. Consultant’s advice will be will based on Consultant’s knowledge gleaned from its experience owning and operating food halls. Advice and information provided by Consultant will be true and correct to the best of Consultant’s knowledge and belief. However, Client understands and agrees that Consultant’s information and advice is provided without any warranties and Consultant shall have no liability of any nature, whether in contract or tort or otherwise, for any loss or damage incurred by Client or any third party arising directly or indirectly as a result of or in connection with the Consulting Services except where such losses are due to the fraud or dishonesty on the part of Consultant or to the extent that such liability cannot lawfully be excluded or limited.
- Client agrees to indemnify Consultant and hold Consultant harmless against any cost, loss, expense or liability incurred by Consultant in the performance of Consultant’s Work pursuant to this Engagement Letter including, without limitation, claims arising from any misrepresentation, misconduct, negligence or dishonesty on the part of any third party, except to the extent that the cost, loss, expense or liability is due to the fraud or dishonesty on the part of Consultant or to the extent that such liability cannot lawfully be excluded or limited.
- Client acknowledges and agrees that all materials and information provided by Client to Consultant (“Client’s Information”) is accurate and complete to the best of Client’s knowledge and that Consultant will, without independent verification, be able to rely on Client Information for the purpose of providing the Consulting Services. Consultant shall not assume any responsibility or have any liability for Client Information. By signing

below, Client represents that Client has the right to supply Client Information to Consultant and that the supply of Client Information for use by Consultant for the purposes of the Work will not infringe upon any rights of any third party. Client represents that providing Client Information to Consultant does not constitute unauthorized use of any confidential information belonging to a third party or result in the breach by Client or Consultant of any law, regulation, fiduciary duty, intellectual property right or agreement. Any Client Information that is confidential shall be clearly marked as “confidential” or shall contain similar language clearly putting Consultant on notice of the fact that said information or document is confidential.

- Client understands and agrees that some materials and information provided by Consultant to Client in connection with the Consulting Services may contain Consultant’s confidential information which should not be disclosed to or relied upon by any other person.
- Notwithstanding the fact that Consultant may reveal Consultant’s confidential information, Client understands and agrees that Consultant is not under any obligation to reveal its confidential information or confidential information from any other source.
- Although Consultant may provide advice or information for use in connection with the production of drawings or other documentation prepared in connection with the Project, Consultant’s input shall be subject to independent verification by licensed (or otherwise qualified) third-parties hired by Client at Client’s sole expense to produce stampable, permittable drawings and other documents required for the Project. Client understands and acknowledges that neither Consultant nor any its agents or employees are architects, draftsman, engineers, interior designers, low-voltage technicians, or other licensed professionals or tradespersons.
- This Engagement Letter may be terminated any time by written notice from Consultant.
- Late invoices accrue a 5% late fee immediately and continue to accrue at 5% of the unpaid balance every 30 days; consultant may elect in its sole discretion to pause providing active service if client holds a balance of more than \$7,000 over any given 60-day period
- Client agrees to pay Consultant’s invoices within 15 days of receipt by electronic mail through ACH deposit or electronic transfer, where possible. If unable to pay by electronic means, Client will remit paper checks to:

Politan Group, LLC
C/O Will Donaldson
2401 St. Claude Ave
New Orleans, LA 70117

By signing below you are agreeing to the proposed Project Scope, Cost, Dates, and the terms of our Engagement Letter. If Client fails to sign this Engagement Letter or if Consultant fails to receive a signed Engagement Letter, Client will be deemed to have accepted and agreed to the terms of this Engagement Letter by accepting any Consulting Services described in this Engagement Letter. The terms of this letter apply to all Consulting Services which may be provided to Client before or after the date of this letter.

ACCEPTED and AGREED,

Signature: _____

Client Name (Print): _____

Business Entity: _____

Date: _____

Address for invoicing: _____

POLITAN GROUP



**JAMES
BEARD
FOUNDATION**

ARCHITECTURAL DIGEST

EATER bon appétit


jeanbanchetawards
CYSTIC FIBROSIS FOUNDATION

FOOD & WINE

**THE MOST AWARDED FOOD HALL OPERATOR IN
THE INDUSTRY.**

Forbes

The New York Times

ZAGAT

THE WALL STREET JOURNAL

**TRAVEL+
LEISURE**

VOGUE

OUR LATEST PROJECT

Politan Row at Colony Square

1197 Peachtree St NE, Suite 150, Atlanta, GA 30361
atlanta.politanrow.com

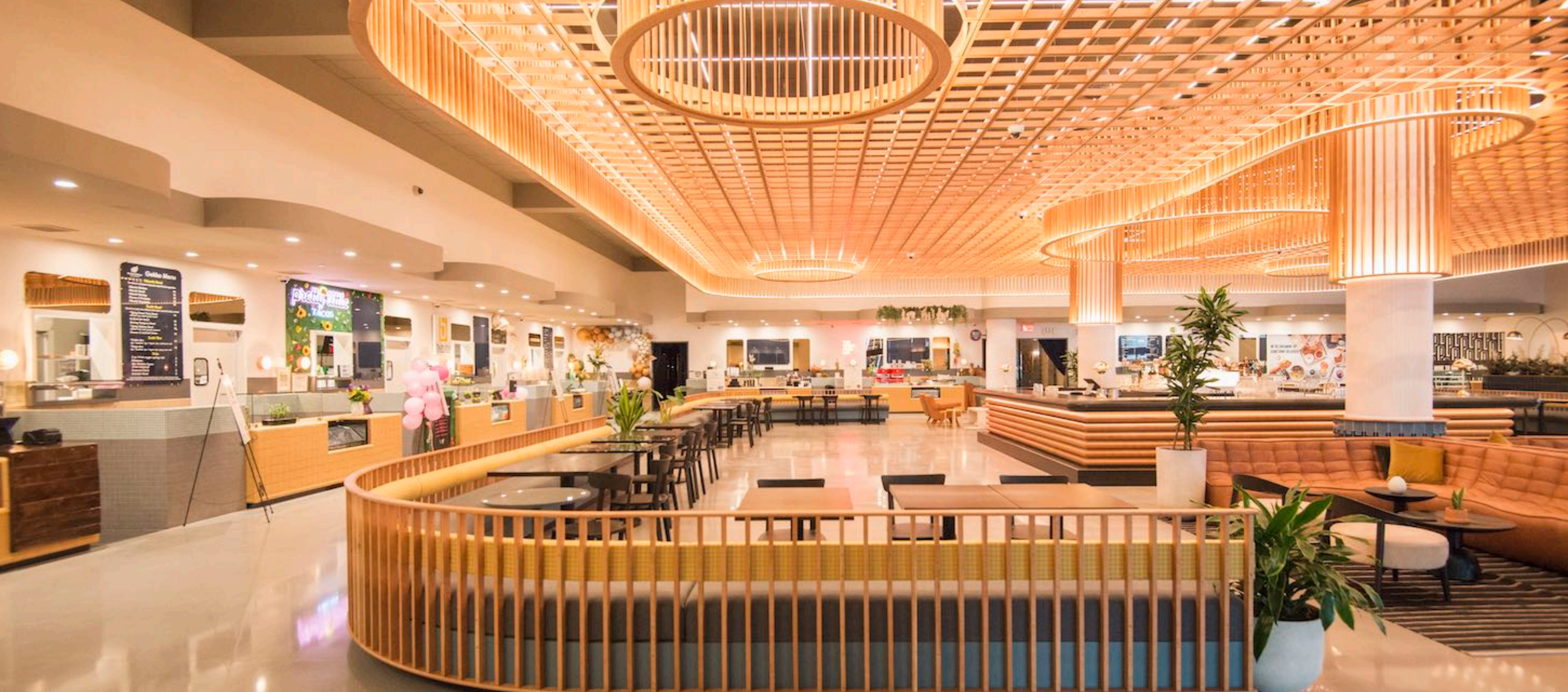




OPENED JUNE 2021



22,000 SQUARE FEET



11 VENDORS



4 BARS



1 PRIVATE EVENT SPACE



1 SECRET LOUNGE



AN EXTREMELY SUCCESSFUL OPENING

2000

Average weekend transactions

(before special events, private events, or lounge traffic)

24%

Main bar's share of sales

(Sales from 2 event bars and JoJo's lounge not counted)

50mins

Average customer hang time

(At food hall alone
JoJo's not yet determined)

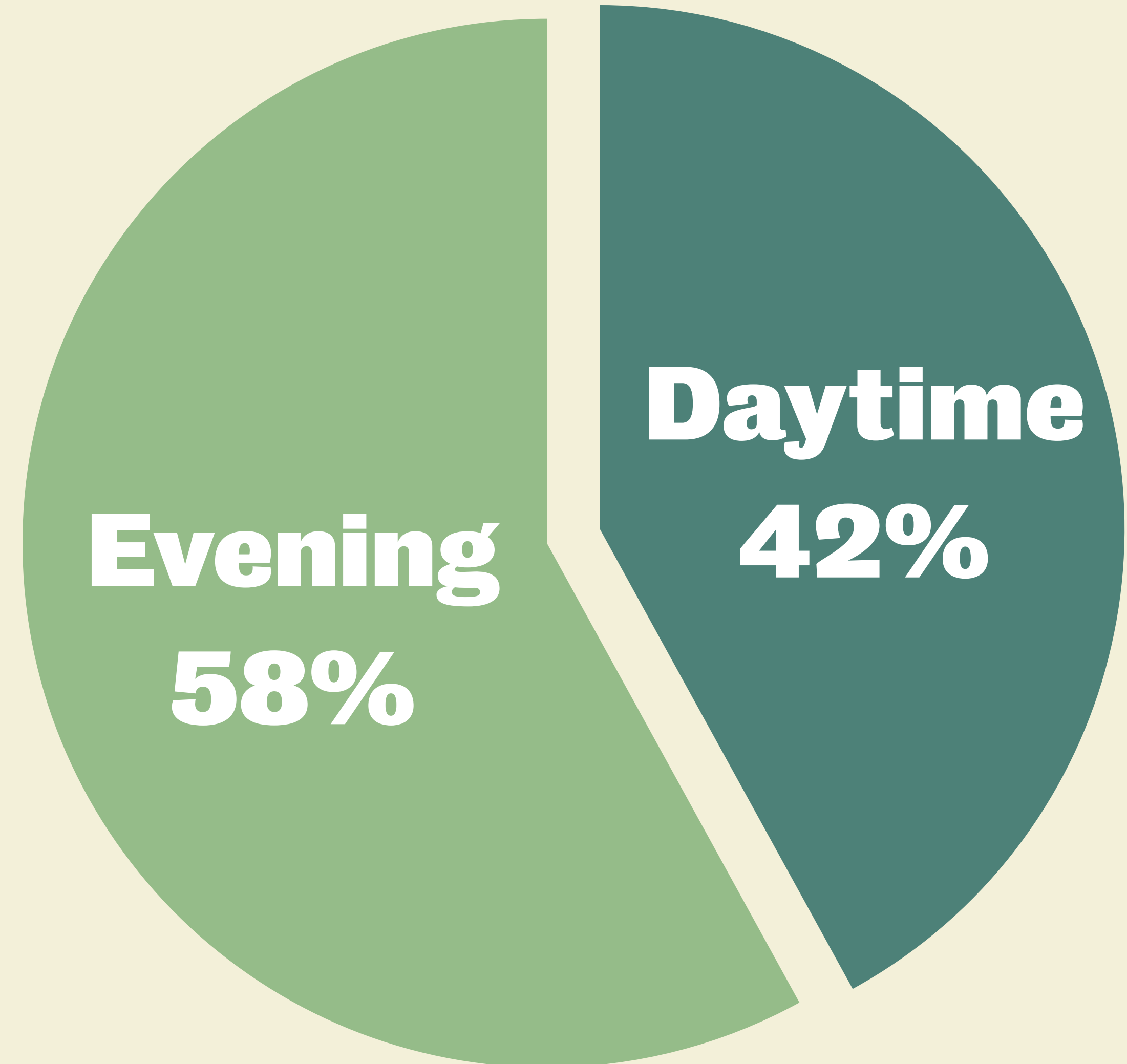
4.5

Stars on Google reviews

(Typically increases slightly over time)

TRAFFIC PATTERNS

- A slight majority of traffic is coming for dinner or evening business
- The daytime population (largely from offices) balances sales and makes everyday a winner
- Campus style approach adds private events and cocktail lounge to the mix to create a long hang and multiple interaction points
- The average customer is enjoying our space for 50 mins



With an average of **10,000 transactions per week**

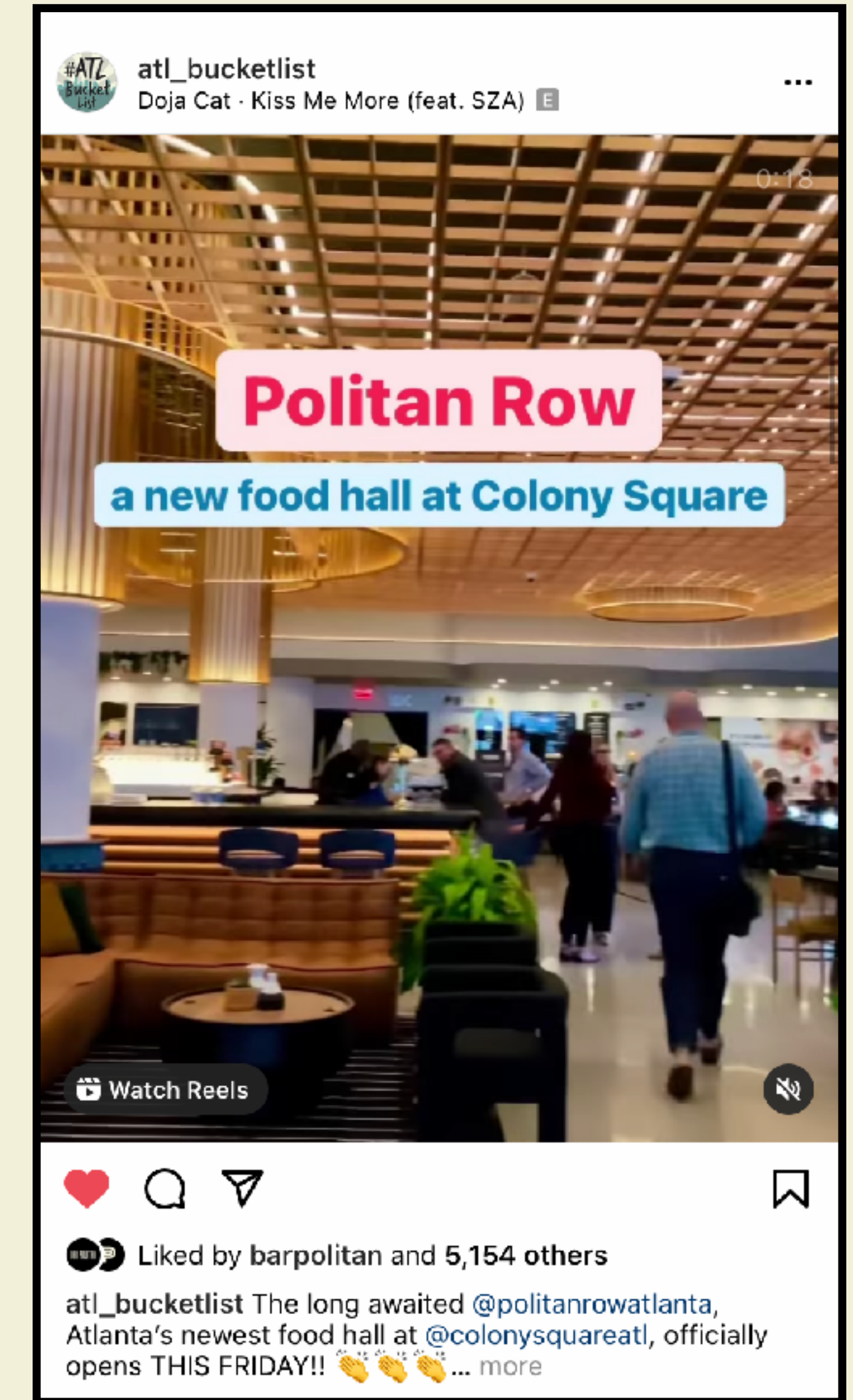
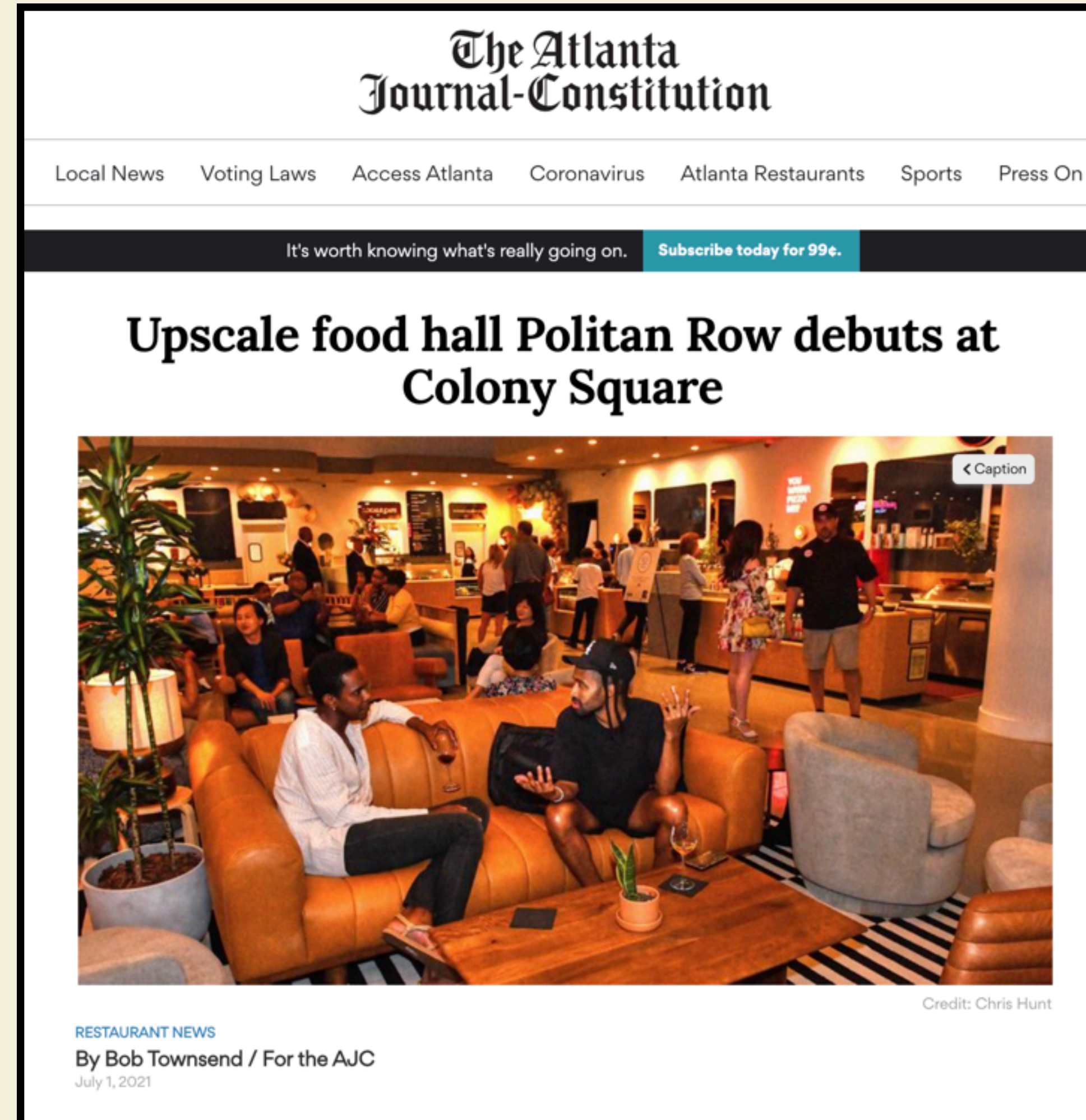
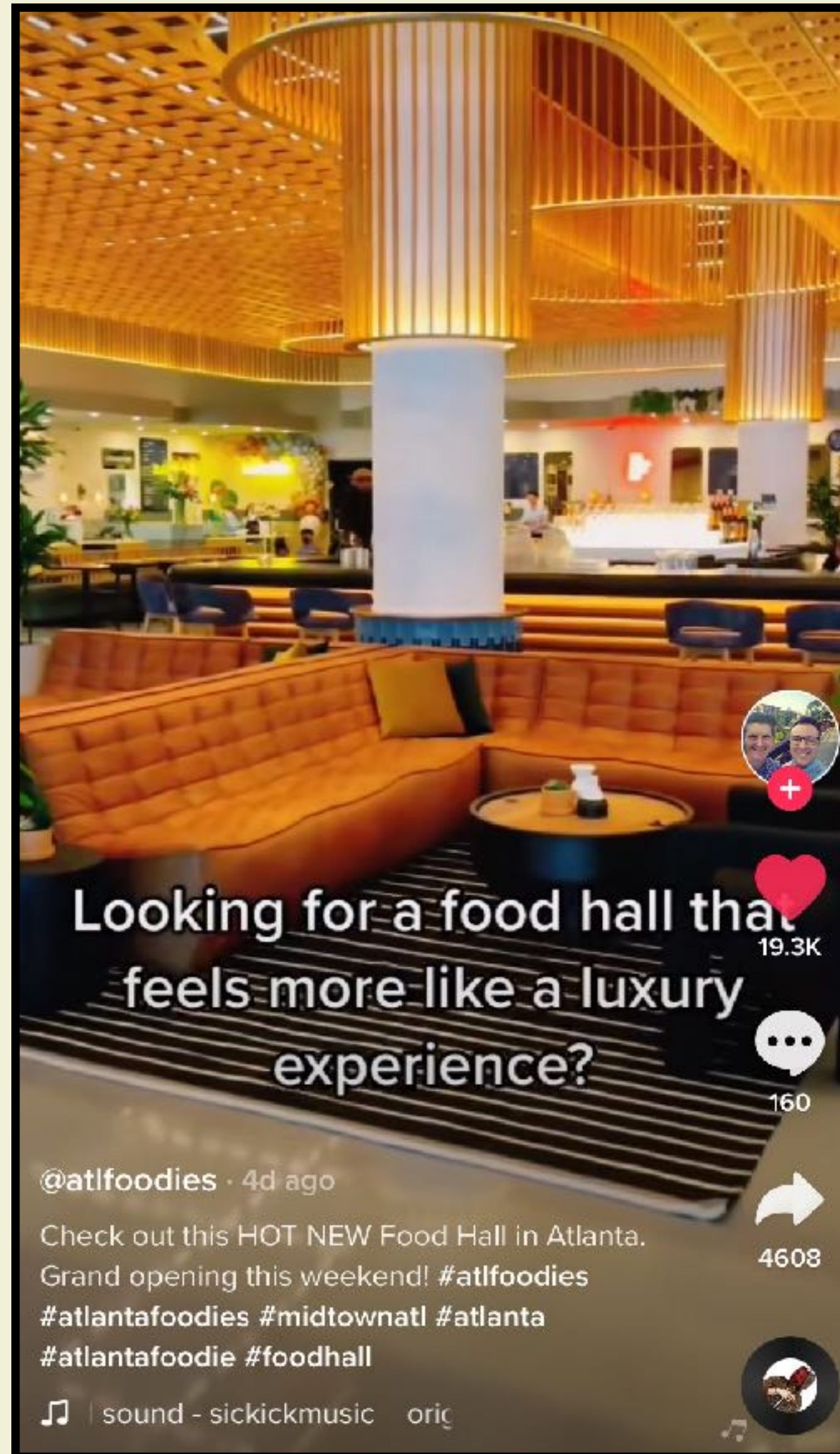
and with **high ticket averages** substantially exceeding the industry norm,

Atlanta is poised to become our most successful food hall yet.





The new food hall everyone is talking about



FOOD HALL DEVELOPMENT AND MANAGEMENT

What we do

POLITAN GROUP

WE ARE a talent-driven food and beverage platform specialized in Food Halls. Founded in 2014, we create design-forward destinations for the culinary curious.

WE OFFER an elevated food hall experience that encourages the exploration of shareable dishes in beautiful, inviting, and communal spaces.

WE HAVE the most experienced team in the food hall industry. With 4 “best restaurant awards” (including the first ever given to a food hall), 3 James Beard nominations, and countless other awards for food, design, and quality, we are the most awarded food hall operator.





POLITAN GROUP CONCEPTS VARY FROM CITY TO CITY — REFLECTING THE UNIQUE CULINARY LANDSCAPE OF EACH LOCATION.

We re-envision and elevate the food hall experience while celebrating the individuality of each city and its diverse citizens and visitors.

Each location features a diverse lineup of talent-driven concepts led by passionate entrepreneurs. Every vendor menu is an expression of individual creativity and each bite tells a story about the creator. Together, our vendors provide a variety of flavors and cuisines to cater to customers of all ages and dietary preferences.

Property Management

PUT YOUR BUSINESS IN THE HANDS OF THE MOST EXPERIENCED OPERATOR



A Complete Solution

We can manage the entire operation of your food hall.

We are a full service hospitality company with many years of experience on the front lines of the restaurant business. We know how to build and operate successful teams.

Some of our services include:

- Personnel management
- Tenant liaison services
- Service contract administration
- Vendor resourcing
- Routine and deep cleaning
- Cash flow management
- Routine maintenance
- Optionally, beverage and special events management
- And any other operations requirements

Additional, we can join your development team as industry expert and owner representative to ensure the delivery of a successful project.



Deal Structure

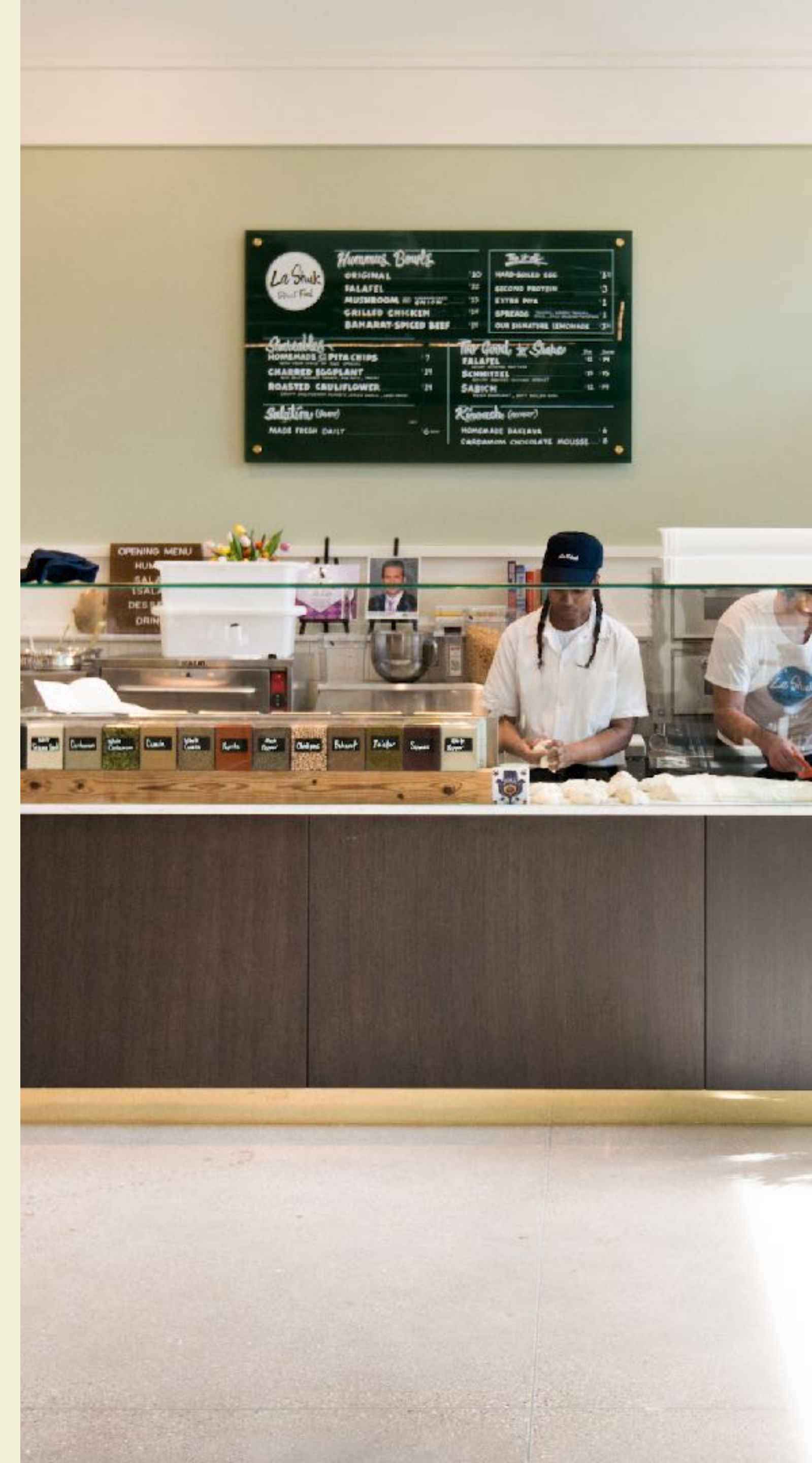
Politan Group is a management company; we operate for a fee basis to develop and manage food halls on behalf of Ownership.

We offer to step in as ownership's representative and the industry expert throughout the entire development process, we offer branding, and once the food hall is open, we are able to fully operate the business so ownership can remain as passive as they wish.

There are typically three entities involved in the development and operation of a food hall:

1. Developer
2. Food hall entity: Operational LLC owned by Developer
3. Politan Group/Manager: Hired to manage the operations and development of the food hall

The following slide describes the structure, responsibilities, and income sources for all three entities.





| | DEVELOPER/OWNER | FOOD HALL ENTITY | POLITAN/MANAGER |
|------------------|---|---|--|
| INCOME | <ul style="list-style-type: none">• Operating Earnings• CAM | <ul style="list-style-type: none">• Generates “Operating Earnings” from vendor fee collections, bar profit, and event sales | <ul style="list-style-type: none">• Paid fees from Food Hall Entity |
| RESPONSIBILITIES | <ul style="list-style-type: none">• Approval rights• Capitalizes the food hall project | <ul style="list-style-type: none">• The operating business entity owned by Developer and managed by Politan• May sign a “lease” with Developer’s Property Entity• All operations managed by Politan/Manager | <ul style="list-style-type: none">• Builds development team and budget for owner• Sources vendors• Operationally designs facility, beverage, and event programs• Coordinates opening• Manages Beverage and Event programs• Manages ongoing operations and tenanting including all employees of Food Hall Operating, LLC |

Management Modules

When you want to manage expenses while retaining control over the aspects you enjoy most.

Pick and choose the support you want.

**REMOTE /
SEMI-REMOTE**

Accounting/Finance

- Fractional CFO
- Collections intermediary
- Bookkeeping
- Reconciliation
- Cash management
- Payroll management
- Sales tax filings/reporting

POS & Technology

- Multivendor ordering
- Square setup and networking
- Device permissions/management
- Training and best practices
- Collections management
- Reporting

Proprietary Software: Daily Trendline

- Automated rent and fee collection
- Intermediary services
- Vendor payment/ remittance
- Quickbooks experts
- Food safety management
- Contract compliance management

ONSITE

Beverage Operations

- Bar operations and management
- Menu development
- Supplier management
- Inventory management
- Training
- License holder
- Marketing of programs

Operations Audit

- Quarterly operational oversight
- Food safety audits
- Inventory auditing
- Process management
- Routine cleaning setup
- Systems audit and upgrades

Opening Services

- Site opening strike teams
- POS setup and troubleshooting
- Equipment failure/recovery
- Onsite manager training
- Systems process setup
- Training implementation
- Human Resources onboarding



Development

ENSURE YOU ARE BUILDING A SUCCESSFUL BUSINESS



Consulting Services

We provide a full range of consulting services to bring your vision to life.

With years of experience in operations and development, we are poised to provide expert advice on all aspects of food hall development: from big picture items such as MEP design to minute details like loose wares selection.

Some of our services include:

- Feasibility
- Demographics Analysis
- Operational Financial Modeling as a part of a Feasibility Study
- Equipment layout and selection
- Labor model and budgeting
- Technology Integration, including the option to license our proprietary management software
- And many more

*For a full list of services offered see our Scope of Work document





FEASIBILITY

We can produce a comprehensive financial model and run a demographic analysis to predict the feasibility of your food hall vision in your specific market.

CUSTOM PROPOSAL

We'll build a proposal from our Scope of Work with specific deliverables tailored to your project so you know you'll be getting the exact support you need.

ON RETAINER

Not sure what you'll need us for? Hire Politan on retainer to provide the deliverables specific to your project, on your timeline.

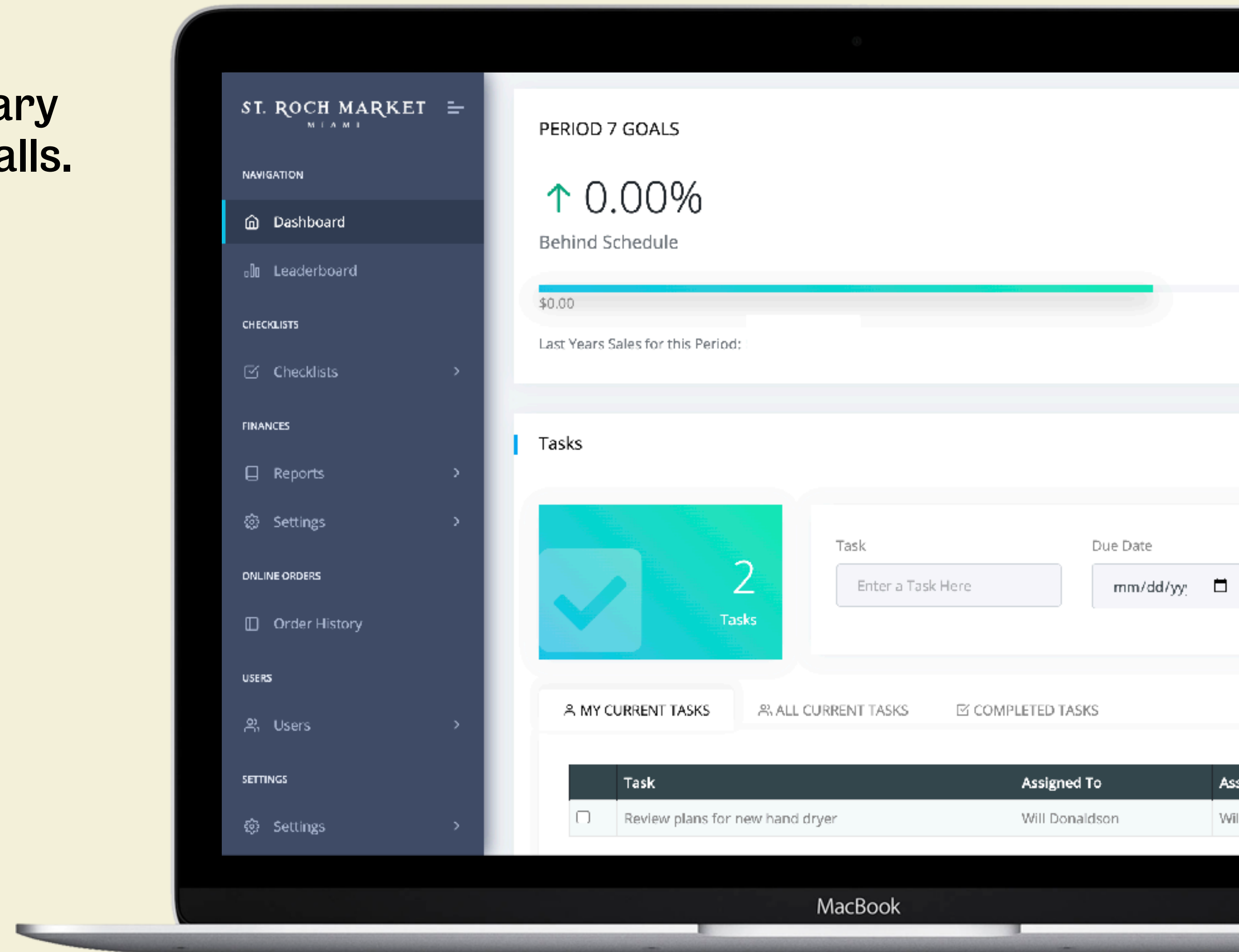
Daily Trendline

PROPRIETARY SOFTWARE

We used our industry knowledge to develop a proprietary software program that efficiently manages our food halls.

Daily Trendline:

- Completely handles daily collections and balance remittance to vendors
- Calculates and uploads all information directly into Quickbooks daily
- Sends ACH deposits directly into bank accounts of vendors daily
- Provides algorithmic tracking data that ranks each vendor objectively against a peer set to motivate growth
- Uses audit tools and reporting for food safety and contract compliance
- Features a management to-do listing to track progress on R&M
- Can be setup for a variety of contract structures



Industry Leadership

TECHNOLOGY

First in industry to...

- Use the percentage-based business model
- Standardize collections and settlement through daily banking automation
- License software platform for industry use

HOSPITALITY

First in industry to...

- Utilize china-service and front-of-house guest staff
- Achieve a “best restaurant” award
- Receive a James Beard nomination

BEVERAGE PROGRAM

First in industry to...

- Unify and standardize bar programs as internal anchor
- Produce and operate a ranked bar program

BEST-IN-INDUSTRY MANAGEMENT TEAM

Senior management from leadership of
Chopped, YSL, Marriott

DESIGN FORWARD

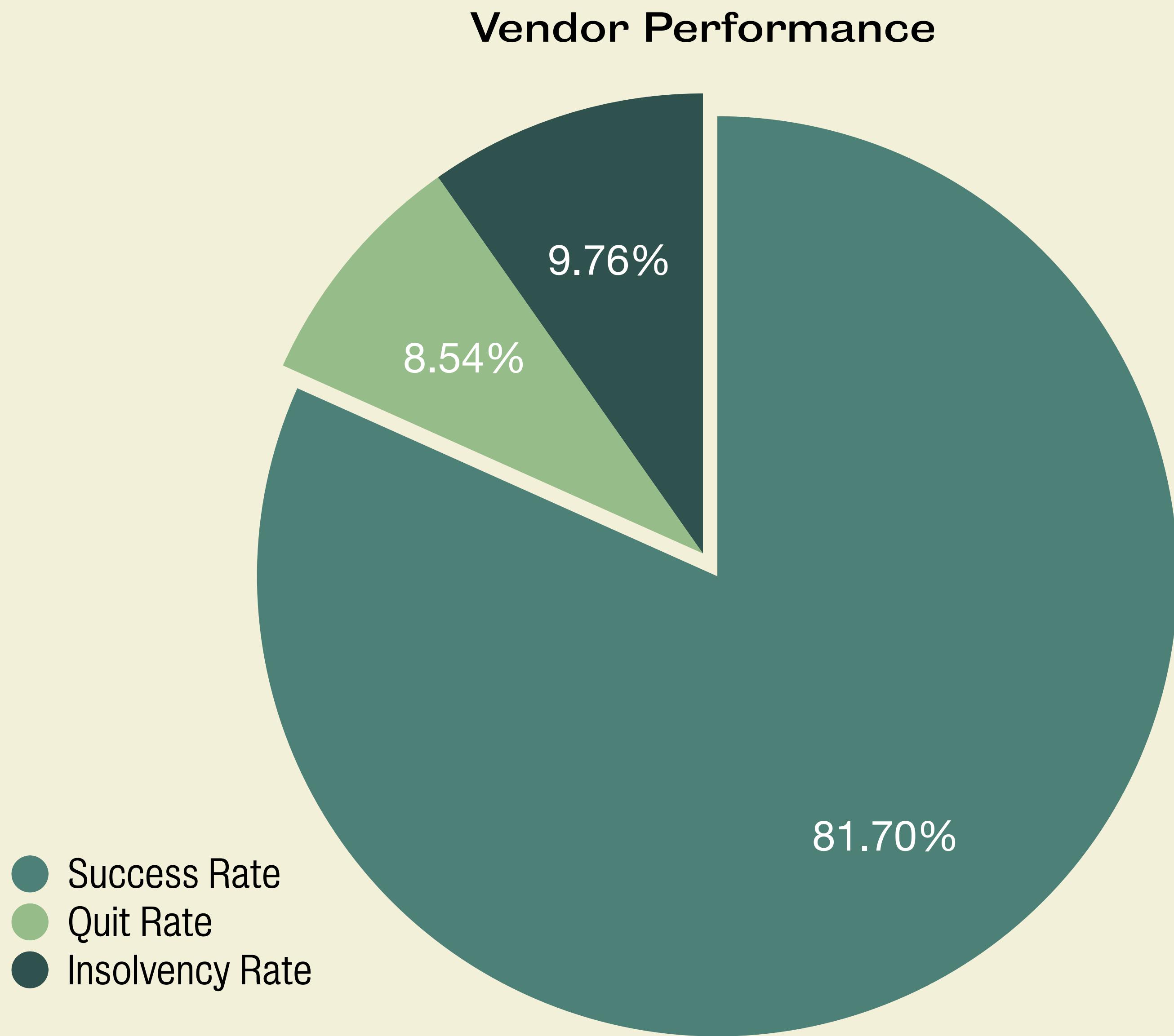
Ranked for design by Architectural Digest
and noted by F&B design firms as “best in
class”

Track Record

After 5 years operating food halls, our success rate is far above the average for similar restaurant upstarts in both standalone and food hall format at 81.70%.

*Success Rate is defined as vendors who are still in business after a year, either inside the food hall or having expanded in some way externally through a second location.

Figures are as of YE2019 (pre-covid)



OUR PROJECTS

What we've done so far...



ST. ROCH MARKET

- >400,000 customers/year
- 8 alumni with stand-alone locations
- 4.5+ star reviews
- Top 10 in T+L, Zagat, Bon Appetit, Food + Wine



AUCTION HOUSE MARKET

- >215,000 customers/year
- 4.5+ star reviews
- Best new restaurant, New Orleans Magazine
- Top 10 New Food Halls, USA Today



POLITAN ROW MIAMI

- >300,000 customers/year
- 4.6+ star reviews
- Best New Restaurant – Miami Midtown/Design District, Miami New Times
- Recipient of James Beard Nomination



ST ROCH MARKET

Launched in 2015, the St. Roch Market was heralded as the first food hall of its kind. Currently averaging over 400,000 customers a year, the project has been noted as “absolute must visit” by Zagat among others.



AUCTION HOUSE MARKET

New Orleans Magazine praised Auction House Market as the Best New Restaurant when it opened in 2018.



POLITAN ROW MIAMI

The recipient of the industry's first "best restaurant" award for a food hall and its first James Beard nomination.



POLITAN ROW CHICAGO

Politan Row Chicago's vendor Thattu earned the prestigious Jean Banchet Award.

Perle

In Chicago, we launched our mobile German beer and wine garden Perle, the first of our stand-alone beverage concepts.

She can travel anywhere in the country.





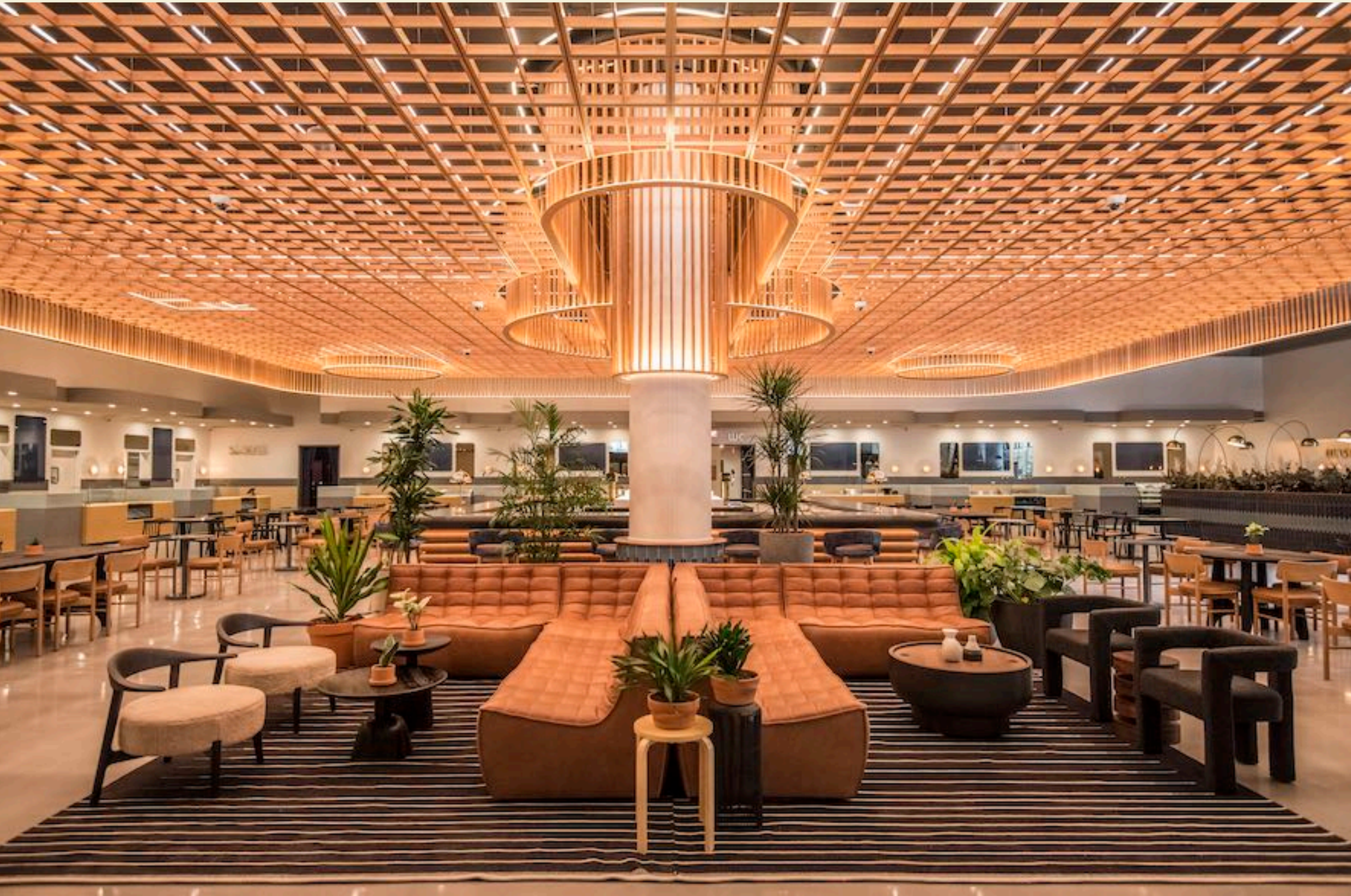
POLITAN ROW HOUSTON

Named one of Houston's Best Openings of 2019.

OUR NEWEST DEVELOPMENT

Politan Row at Colony Square

Opened June 2021





JoJo's Beloved Cocktail Lounge

Nestled in a secluded interior of Colony Square, JoJo's Beloved Cocktail Lounge boasts cathedral-height ceilings, an all-vinyl soundtrack, and a brooding, romantic vibe.



The New York Times

“The most eclectic mix of food choices yet to be had under one roof.”

TRAVEL+
LEISURE

St.Roch Market named as a “Best New Food Hall in the World”

FOOD&WINE

Most Anticipated 2019 Openings

JAMES
BEARD
FOUNDATION

First in industry to receive a James Beard nomination. Since then, we have been awarded 2 more nominations

MIAMI
NewTimes®

First in industry to receive a Best Restaurant Award. Since then, we have won 3 additional awards.



EATER YOUNG GUNS: 4 CONCEPTS; 2 WINNERS

VISION

**To foster a spirit of exploration by
connecting people through food.**



POLITAN GROUP

Contact us at
zoe@politanrow.com

Or visit our website
politanrow.com/development



***Economic Development Board Meeting
8/23/2022
Agenda Item Transmittal***

Agenda Item: 6.

Agenda Title: Discuss and consider action regarding the Development Board's 2021-2022 budget, 2022-2023 budget and Capital Improvement Plan.

Board Action: Discuss and Consider Action

Department: City Manager

Staff Contact: Administration

1. INTRODUCTION/PURPOSE

The purpose of this agenda item is for the Bee Cave Development Board to discuss and consider action on the current budget for FY 2021-22, the proposed budget for FY 2022-23, and the Capital Improvements Plan.

2. DESCRIPTION/JUSTIFICATION

a) Background

At the July board meeting the board discussed budget as well as projects, including the CIP. During those discussions, members requested staff come back and present methodology used to create the CIP and give feedback on staff time requirements for adopted projects so board members can prioritize improvements funded by the plan.

b) Issues and Analysis

City Council will consider adoption of the annual budget(s) on September 13, 2022. The board must finalize changes and adopt budget prior to this date.

The FY '21-'22 & FY '22-'23 budgets as well as CIP are included in backup.

During development of the CIP there were a number of public meetings regarding the plan in general as well as prioritization. For all previous discussions on the CIP see links below.

| Board | Meeting Date | Transmittal Letter | Recording | Powerpoint |
|--------------|--------------|----------------------|----------------------|----------------------|
| City Council | 7/16/2021 | Link | Link | Link |

| | | | | |
|--------------|--------------------------|-----------------------|--|-----------------------|
| City Council | (workshop) 8/26/2021 | Link | recording not available | Link |
| City Council | (workshop) 10/26/2021 | Link | Link (starts ~23:10) | Link |
| EDB | 7/27/2021 | Link to Agenda item 4 | Link to agenda item 4 and 5 (starts at ~2:45p) | Link to Agenda Item 5 |
| | | Link to Agenda item 5 | | |
| EDB | 8/31/2021 | Link | Link(starts ~1:30) | Link |

3. FINANCIAL/BUDGET

| | |
|---------------------|------------------|
| Amount Requested | Fund/Account No. |
| Cert. Obligation | GO Funds |
| Other source | Grant title |
| Addtl tracking info | |

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

| Description | Type |
|---|-----------------|
| <input type="checkbox"/> Budget(s) | Backup Material |
| <input type="checkbox"/> CIP | Backup Material |
| <input type="checkbox"/> CIP Expenditures | Backup Material |

City of Bee Cave
FY2022-23 Proposed Budget

BEE CAVE DEVELOPMENT CORPORATION
BUDGET RESOURCE & EXPENDITURE SUMMARY

| | | | | |
|--|------------------|-------------------|-------------------|-------------------|
| Restricted Fund Balance-Undesignated | 5,175,545 | 8,356,445 | 8,356,445 | 11,827,057 |
| Less : TX DOT Contribution-Committed | 2,500,000 | 2,500,000 | 2,500,000 | 2,500,000 |
| BEGINNING FUND BALANCE - RESTRICTED | 7,675,545 | 10,856,445 | 10,856,445 | 14,327,057 |

| REVENUE SUMMARY | 2021-22 ADOPTED | 2021-22 AMEND | FYTD as of 8/17/2022 | FYTD % of BUDGET | 2022-23 PROPOSED |
|------------------------|----------------------------|--------------------------|---------------------------------|-----------------------------|-----------------------------|
| SALES AND USE TAX | 2,203,125 | 2,203,125 | 2,205,531 | 100.11% | 2,625,000 |
| TOTAL REVENUES | 2,203,125 | 2,203,125 | 2,205,531 | 100.11% | 2,625,000 |
| USE OF RESERVES | | 2,698,392 | | 0.00% | 4,657,343 |
| TOTAL RESOURCES | 2,203,125 | 4,901,517 | 2,205,531 | 45.00% | 7,282,343 |

| EXPENDITURE SUMMARY | 2021-22 ADOPTED | 2021-22 AMEND | FYTD as of 8/17/2022 | FYTD % of BUDGET | 2022-23 PROPOSED |
|--|----------------------------|--------------------------|---------------------------------|-----------------------------|-----------------------------|
| SALARIES & BENEFITS | 277,378 | 277,378 | 282,510 | 101.85% | 274,718 |
| MAINTENANCE AND OPERATIONS | 132,125 | 132,125 | 44,091 | 33.37% | 177,125 |
| LEGAL | | | | | |
| PROFESSIONAL SERVICES | 160,000 | 160,000 | 93,285 | 58.30% | 160,000 |
| CAPITAL PROJECTS | 1,200,000 | 3,704,960 | 809,006 | 67.42% | 6,670,500 |
| DEBT SERVICE : Principal 2013 Refunded Bond | 615,000 | 615,000 | | 0.00% | - |
| DEBT SERVICE : Interest 2013 Refunded Bond | 12,054 | 12,054 | 6,027 | 50.00% | - |
| TOTAL EXPENDITURES | 2,396,557 | 4,901,517 | 1,234,919 | 25.19% | 7,282,343 |
| | 0 | | | | |
| TOTAL EXPENDITURES, INCLUDING TRANSFERS | 2,396,557 | 4,901,517 | 1,234,919 | 51.53% | 7,282,343 |
| REVENUE OVER/(UNDER) EXPENDITURES | (193,432) | 0 | 970,612 | (0) | - |
| ENDING FUND BALANCE | 7,482,114 | 8,158,053 | 11,827,057 | | 9,669,714 |

Projected Fund Balance Analysis

| | | | | |
|---|------------------|------------------|-------------------|------------------|
| Restricted Fund Balance-Undesignated | 4,982,114 | 5,658,053 | 9,327,057 | 7,169,714 |
| Less : TX DOT Contribution-Committed | 2,500,000 | 2,500,000 | 2,500,000 | 2,500,000 |
| ENDING FUND BALANCE - RESTRICTED | 7,482,114 | 8,158,053 | 11,827,057 | 9,669,714 |

Note:

RR 620 Improvements - TxDot \$5M funding contribution
Debt Service - 2013 Bond final payment 9/1/2022

City of Bee Cave
FY2022-23 Proposed Budget

BEE CAVE DEVELOPMENT CORPORATION
EXPENDITURES BY DEPARTMENT

| 501-ADMINISTRATION | 2021-22 ADOPTED | 2021-22 AMEND | FYTD as of 8/17/2022 | FYTD % of BUDGET | 2022-23 PROPOSED |
|--|----------------------------|--------------------------|---------------------------------|-----------------------------|-----------------------------|
| SALARIES AND BENEFITS | | | | | |
| 501-111 SALARY | 250,363 | 250,363 | 253,920 | 101.42% | 248,200 |
| 501-122 MEDICARE @ 1.45% | 3,630 | 3,630 | 3,681 | 101.40% | 2,170 |
| 501-124 RETIREMENT (TMRS) | 23,384 | 23,384 | 24,909 | 106.52% | 24,348 |
| TOTAL SALARIES AND BENEFITS | \$ 277,378 | \$ 277,378 | \$ 282,510 | 101.85% | 274,718 |
| MAINTENANCE & OPERATIONS | | | | | |
| 501-215 REPAIRS & MAINTENANCE | 75,000 | 75,000 | 43,916 | 58.55% | 120,000 |
| 501-228 ADVERTISING & RECRUITMENT | 50,000 | 50,000 | | 0.00% | 50,000 |
| 501-229 LEGAL NOTICES | 2,000 | 2,000 | | 0.00% | 2,000 |
| 501-243 MEMBERSHIP FEES | 125 | 125 | | 0.00% | 125 |
| 501-252 DIRECTORS EXPENSES | 5,000 | 5,000 | 175 | 3.50% | 5,000 |
| TOTAL MAINTENANCE & OPERATIONS | \$ 132,125 | \$ 132,125 | \$ 44,091 | 33.37% | \$ 177,125 |
| PROFESSIONAL SERVICES | | | | | |
| 501-511 LEGAL FEES | 10,000 | 10,000 | 2,409 | 24.09% | 10,000 |
| 501-515 OTHER PROFESSIONAL SERVICES | 150,000 | 150,000 | 90,876 | 60.58% | 150,000 |
| TOTAL PROFESSIONAL SERVICES | \$ 160,000 | \$ 160,000 | \$ 93,285 | 58.30% | \$ 160,000 |
| CAPITAL PROJECTS | | | | | |
| 501-710 CAPITAL OUTLAY | | | | | |
| Connectivity Plan/Implementation | 1,200,000 | 1,200,000 | 809,006 | 67.42% | 2,978,500 |
| Building & Facilities | | | | | 600,000 |
| Public Roads | | | | | 3,092,000 |
| 501-7XX ROAD PROJECTS CONTRIBUTION | - | 2,504,960 | - | 0.00% | - |
| TOTAL CAPITAL IMPROVEMENT PROJECTS | \$ 1,200,000 | \$ 3,704,960 | \$ 809,006 | 67.42% | \$ 6,670,500 |
| TOTAL EXPENDITURES - ADMINISTRATION | \$ 1,769,503 | \$ 4,274,463 | \$ 1,228,892 | 69.45% | \$ 7,282,343 |



City of Bee Cave

CAPITAL IMPROVEMENTS PLAN



FY 2021-22
to
FY 2025-26

adopted October 26, 2021

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BACKGROUND & PURPOSE



DEFINITION

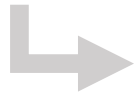
cap•i•tal im•prove•ments plan

/ˈkæpəl/ /imˈproʊvmənts/ /plan/

noun: A planning and fiscal management tool intended to chart a 5-10 year path for the implementation of the physical infrastructure associated with a City's Comprehensive and other long-range plans and goals.

STATUTORY REQUIREMENT

CITY OF BEE CAVE HOME RULE CHARTER



SECTION 4.03: CITY MANAGER–SPECIFIC POWERS AND DUTIES

The City Manager shall be responsible to the City Council for the proper administration of the affairs of the City and shall have the power and duty to:

...

(4) Prepare and submit to the City Council such Capital Improvement Plans as are necessary and appropriate and which identify future capital projects and equipment purchases, provide a planning schedule, and identifies options for financing the Plan. The Plan should rank projects in order of preference, justify such projects, and, to the extent feasible, include a timetable for the commencement, construction, and completion of projects. The Plan shall be reviewed, updated, and amended as required by the City Council during the budget preparation and adoption process.

...



SUMMARY OF PREPARATION



OVERVIEW

After years of informal discussion, preparation of the City's first Capital Improvements Plan began in earnest in Fall 2019, catalyzed by several factors, including, but not limited to:

- the recent and imminent adoption of several key City plans and facilities studies that had infrastructure implications;*
- evolving demographics of the City and associated needs and expectations of citizens for services and amenities;*
- upcoming completion of debt service payments on existing debts and obligations; and*
- projected new developments.*

The process and considerations are summarized on the following pages.

PREPARATION

1. ASSEMBLE TECHNICAL TEAM

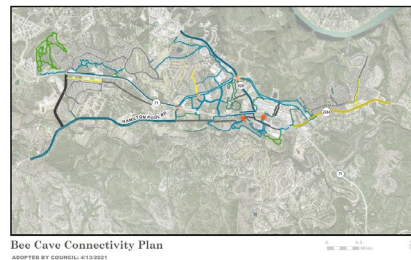
The technical team was composed of City staff and consultants, whose professional experience broadly includes the fields of planning; civil engineering; public works; buildings, facilities, and parks management; public administration; public accounting and finance; and municipal and bond law.

| | | |
|------------------------------|----------------|----------------------------|
| Bee Cave City Staff | Clint Garza | City Manager |
| | Lindsey Oskoui | Assistant City Manager |
| | Kevin Sawtelle | City Engineer |
| | Lanie Marcotte | Parks & Facilities Manager |
| | Megan Will | Dir. of Planning & Dev. |
| | Will Taylor | Graduate Engineer |
| | Jenn Scola | City Planner |
| | Brenda Galindo | Finance Manager |
| Bee Cave's Bond Counsel | Julie Houston | Orrick |
| Bee Cave's Financial Advisor | Chris Lane | SAMCO Capital |
| Bee Cave's City Attorney | Megan Santee | Denton Navarro |

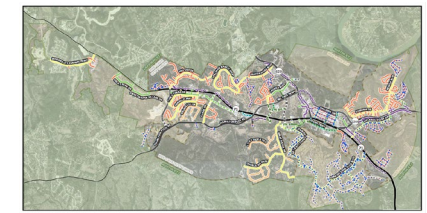
2. REVIEW CITY PLANS AND COMMITMENTS

Including, but not limited to:

- Bee Cave 2037 Comprehensive Plan
- Bee Cave Thoroughfare Plan
- Bee Cave Connectivity Plan
- Bee Cave Central Park Master Plan
- Policy Department, Library, and City Hall Facilities Needs Analyses
- TXDOT RR 620 widening project
- Travis County-City of Bee Cave Interlocal Agreement re Great Divide Dr Low Water Crossing
- various Traffic Impact Analyses
- CAMPO 2045 Transportation Plan
- Travis County Land Water & Transportation Plan



| Project | Start Date | End Date | Status |
|-----------|------------|------------|-------------|
| Project 1 | 1/1/2014 | 12/31/2014 | Completed |
| Project 2 | 1/1/2015 | 12/31/2015 | In Progress |
| Project 3 | 1/1/2016 | 12/31/2016 | Planned |



PREPARATION

3. ASSEMBLE LIST OF POTENTIAL PROJECTS

Based on the goals, objectives, policies, and commitments identified in Step 2, the technical team prepared and evaluated a list of potential projects.

4. ESTIMATE PROJECT COSTS

Project costs estimates were based on a variety of sources including:

- Internal experience estimating infrastructure construction costs;
- Recent City project bid responses;
- Cost estimates prepared for the City as part of facilities and needs analyses;
- Consultation with contractors and construction consultants in the region; and
- Data publicly available on regional construction costs.

A contingency as well as an inflation factor was applied to most projects.

5. SORT & PRIORITIZE PROJECTS

The team created and applied an evaluation matrix to frame the discussion on needs and prioritization. In addition to loosely applying a quantified ranking, the team weighed interdependence among projects and the “domino effect” certain groupings had on one another.

| Max Points | Factors | Points | Grading Instructions |
|---|---|--|--|
| 5 Capital Costs | | | |
| 5 | These represent the annual total costs, including future year capital costs. In other words, less expensive projects score higher and more expensive projects score lower. | a) Lower future capital costs | 5 Select a value between a and b. (i.e. -5 to 5) -5 indicates HIGH capital costs. 5 indicates LOW capital costs. |
| | | b) High future capital costs | -5 |
| 15 Annual Costs | | | |
| 15 | The expected change in operation and maintenance costs. Operating departments provide year-by-year estimates of the additional costs or reductions likely in the operating budget because of the new project. Also to be considered is changes in revenues, which may be affected by a project, for example, the loss of property taxes incurred when private land is used for a capital project. | a) Lower operating costs | 5 Select a value between a and b (i.e. -5 to 5). AND select a value between c and d (i.e. -5 and 5). |
| | | b) Higher operating costs | -5 |
| | | c) Higher source of revenues | 5 AND for e, select a value between 0 and 5, with zero indicating no impact. |
| | | d) Lower source of revenues | -5 |
| | | e) Increases in productivity or opportunity | 5 |
| 8 Health and Safety Effects | | | |
| 8 | This criterion includes health-related environmental impacts like reductions/increases in traffic accidents, injuries, deaths, sickness due to poor water quality, health hazards due to sewer problems, etc. | a) Increase public health | 4 Select between 0 and 4 points for a. |
| | | b) Increase public safety | 4 Select between 0 and 4 points for b. |
| 16 Environmental, Aesthetic, and Social Effects | | | |
| 16 | A catch-all criterion for other significant quality-of-life related impacts, this includes community appearance, noise, air and water pollution effects, households displaced, damage to home, effect on commuters, changes in recreational opportunities, etc. | a) Improve environmental protection effort (clean air, land and water) | 4 Select between 0 and 4 points for a, b, c, and d. A value of zero indicates no impact. |
| | | b) Improve quality of life for residents (i.e. noise, light pollution) | 4 |
| | | c) Improves community appearance | 4 |
| | | d) Improves recreational/cultural opportunities | 4 |
| 15 Feasibility of Implementation | | | |
| 15 | This element is a measure of (a) special implementation problems (e.g., physical or engineering restraints) and (b) compatibility with the general direction of the City. | a) Feasibility of implementation is manageable | 15 Select a value between a and b (i.e. -5 to 15). |
| | | b) Feasibility of implementation presents a major or multiple implementation challenges | -5 |
| 16 Implication of Deferring | | | |
| 16 | Deferring capital projects is tempting for hard-pressed governments, but an estimate of the possible effects, such as higher future costs and inconvenience to the public, provides valuable guidance in proposal assessment. | a) Deferral of the capital project will significantly increase the cost of the project | 5 Select a value between 0 and 5 for a and b and 0 and 6 for c. A value of 0 indicates no impact. |
| | | b) Deferral of the capital project will significantly increase the inconvenience to the public of not completing the project | 5 |
| | | c) Deferral of the project impacts the feasibility of completing one or more other Capital Projects | 6 |
| 2 Effect on Interjurisdictional Relationships | | | |
| 2 | Possible beneficial/adverse effects on relationships with other jurisdictions or quasi-governmental agencies in the area constitute this criterion. Such effects are likely to require special regional coordination and could impair the proposal's attractiveness. | a) Interjurisdictional benefit will be achieved | 1 If applicable, select one or more of a-c. |
| | | b) Interjurisdictional project that has the support of another community or agency | 1 If none are applicable, enter a value of zero for each. |
| | | c) Interjurisdictional project that will need to obtain approval from another community or agency | -1 |
| 15 City Critical Objective | | | |
| 15 | If a capital project directly addresses a City critical objective, the relative attractiveness of that project increases. | a) Identified in or supported by goals/objectives in Comprehensive Plan or other study | 8 If applicable, select one or more of a-c. |
| | | b) Specific request of the City Council | 6 |
| | | c) Consistent with annual work plan described in operating budget | 3 If none are applicable, enter a value of zero for each. |
| 8 Significant Investment in Previous Years. | | | |
| 8 | Has the City made a significant investment in this programmatic area within the last five years? | a) Significant investment made by the City in the last five years | 8 Select a value between a and b. (i.e. 0 to 8). A value of 0 indicates no investment. |
| | | b) No investment | 0 |

PREPARATION

6. EVALUATE CITY'S FINANCIAL POSITION

While Steps 3, 4, and 5 were underway, the technical team also performed an evaluation of the City's and the Economic Development Corporation's (EDC) financial positions, as well as other funding sources that may be available for particular CIP projects.

CITY GENERAL FUND

The City General Fund is predominantly funded by sales tax, which accounts for approximately two thirds of total revenues. For comparison, property tax accounts for only 3.5 percent of total revenues

Hotel Occupancy Tax

The collection and expenditures of this fund is governed by [Texas Tax Code Statute 351](#). Broadly, this revenue may be used on projects and activities that promote tourism and the convention and hotel industry.

EDC GENERAL FUND

The EDC, [4B corporation](#), is funded by a portion of the sales tax collected by the City. It may spend funds on projects related to creation or retention of jobs; transportation; recreational and community facilities; and affordable housing, among other things.

City Debt/Obligation Drop-Off

The City has four active debt service payments and two active payments related to [Chapter 380 Economic Development Agreements](#). The terms for all of these debts and obligations end during the period of this Capital Improvements Plan.

Beautification Fund

In 1999 via Ordinance 99-08-11-A, this fund was established for the purposes of purchasing, planting, and maintaining trees and plants, and implementing other beautification projects. It has historically been funded through developer contributions related to tree mitigation.

EDC Debt Drop-Off

The EDC has one active debt service payment, which will end in Fiscal Year 2022-23.

OTHER POTENTIAL FUNDING SOURCES

Grants

Private Donations

State & Federal Assistance

Developer Obligations

Cost-sharing

Sale of Property

PREPARATION

ADDITIONAL DETAIL ON FUNDING SOURCES CITY-RELATED

City General Fund Balance

In the preparation of the CIP, the City maintained a guiding principle in its decision making on funding sources to severely limit use of its General Fund and “unassigned fund balance.” **As such, absolutely no increase to the property tax rate is contemplated, nor is any adjustment to the City’s cautious financial risk management strategy, which includes a 9-month operating expense reserve policy and a Sales Tax Reserve Fund.**

Debt and Obligation Drop-off

The City has issued one General Obligation Bond and two Tax Notes for which the debt service will end within the timeframe of the CIP. Debt service for the only additional debt obligation will sunset two years after the timeframe of this CIP, but within the projected payment period of any new debt the City plans to undertake.

In addition, each year since FY 06-07 and FY 07-08 the City has paid the Shops at the Galleria and Hill Country Galleria, respectively, a portion of sales tax collected from those centers pursuant to their Chapter 380 Economic Development Agreements. The payments due under the terms of both of these Agreements will also conclude during the timeframe of the CIP.

Starting as early as the first year of the CIP, this cumulative ‘debt drop-off’ will have an appreciable impact on the City’s capacity to take on new debt that has no tangible impact on continuing to fund the remainder of the City’s annual budget. Additionally, for purposes of minimizing risk exposure, the CIP funding strategy was constructed on the unrealistic premise that the City’s sales tax would experience zero percent growth—for perspective, in the five fiscal years prior to COVID, sales tax increased an average of 4.13% per year. Had this trendline continued through FY 20-21, our annual, non-qualified revenue from sales tax* would have been approximately \$8,650,000. Instead, in FY 20-21, the City’s sales tax revenue was approximately \$9,484,000— \$834,000 above historical growth trends.

| | FY 21-22 | FY 22-23 | FY 23-24 | FY 24-25 | FY 25-26 |
|-----------------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| | + \$707,000 | + \$ 2,058,000 | + \$ 2,622,000 | + \$ 3,539,000 | + \$ 3,539,000 |
| Debt Drop-Off | \$ 7,000 | \$ 758,000 | \$ 1,122,000 | \$ 2,039,000 | \$ 2,039,000 |
| 2015 - BCP | | | \$ 364,000 | \$ 364,000 | \$ 364,000 |
| 2015 - Skaggs | \$ 2,000 | \$ 753,000 | \$ 753,000 | \$ 753,000 | \$ 753,000 |
| 2017 - Brown | \$ 5,000 | \$ 5,000 | \$ 5,000 | \$ 922,000 | \$ 922,000 |
| 2020 - Revival | | | | | |
| 380 Payment Drop-Off | \$ 700,000 | \$ 1,300,000 | \$ 1,500,000 | \$ 1,500,000 | \$ 1,500,000 |
| Hill Country Galleria | \$ 700,000 | \$ 700,000 | \$ 700,000 | \$ 700,000 | \$ 700,000 |
| Shops at the Galleria | \$ - | \$ 600,000 | \$ 800,000 | \$ 800,000 | \$ 800,000 |

NOTES

1 In FY 20-21, the City collected a total of \$12,500,000 in sales tax revenue, but a portion is, by statute, only available for Road Maintenance and the Economic Development Corporation.

DEBT DROP OFF

Summary



PREPARATION

ADDITIONAL DETAIL ON FUNDING SOURCES

CITY-RELATED

Hotel Occupancy Tax Fund

As of the adoption of the CIP, there are two hotels that prompt contributions to this fund, which has a balance of approximately \$2,037,000. There are two hotels in the development pipeline, at least one of which is anticipated to come online within the timeframe of this CIP. Based on historic and projected expenditures and revenues (adjusting for impacts related to COVID), and conservative assumptions about additional revenue generated by new hotel(s) beginning in the last two years of the CIP, this fund, after deducting for routine administrative expenses, is projected to have approximately \$4,000,000 to \$4,500,000 available to contribute toward Capital Improvement projects that promote tourism and the convention and hotel industry.

Beautification Fund

As of the adoption of the CIP, this fund has a balance of approximately \$210,000 available to be spent on Capital Improvements Plan projects that provide enhanced landscaping and/or beautify the City. This fund is projected to grow 0% over the timeframe of this CIP.

Traffic Impact Analyses (TIA)

As of the adoption of the CIP, this fund is projected to accrue between \$2,000,000 to \$3,000,000 from development projects in the pipeline. This estimate is based only on projects that already have one or more development permits or approvals and have approved TIAs that estimates their pro rata share contribution. It does not rely on potential or projected TIA contributions from unknown projects that may be forthcoming in the timeframe of this CIP on additional, undeveloped property.

PREPARATION

ADDITIONAL DETAIL ON FUNDING SOURCES

ECONOMIC DEVELOPMENT CORPORATION-RELATED

EDC General Fund Balance

As of the adoption of this CIP, the EDC's General Fund balance was approximately \$8,200,000; this includes \$2,500,000 earmarked for the Corporation's prior commitment to contribute to TXDOT's RR 620 expansion, the timeframe for construction of which is, at this point, unknown. At their July 27, 2021 CIP workshop, the Board gave 1) their support to being a funding source for the City's CIP, including issuance of new debt service, and 2) policy direction that they wished their annual contribution to be of an amount that draws from reserve funds, in addition to an amount off-set by debt-drop off, summarized below.

Local Government Code Sec. 505.152 and the ballot language that established the EDC, [excerpted to the right](#), establish the scope of projects on which the Corporation can spend funds.

SECTION 5: Proposition. At the Election there shall be submitted to the resident, qualified electors of the Village the following proposition (the "Proposition"):

"The adoption of a Section 4B sales and use tax at the rate of one-fourth of one percent to undertake projects as described in Section 4B of Article 5190.6, including but not limited to projects for the promotion of learning centers, including but not limited to library facilities, public parks, park facilities and events, open space improvements, municipal buildings, educational facilities, including but not limited to library facilities, and facilities for use by institutions of higher education, research and development facilities, public safety facilities, streets and roads, drainage, and related improvements, auditoriums, projects related to entertainment, and exhibition facilities, amphitheaters, concert halls, and museums, and related stores, restaurant, concession, and automobile parking facilities, related area transportation facilities, and related roads, streets, and water and sewer facilities, recycling facilities, and projects to promote job creation and retention, job training facilities, and, demolition of existing structures, and general improvements that are municipally owned, development and expansion of affordable housing, water supply facilities, water conservation programs, and targeted infrastructure and any other improvements or facilities that are related to any of the above projects and any other project that the board determines will promote new or expanded business enterprises, and the maintenance and operations expenses for any of the above described projects."

Debt Drop-off

The EDC has one existing debt service payment, which equals about \$625,000 annually. The EDC will make their last payment on this 2012 Sales Tax Refunding Bond in FY 21-22.

| FY 21-22 | FY 22-23 | FY 23-24 | FY 24-25 | FY 25-26 |
|----------|--------------|--------------|--------------|--------------|
| + \$0 | + \$ 625,000 | + \$ 625,000 | + \$ 625,000 | + \$ 625,000 |

DEBT DROP OFF

Summary

$5_{yr} \bar{x}$ \$ 498,800
 $15_{yr} \bar{x}$ \$ 623,143

PREPARATION

SUMMARY OF PRELIMINARY ANALYSIS OF FINANCING OPTIONS

AVAILABLE OPTIONS

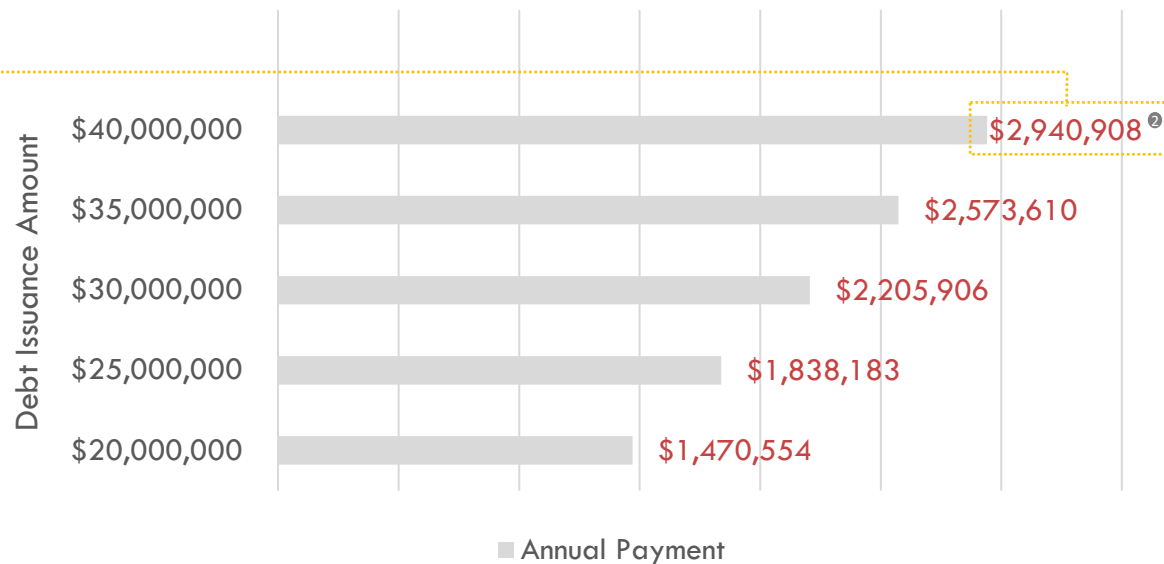
1. GENERAL OBLIGATION BONDS
2. CERTIFICATES OF OBLIGATION
3. TAX NOTES

As summarized on the preceding pages, the City and the EDC will, over the timeframe of this CIP, both have an influx of revenue as a result of completion of payments of debt service and Chapter 380 Agreements. The annual average of this revenue influx is:

| | OVER 5 YR CIP | OVER 15 YRS (approximate lifespan of new debt service) |
|--------------|---------------------|---|
| CITY | \$ 2,493,000 | \$ 3,361,993 |
| EDC | \$ 498,800 | \$ 623,143 |
| TOTAL | \$ 2,991,800 | \$ 3,943,533 |

Based on prevailing interest rates at the time of adoption of this CIP, this revenue influx equates to the City and EDC being able to issue approximately \$40,000,000 in new debt¹ without impacting the remainder of their respective budgets, without raising property taxes, without making any assumptions about growth in sales tax revenues, without changing any of the City's cautious financial risk management policies, and without borrowing from the City's 'savings' or reserves.

Annual Debt Service Payment



ASSUMPTIONS

2% interest | 15 years payment schedule | funds able to be used within 3 years

callable

deferred payments

City-EDB coordination of debt issuance

NOTES

¹ Jointly. Based on 15-16 year payback period.

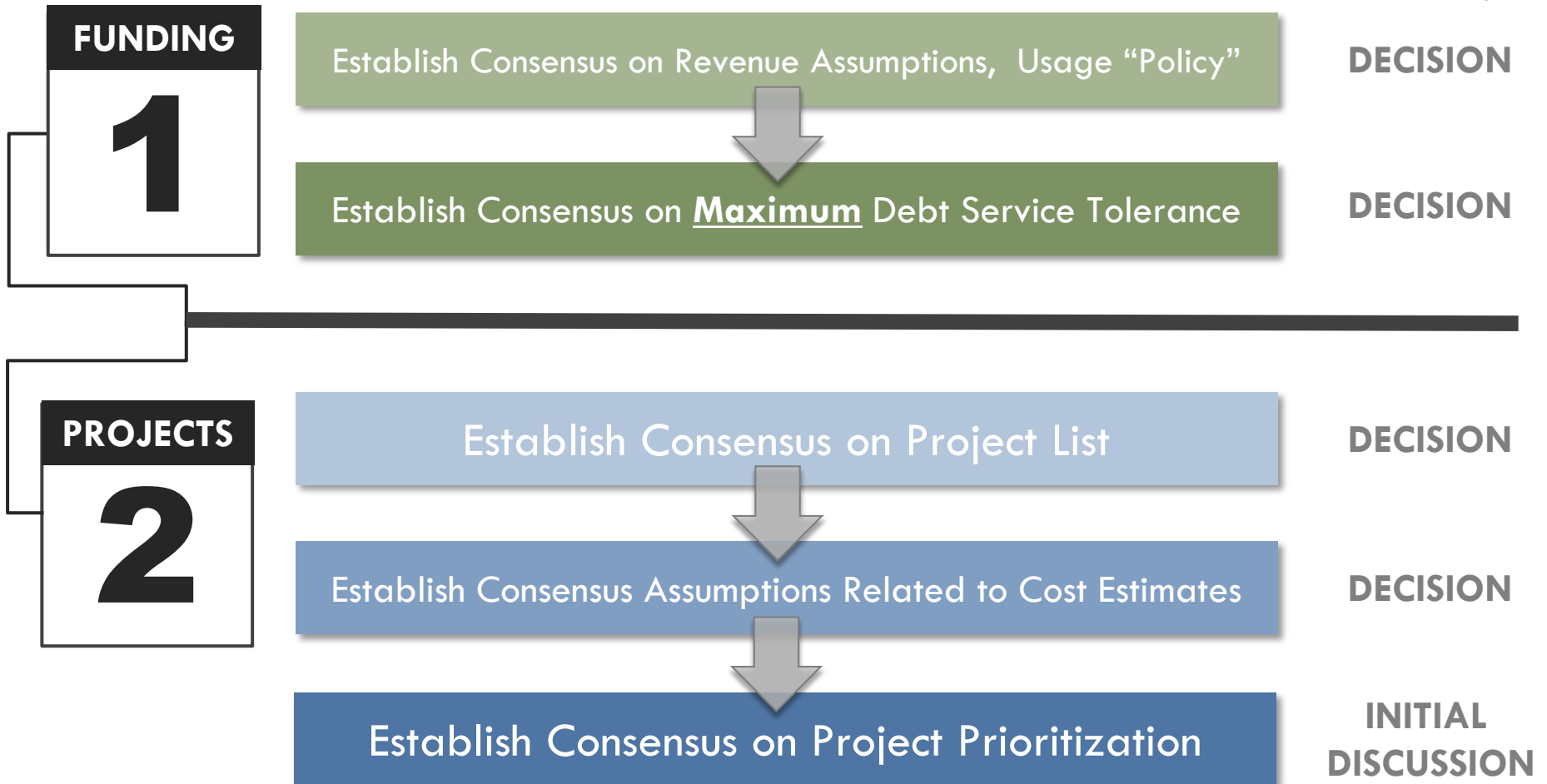
² Annual payment incorporates interest at approximately 2%.

COUNCIL ANALYSIS

— JULY 16, 2021 —

City Council held their first workshop to discuss the list of potential Capital Improvements Plan projects and potential funding mechanisms.

Goal for 7/16



COUNCIL ANALYSIS

— JULY 16, 2021 —

City Council held their first workshop to discuss the list of potential Capital Improvements Plan projects and potential funding mechanisms.

Goal for 7/16

FUNDING

1

Establish Consensus on Revenue Assumptions, Usage “Policy”

DECISION



Establish Consensus on Maximum Debt Service Tolerance

DECISION

SUMMARY OF DISCUSSION

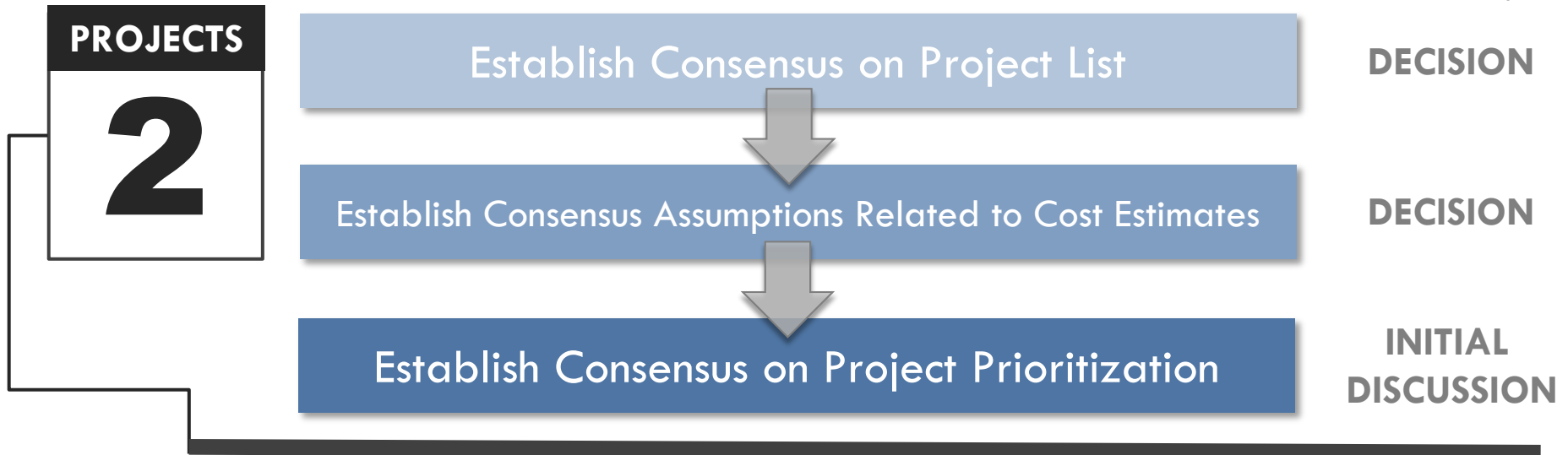
- High degree of comfort issuing debt. Use as primary funding source.
- Partner with EDC, which expressed high degree of comfort issuing more debt than current debt payments.
- Generally balance City debt issuance with City debt drop-off
- Limit use of City General Fund/Reserve Fund
- Use HOT, Beautification, TIA as appropriate and available.
- Certain projects are of a priority level that require guaranteed funding, i.e. not TIA or “other” (donations/grants/developer contribution)

COUNCIL ANALYSIS

— JULY 16, 2021 —

City Council held their first workshop to discuss the list of potential Capital Improvements Plan projects and potential funding mechanisms.

Goal for 7/16



SUMMARY OF DISCUSSION

- Add Willie Way construction as a high priority project.
- Retain all projects but Vail Divide Turn Lane, which may require further evaluation for appropriateness given new school traffic patterns.
- Some projects may need to be implemented outside of original five-year framework, but should be kept on list.
- Use experience-based, but conservative approach to project cost estimate methodology, including, where appropriate, a 10% contingency and fees for project management.

COUNCIL ANALYSIS

— A U G U S T 26, 2021 —

City Council held their second workshop to continue discussion of the draft Capital Improvements Plan. During the meeting, Council:

- **Affirmed goals and priorities established in the first workshop.**
- **Received an update on feedback from the Economic Development Board, a proposed partner in funding the CIP, and conversations staff had with the West-Travis County Public Utility Agency and City consultants and advisors.**
- **Reviewed and affirmed refined project cost estimates.**
- **Reviewed and affirmed the proposed project list and framework for implementation.**
- **Did not make any modifications to the material presented.**
- **Directed staff to prepare the content presented in a format suitable for adoption in the subsequent 30-45 days.**

COUNCIL ADOPTION

— OCTOBER 26, 2021 —

City Council the City's FY 21/22 to FY 25/26 Capital Improvements Plan:

| | |
|----------------|----------------|
| Mayor | Kara King |
| Mayor Pro Tem | Andrew Clark |
| Council Member | Kevin Hight |
| Council Member | Courtney Hohl |
| Council Member | Andrea Willott |



PROJECTS



SUMMARY OF PROJECTS

ROADS

| | | |
|--|-----|---------------------------|
|  | RI | INTERSECTION IMPROVEMENTS |
|  | TL | TURN LANE |
|  | TS | TRAFFIC SIGNAL |
|  | RW | ROAD WIDENING |
|  | RE | ROAD EXTENSION |
|  | MPB | MULTI-PURPOSE BRIDGE |
|  | RB | ROADWAY BEAUTIFICATION |

\$18,985,000

18

Sources

- Comprehensive Plan
- Thoroughfare Plan
- Traffic Impact Analyses
- Interlocal Agreements
- TXDOT

PEDESTRIAN

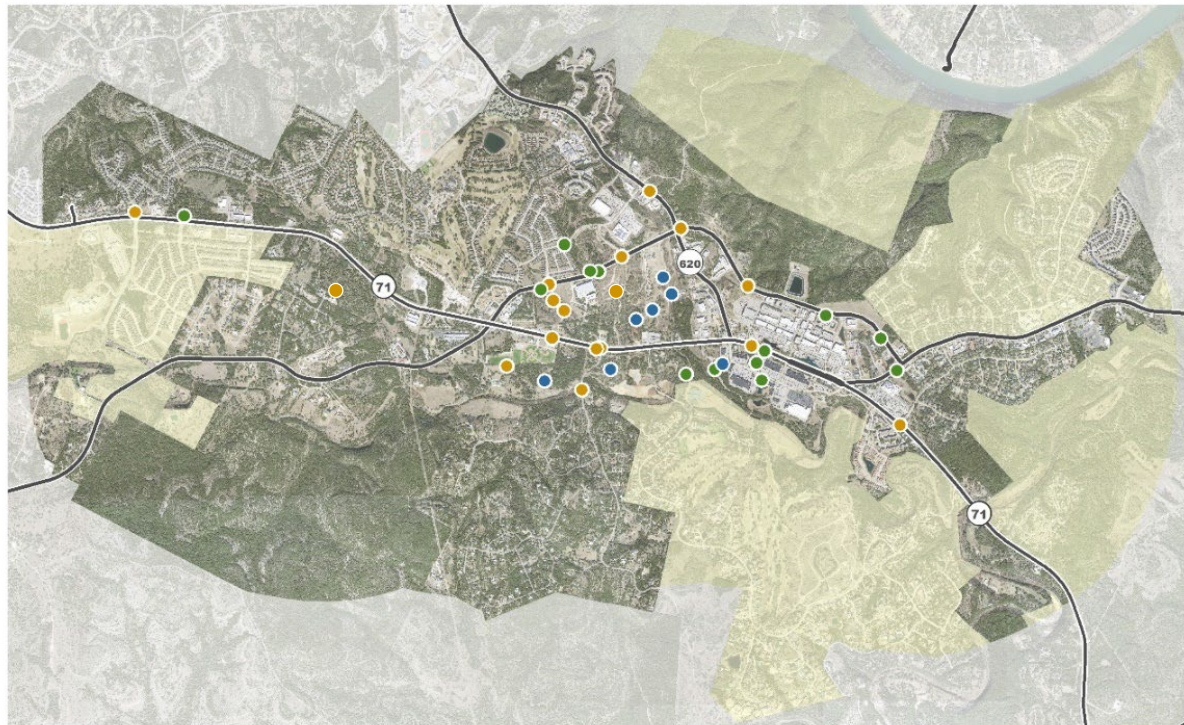
| | | |
|---|-----|-------------------|
|  | SUP | SPECIAL USE PATH |
|  | PB | PEDESTRIAN BRIDGE |
|  | SW | SIDEWALK |
|  | PG | PARK GENERAL |

\$11,445,000

14

Sources

- Comprehensive Plan
- Connectivity Plan



FAILICTIES

| | | |
|---|------|-----------------------|
|  | PD | POLICE STATION |
|  | BCCP | BEE CAVE CENTRAL PARK |
|  | BR | BROWN PROPERTY |
|  | CH | CITY HALL RELOCATION |
|  | LIB | LIBRARY RELOCATION |
|  | PA | PROPERTY ACQUISITION |

\$73,555,000

10

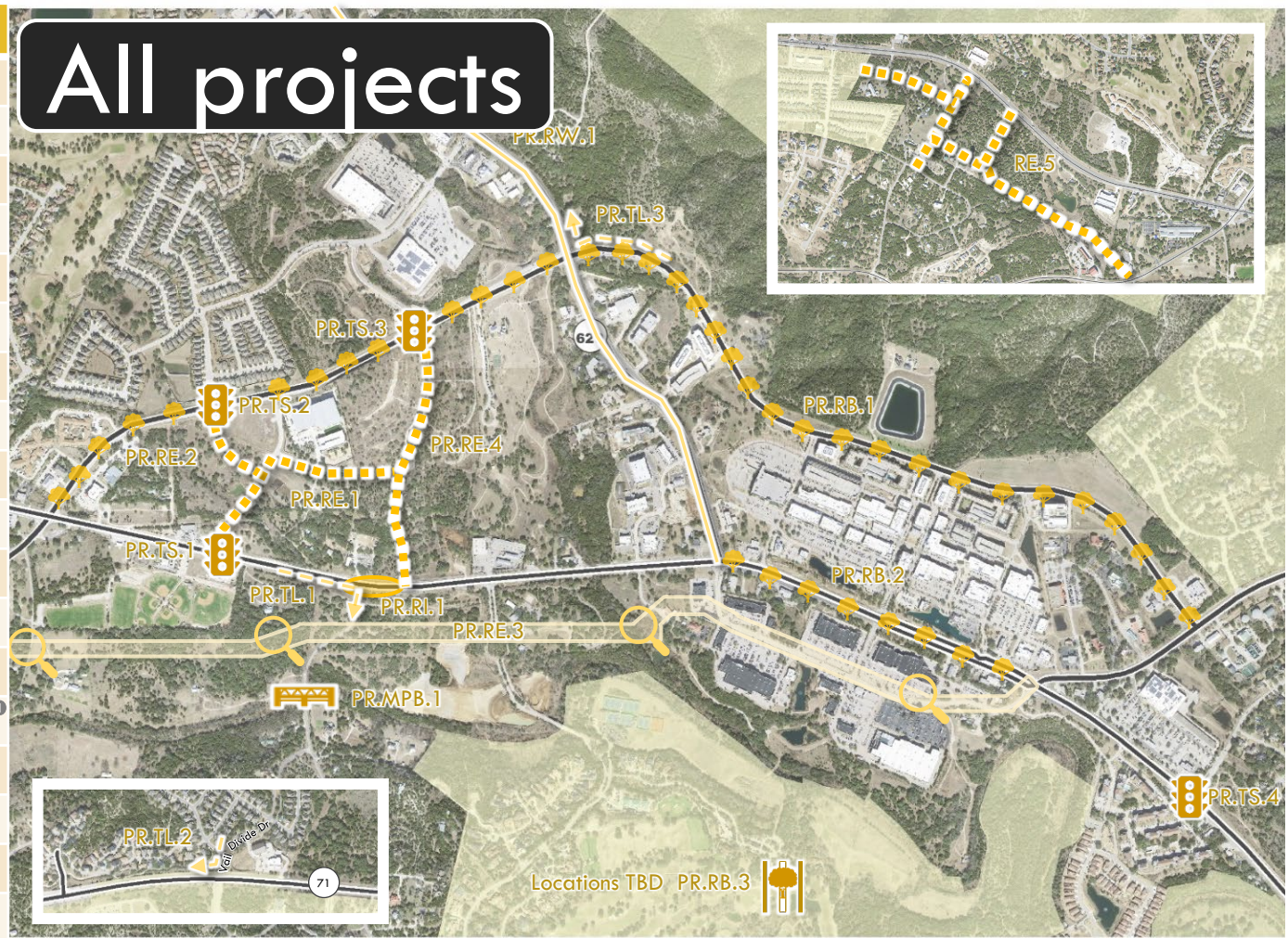
Sources

- Comprehensive Plan
- Connectivity Plan
- Central Park Master Plan
- Police Department and Library Needs Analyses
- Council discussions related to Brown Property

The projects are organized in three broad categories: public roads; pedestrian projects and associated parklets; and buildings and facilities, which encompasses major City properties and potential future land acquisitions. The total dollar figure in each category represents projected project cost, excluding interest.

PUBLIC ROAD PROJECTS

| COST EST | | |
|----------|--------------------------------|---------------------|
| RI.1 | GDD/71 Inters Improvements | \$ 140,000 |
| TL.1 | GDD/71 right turn lane | \$ 120,000 |
| TL.2 | Vail Divide/71 right turn lane | \$ 115,000 |
| TL.3 | BCP/620 right turn lane | \$ 1,300,000 |
| TS.1 | Skaggs/SH 71 signal | \$ 460,000 |
| TS.2 | Tordera Blvd/BCP signal | \$ 390,000 |
| TS.3 | Willie Way/BCP signal | \$ 350,000 |
| TS.4 | Uplands/SH 71 signal | \$ 460,000 |
| RW.1 | RR 620 Road Widening | \$ 5,000,000 |
| RE.1 | Skaggs Pkwy/ Street A Ext. | \$ 890,000 |
| RE.2 | Tordera Blvd Extension | \$ 525,000 |
| RE.3 | Hamilton Pool Ext-study ONLY | \$ 120,000 |
| RE.4 | Willie Way Extension | \$ 5,540,000 |
| RE.5 | 71/HPR Nbr'hood Collector Ph 1 | \$ TBD ¹ |
| MPB.1 | GDD Bridge | \$ 2,800,000 |
| RB.1 | BCP Median Beautification | \$ 440,000 |
| RB.2 | 71 Median Beautification | \$ 175,000 |
| RB.3 | City-wide Ident Signage | \$ 300,000 |



NOTES

¹ Based on this segment being on the Throughfare Plan and the degree of development interest in the area, it is expected that this project will need to be built within the timeframe of this CIP and may need to be at least partially funded by the City. However, the scope, funding sources, and timing are still TBD.



RI INTERSECTION IMPROVEMENTS



TL TURN LANE



TS TRAFFIC SIGNAL



RW ROAD WIDENING



RE ROAD EXTENSION



MPB MULTI-PURPOSE BRIDGE



RB ROADWAY BEAUTIFICATION

PUBLIC ROAD PROJECTS

21/22

F
E

| | | |
|------|----------------------------|--------|
| RI.1 | GDD/71 Inters Improvements | DESIGN |
|------|----------------------------|--------|

| | | |
|------|------------------------|-----------|
| TL.1 | GDD/71 right turn lane | CONSTRUCT |
|------|------------------------|-----------|

| | | |
|------|--------------------------------|--|
| TL.2 | Vail Divide/71 right turn lane | |
|------|--------------------------------|--|

| | | |
|------|-------------------------|--|
| TL.3 | BCP/620 right turn lane | |
|------|-------------------------|--|

| | | |
|------|---------------------|--|
| TS.1 | Skaggs/SH 71 signal | |
|------|---------------------|--|

A
A

| | | |
|------|-------------------------|--------|
| TS.2 | Tordera Blvd/BCP signal | DESIGN |
|------|-------------------------|--------|

| | | |
|------|-----------------------|--------|
| TS.3 | Willie Way/BCP signal | DESIGN |
|------|-----------------------|--------|

| | | |
|------|----------------------|--|
| TS.4 | Uplands/SH 71 signal | |
|------|----------------------|--|

| | | |
|------|----------------------|--|
| RW.1 | RR 620 Road Widening | |
|------|----------------------|--|

A
A

| | | |
|------|---------------------------|--------|
| RE.1 | Skaggs Pkwy/Street A Ext. | DESIGN |
|------|---------------------------|--------|

| | | |
|------|------------------------|--------|
| RE.2 | Tordera Blvd Extension | DESIGN |
|------|------------------------|--------|

G
A

| | | |
|------|------------------------------|-------|
| RE.3 | Hamilton Pool Ext-study ONLY | STUDY |
|------|------------------------------|-------|

| | | |
|------|----------------------|--------|
| RE.4 | Willie Way Extension | DESIGN |
|------|----------------------|--------|

C
D

| | | |
|------|--------------------------------|--------|
| RE.5 | 71/HPR Nbr'hood Collector Ph 1 | DESIGN |
|------|--------------------------------|--------|

| | | |
|-------|------------|--------|
| MPB.1 | GDD Bridge | DESIGN |
|-------|------------|--------|

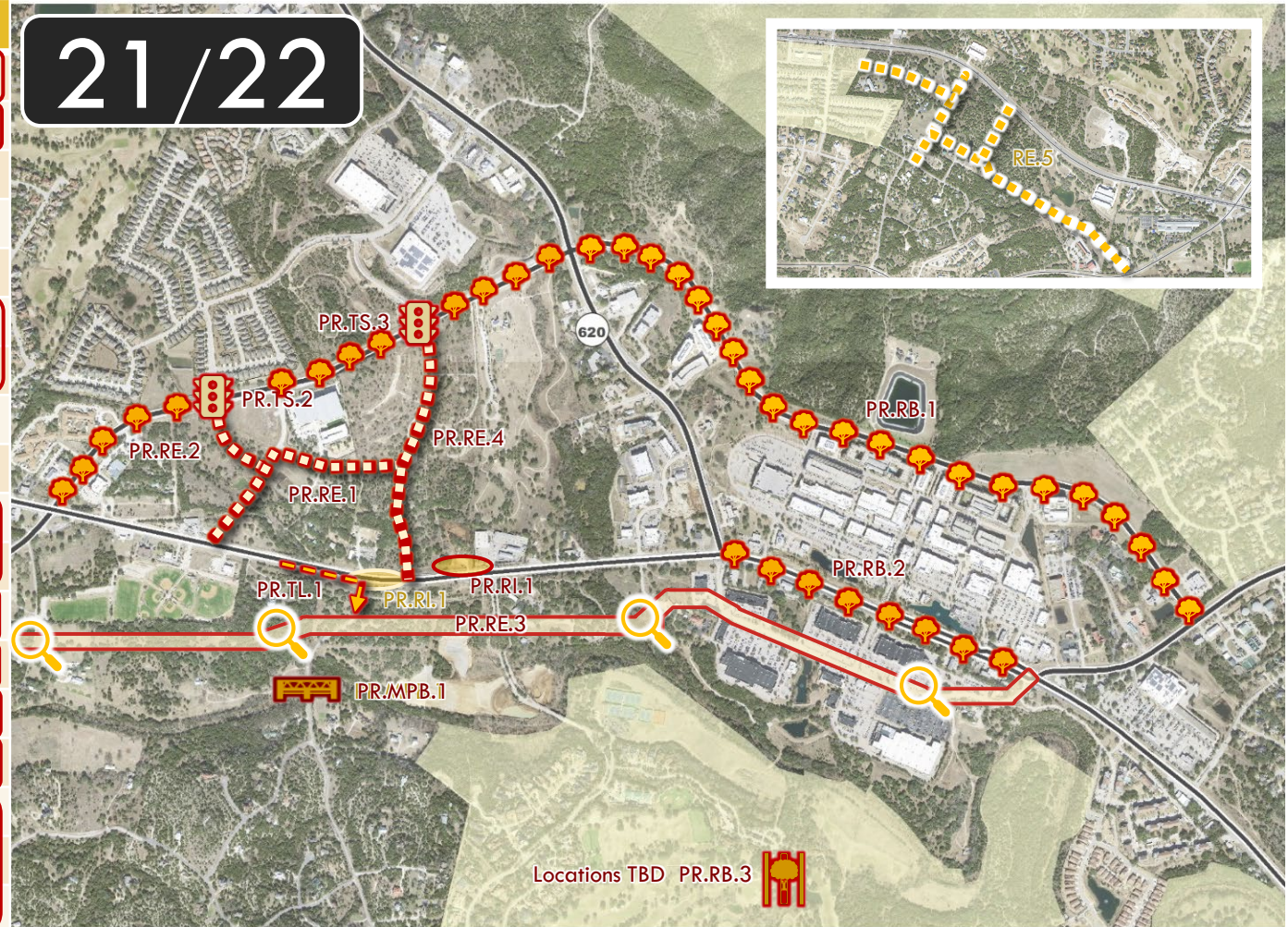
B
B

| | | |
|------|---------------------------|--------|
| RB.1 | BCP Median Beautification | DESIGN |
|------|---------------------------|--------|

| | | |
|------|--------------------------|--------|
| RB.2 | 71 Median Beautification | DESIGN |
|------|--------------------------|--------|

B

| | | |
|------|-------------------------|--------|
| RB.3 | City-wide Ident Signage | DESIGN |
|------|-------------------------|--------|



Locations TBD PR.RB.3

21

TOWN CENTER ROADS & SIGNALS

- Funding:** Staff, General Fund, TIA (PR.TS.3)
- Timing Factors:**
 - Development of Skaggs tract (workforce housing), Backyard
 - Central Park infrastructure construction
 - Partial alternative to RR 620 when under construction.

DESIGN

MEDIAN BEAUTIFICATION

- Funding:** General Fund
- Timing Factors:**
 - Set up for grant acquisition
 - Backyard PID
 - Related to City ident. signage proj.

DESIGN

71/HPR N'HOOD COLLECTOR

- Funding:** General Fund
- Timing Factors:**
 - High development pressure in area
 - Coincides with HPR study

DESIGN

GREAT DIVIDE DR (GDD) BRIDGE

- Funding:** General Fund
- Timing Factors:**
 - MOU with Travis County
 - Brown Master Plan

DESIGN

GDD TURN LANE

- Funding:** TIA
- Timing Factors:**
 - In-house design/coord w/TXDOT
 - Coincides with VOSO construction

DESIGN

GDD INNOVATIVE INTERSECTION

- Funding:** Staff/TXDOT
- Timing Factors:**
 - General safety
 - Village of Spanish Oaks
 - Willie Way (left NB turns)

DESIGN

HPR EXTENSION STUDY

- Funding:** General Fund
- Timing Factors:**
 - Brown Master Plan
 - Village at Spanish Oaks Parcel A
 - Skaggs/71 Signal

ANALYSIS

PUBLIC ROAD PROJECTS

22/23

E

| | | |
|------|--------------------------------|--------|
| RI.1 | GDD/71 Inters Improvements | |
| TL.1 | GDD/71 right turn lane | |
| TL.2 | Vail Divide/71 right turn lane | |
| TL.3 | BCP/620 right turn lane | DESIGN |
| TS.1 | Skaggs/SH 71 signal | |

A

| | | |
|------|-------------------------|-----------|
| TS.2 | Tordera Blvd/BCP signal | CONSTRUCT |
| TS.3 | Willie Way/BCP signal | CONSTRUCT |

A

| | | |
|------|----------------------|--|
| TS.4 | Uplands/SH 71 signal | |
| RW.1 | RR 620 Road Widening | |

A

| | | |
|------|---------------------------|-----------|
| RE.1 | Skaggs Pkwy/Street A Ext. | CONSTRUCT |
| RE.2 | Tordera Blvd Extension | CONSTRUCT |

A

| | | |
|------|------------------------------|--|
| RE.3 | Hamilton Pool Ext-study ONLY | |
|------|------------------------------|--|

A

| | | |
|------|----------------------|-----------|
| RE.4 | Willie Way Extension | CONSTRUCT |
|------|----------------------|-----------|

C

| | | |
|------|--------------------------------|-----------|
| RE.5 | 71/HPR Nbr'hood Collector Ph 1 | CONSTRUCT |
|------|--------------------------------|-----------|

B

| | | |
|-------|------------|-----------|
| MPB.1 | GDD Bridge | CONSTRUCT |
|-------|------------|-----------|

D

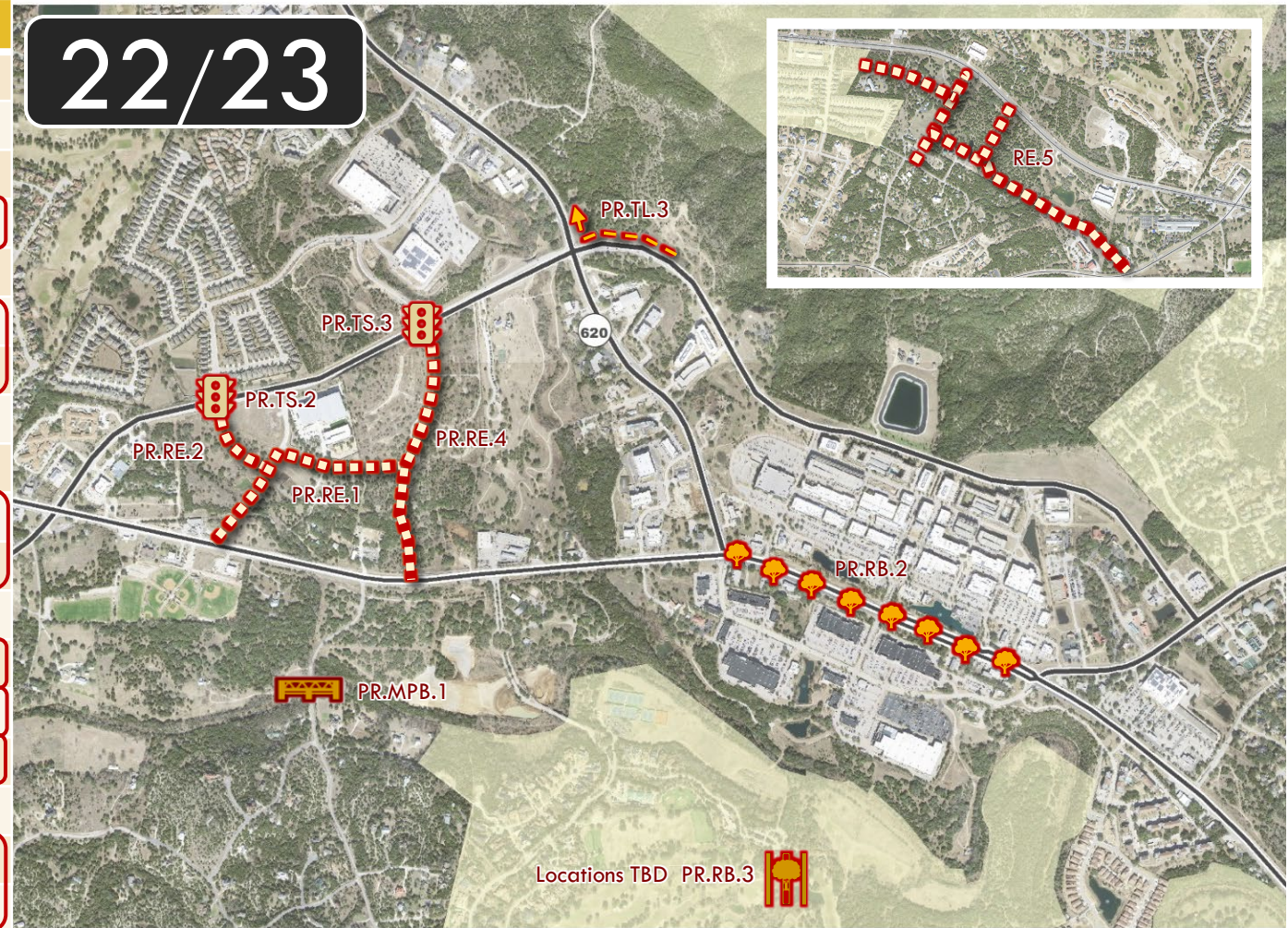
| | | |
|------|---------------------------|--|
| RB.1 | BCP Median Beautification | |
|------|---------------------------|--|

D

| | | |
|------|--------------------------|-----------|
| RB.2 | 71 Median Beautification | CONSTRUCT |
|------|--------------------------|-----------|

D

| | | |
|------|-------------------------|-----------|
| RB.3 | City-wide Ident Signage | CONSTRUCT |
|------|-------------------------|-----------|



22

TOWN CENTER ROADS & SIGNALS

- Funding:** TIA, EDC Bond 1, Developer contribution/PID
- Timing Factors:** ***BOND***
 - Skaggs tract future use (workforce housing)
 - Backyard construction
 - Central Park infrastructure construction
 - Partial alternative to RR 620 when under construction.

CONSTRUCTION

GREAT DIVIDE DRIVE BRIDGE

- Funding:** City Bond 1
- Timing Factors:** ***BOND***
 - MOU with Travis County
 - Brown Master Plan

CONSTRUCT

71/HPR NEIGHBORHOOD COLLECTOR

- Funding:** City Bond 1
- Timing Factors:** ***BOND***
 - High development pressure in area
 - Coincides with HPR study

CONSTRUCT

71 MEDIAN BEAUTIFICATION & CITY IDENTIFICATION SIGNAGE

- Funding:** EDC Reserves, Grant Funding (e.g. TXDOT Green Ribbon Program)
- Timing Factors:**
 - Complete ahead of RR 620 construction
 - Companion project to EDC City identification signage

CONSTRUCTION

BCP/620 NB RIGHT TURN LANE

- Funding:** Staff
- Timing Factors:**
 - RR 620 Construction project (coordinate funding?)
 - Wait for Terraces obligation to construct to materialize?

DESIGN

PUBLIC ROAD PROJECTS

23/24

B

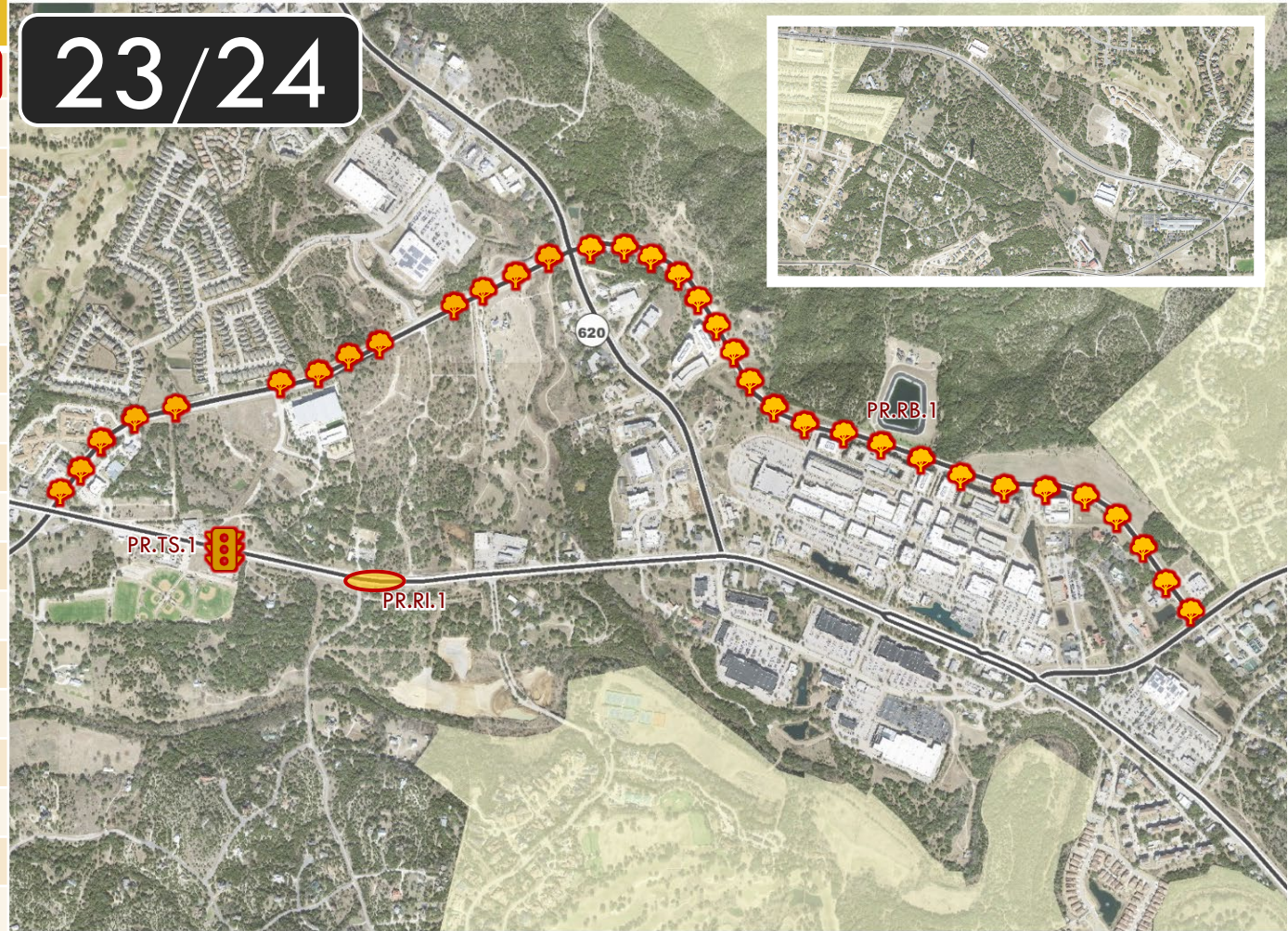
| | | |
|------|--------------------------------|-----------|
| RI.1 | GDD/71 Inters Improvements | CONSTRUCT |
| TL.1 | GDD/71 right turn lane | |
| TL.2 | Vail Divide/71 right turn lane | |
| TL.3 | BCP/620 right turn lane | |

C

| | | |
|-------|--------------------------------|--------|
| TS.1 | Skaggs/SH 71 signal | DESIGN |
| TS.2 | Tordera Blvd/BCP signal | |
| TS.3 | Willie Way/BCP signal | |
| TS.4 | Uplands/SH 71 signal | |
| RW.1 | RR 620 Road Widening | |
| RE.1 | Skaggs Pkwy/Street A Ext. | |
| RE.2 | Tordera Blvd Extension | |
| RE.3 | Hamilton Pool Ext-study ONLY | |
| RE.4 | Willie Way Extension | |
| RE.5 | 71/HPR Nbr'hood Collector Ph 1 | |
| MPB.1 | GDD Bridge | |

A

| | | |
|------|---------------------------|-----------|
| RB.1 | BCP Median Beautification | CONSTRUCT |
| RB.2 | 71 Median Beautification | |
| RB.3 | City-wide Ident Signage | |



BCP MEDIAN BEAUTIFICATION

- **Funding:** General Fund, Beautification Fund, PID/Zoning requirements?
- **Timing Factors:**
 - Buys time for WTC-PUA beneficial re-use, Backyard PID, Terraces to be farther along in design/construction.
 - Possible coordination with BCP major maintenance

CONSTRUCTION

GREAT DIVIDE DRIVE INNOVATIVE INTERSECTION

- **Funding:** TIA (VOSO)
- **Timing Factors:**
 - General safety
 - Village of Spanish Oaks
 - Study/construction of Willie Way (left NB turns)

CONSTRUCTION

SKAGGS/SH 71 SIGNAL

- **Funding:** Staff; General Fund
- **Timing Factors:** ***BOND***
 - Coordination with TXDOT, adjacent landowners on driveway locations et al
 - Greater clarity on possible benefit, basic design considerations to come from HPR extension study

DESIGN

PUBLIC ROAD PROJECTS

| | | |
|------|--------------------------------|--------------------------------|
| RI.1 | GDD/71 Inters Improvements | |
| TL.1 | GDD/71 right turn lane | |
| TL.2 | Vail Divide/71 right turn lane | |
| TL.3 | BCP/620 right turn lane | |
| B | TS.1 | CONSTRUCT |
| | TS.2 | Tordera Blvd/BCP signal |
| | TS.3 | Willie Way/BCP signal |
| A | TS.4 | DESIGN |
| | RW.1 | RR 620 Road Widening |
| | RE.1 | Skaggs Pkwy/Street A Ext. |
| | RE.2 | Tordera Blvd Extension |
| | RE.3 | Hamilton Pool Ext-study ONLY |
| | RE.4 | Willie Way Extension |
| | RE.5 | 71/HPR Nbr'hood Collector Ph 1 |
| | MPB.1 | GDD Bridge |
| | RB.1 | BCP Median Beautification |
| | RB.2 | 71 Median Beautification |
| | RB.3 | City-wide Ident Signage |



UPLANDS DR/SH 71 SIGNAL

- **Funding:** Staff; General Fund
- **Timing Factors:**
 - Assumes development project has advanced

DESIGN

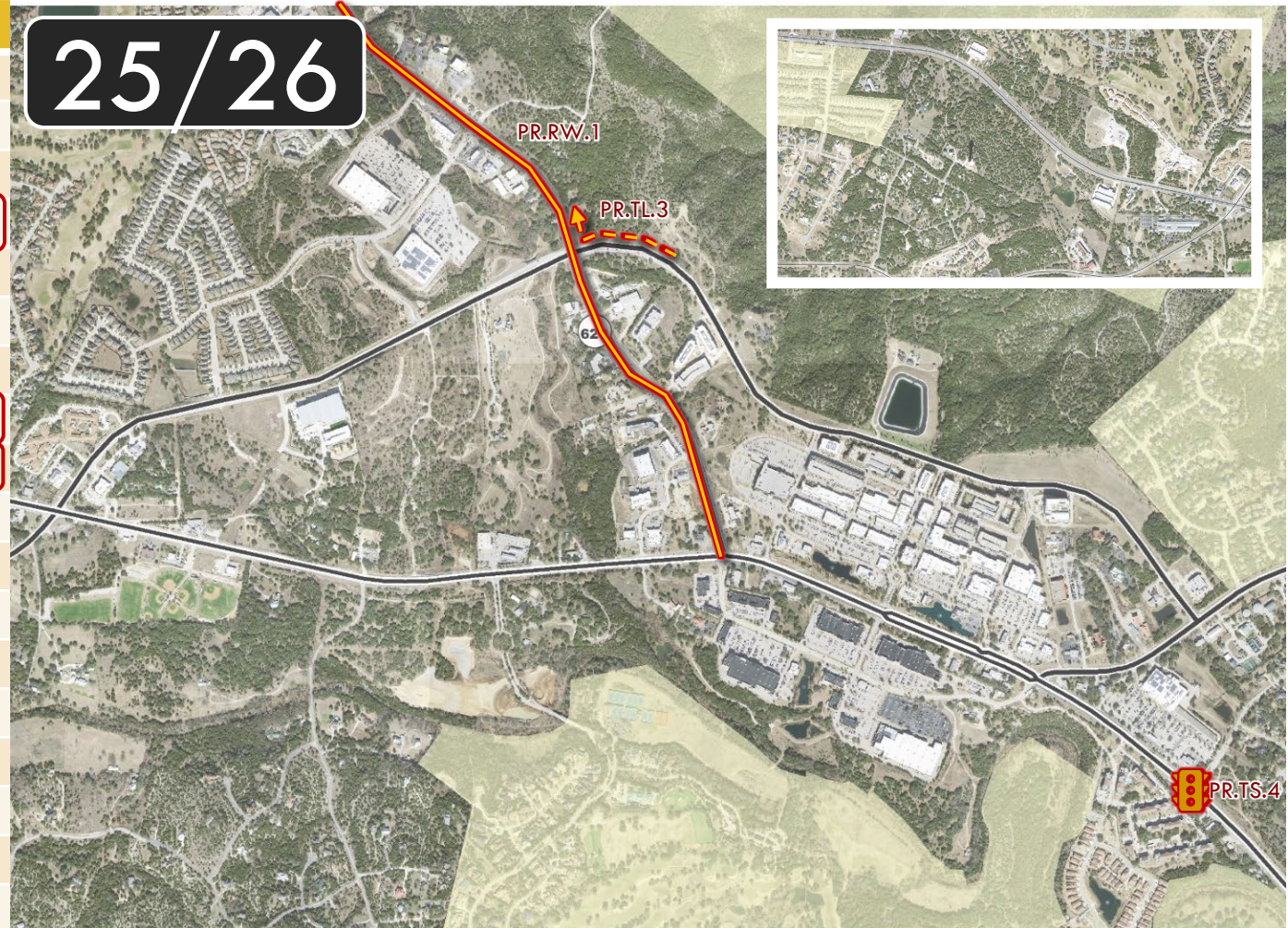
SKAGGS/SH 71 SIGNAL

- **Funding:** Staff; General Fund
- **Timing Factors:** ***BOND***
 - Less certain/second EDC bond
 - More time for more coordination with TXDOT/landowners

CONSTRUCTION

PUBLIC ROAD PROJECTS

25/26



B

C

A

| | | |
|-------|--------------------------------|-----------|
| RI.1 | GDD/71 Inters Improvements | |
| TL.1 | GDD/71 right turn lane | |
| TL.2 | Vail Divide/71 right turn lane | |
| TL.3 | BCP/620 right turn lane | CONSTRUCT |
| TS.1 | Skaggs/SH 71 signal | |
| TS.2 | Tordera Blvd/BCP signal | |
| TS.3 | Willie Way/BCP signal | |
| TS.4 | Uplands/SH 71 signal | CONSTRUCT |
| RW.1 | RR 620 Road Widening | CONSTRUCT |
| RE.1 | Skaggs Pkwy/Street A Ext. | |
| RE.2 | Tordera Blvd Extension | |
| RE.3 | Hamilton Pool Ext-study ONLY | |
| RE.4 | Willie Way Extension | |
| RE.5 | 71/HPR Nbr'hood Collector Ph 1 | |
| MPB.1 | GDD Bridge | |
| RB.1 | BCP Median Beautification | |
| RB.2 | 71 Median Beautification | |
| RB.3 | City-wide Ident Signage | |

RR 620 WIDENING PROJECT

- **Funding:** City Reserves, including forthcoming ROW proceeds; EDC Reserves
- **Timing Factors:**
 - Relatively unknown, assumed to be by a few years out. Have funds set aside now.

CONSTRUCTION

BCP/620 NB RIGHT TURN LANE

- **Funding:** TIA (Terraces, BY); TXDOT RR 620 Project
- **Timing Factors:**
 - RR 620 Construction project (coordinate funding?)
 - Wait for Terraces obligation to construct to materialize?

CONSTRUCTION

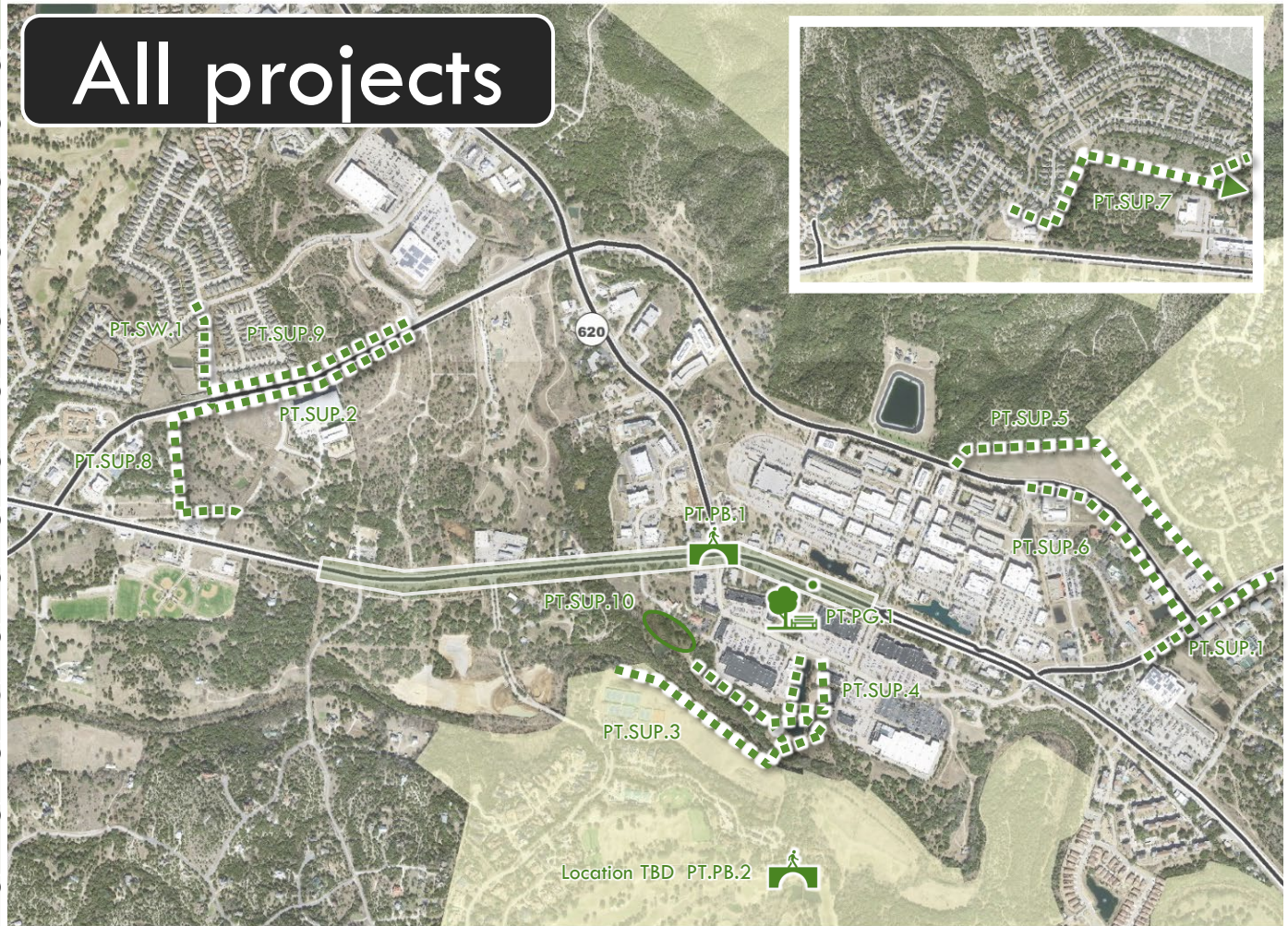
UPLANDS DR/SH 71 SIGNAL

- **Funding:** Staff; General Fund
- **Timing Factors:**
 - Assumes development project has advanced

CONSTRUCTION

PEDESTRIAN PROJECTS

| COST EST | | |
|----------|---|--------------|
| SUP.1 | Special Use Path BCR, E&W BCP | \$ 210,000 |
| SUP.2 | Special Use Path S BCP:CP- Tord | \$ 300,000 |
| SUP.3 | Special Use Path Town Center/ N&S Lit Bart Cr | \$ 400,000 |
| SUP.4 | Special Use Path Town Center around WQ pond | \$ 115,000 |
| SUP.5 | Special Use Path BCP Galleria - Lake Pointe | \$ 350,000 |
| SUP.6 | Special Use Path BCP: Gall Cir – BCR | \$ 220,000 |
| SUP.7 | Special Use Path Summit 56 | \$ 550,000 |
| SUP.8 | Special Use Path S: Tor-Willie W | \$ 195,000 |
| SUP.9 | Special Use Path N:Tor-Willie W | \$ 200,000 |
| SUP.10 | Special Use Path Sculpture Park | \$ 125,000 |
| SW.1 | Ladera Sidewalk | \$ 50,000 |
| PB.1 | Ped Bridge btw Great Divide Dr & Crosstown Pkwy | \$ 3,450,000 |
| PB.2 | Ped Bridge – location TBD | \$ 4,400,000 |
| PG.1 | 71 Ped Bridge Pocket Park | \$ 800,000 |



SUP SPECIAL
USE PATH



PB PEDESTRIAN
BRIDGE



SW SIDEWALK



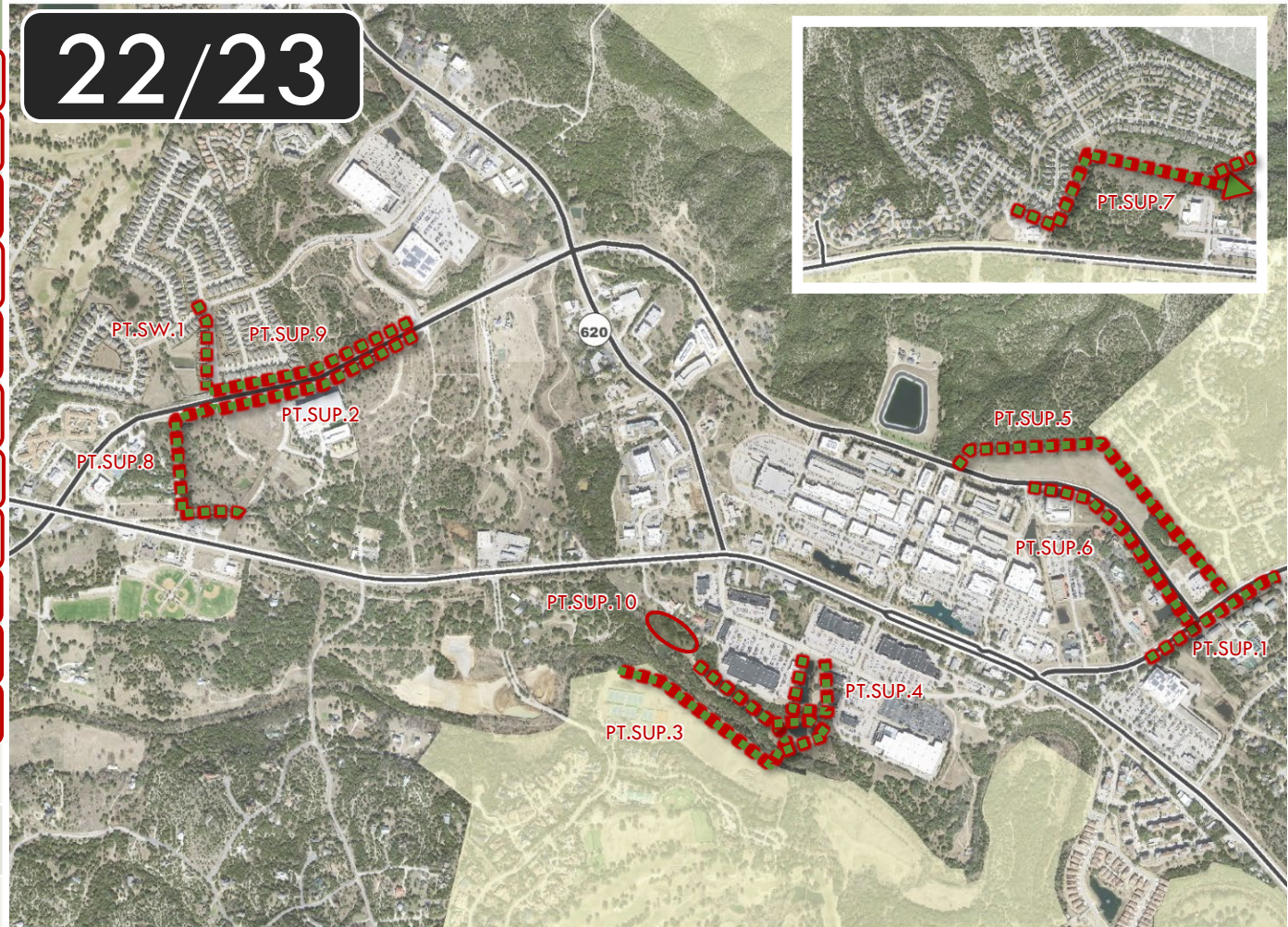
PG PARK
GENERAL

PEDESTRIAN PROJECTS

22/23

C
E
A
A
C
C
D
E
B
F
B

| | | |
|--------|---|-----------|
| SUP.1 | Special Use Path BCR, E&W BCP | CONSTRUCT |
| SUP.2 | Special Use Path S BCP:CP- Tord | CONSTRUCT |
| SUP.3 | Special Use Path Town Center/ N&S Lit Bart Cr | CONSTRUCT |
| SUP.4 | Special Use Path Town Center around WQ pond | CONSTRUCT |
| SUP.5 | Special Use Path BCP Galleria - Lake Pointe | CONSTRUCT |
| SUP.6 | Special Use Path BCP: Gall Cir – BCR | CONSTRUCT |
| SUP.7 | Special Use Path Summit 56 | CONSTRUCT |
| SUP.8 | Special Use Path S: Tor-Willie W | CONSTRUCT |
| SUP.9 | Special Use Path N:Tor-Willie W | CONSTRUCT |
| SUP.10 | Special Use Path Sculpture Park | CONSTRUCT |
| SW.1 | Ladera Sidewalk | CONSTRUCT |
| PB.1 | Ped Bridge btw Great Divide Dr & Crosstown Pkwy | |
| PB.2 | Ped Bridge – location TBD | |
| PG.1 | 71 Ped Bridge Pocket Park | |



TOWN CENTER SOUTH TRAILS

- **Funding:** EDC Reserves
- **Timing Factors:**
 - VOSO trails, infrastructure complete
 - SUP 3 may require us to simultaneously construct SUP 4

CONSTRUCT

BEE CAVE PKWY/BEE CAVE RD

- **Funding:** EDC Reserves
- **Timing Factors:**
 - Extension of current project. In easements, ROW, property we own
 - Assumes TXDOT pays for signal

CONSTRUCT

BEE CAVE PARKWAY/LADERA

- **Funding:** EDC Reserves
- **Timing Factors:**
 - No easement acquisition. Construct to coordinate with road projects.
 - Skaggs site connectivity

CONSTRUCT

LADERA SIDEWALK/BCP TRAILS

- **Funding:** EDC Reserves
- **Timing Factors:**
 - Potentially complex n'hood support
 - Coordinate w/ easement acquisition and construction of SUP.9

CONSTRUCT

SUMMIT 56 TRAILS

- **Funding:** EDC Reserves
- **Timing Factors:**
 - Complex easement acquisition requirements

CONSTRUCT

SCULPTURE PARK TRAILS

- **Funding:** EDC Reserves
- **Timing Factors:**
 - Construction of Police Department

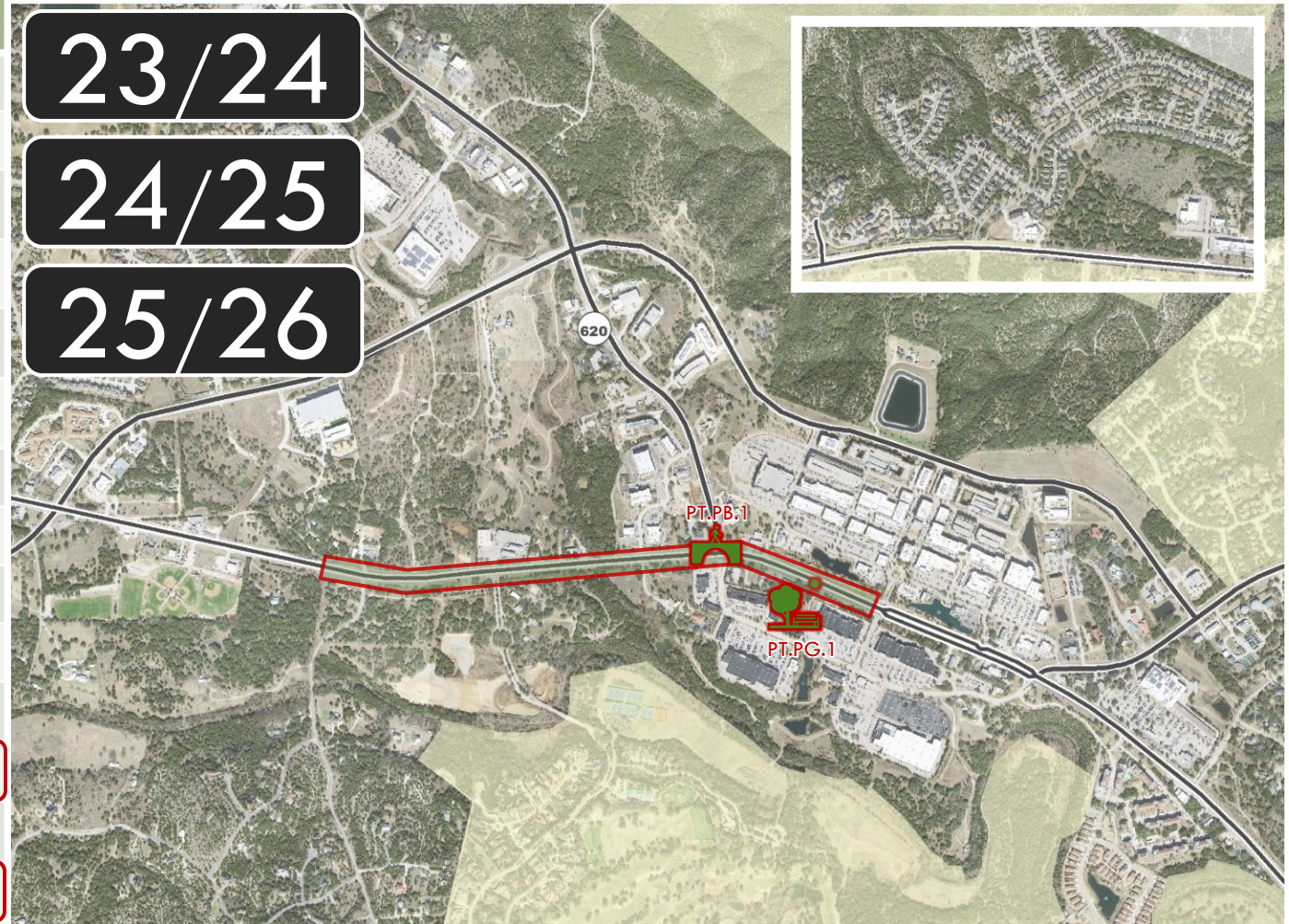
CONSTRUCT

PEDESTRIAN PROJECTS

| | | |
|------------|---|---|
| SUP.1 | Special Use Path BCR, E&W BCP | |
| SUP.2 | Special Use Path S BCP:CP- Tord | |
| SUP.3 | Special Use Path Town Center/ N&S Lit Bart Cr | |
| SUP.4 | Special Use Path Town Center around WQ pond | |
| SUP.5 | Special Use Path BCP Galleria - Lake Pointe | |
| SUP.6 | Special Use Path BCP: Gall Cir – BCR | |
| SUP.7 | Special Use Path Summit 56 | |
| SUP.8 | Special Use Path S: Tor-Willie W | |
| SUP.9 | Special Use Path N:Tor-Willie W | |
| SUP .10 | Special Use Path Sculpture Park | |
| SW.1 | Ladera Sidewalk | |
| A | PB.1 | Ped Bridge btw Great Divide Dr & Crosstown Pkwy |
| | PB.2 | Ped Bridge – location TBD |
| A | PG.1 | 71 Ped Bridge Pocket Park |

DESIGN

DESIGN



SH 71 PEDESTRIAN BRIDGE & POCKET PARK

- **Funding:** City Bond 2
- **Timing Factors:** *BOND*
 - Staff resources freed from completion of other trail segments
 - Design/Construction time gap allows for pursuit of creative outside funding, design

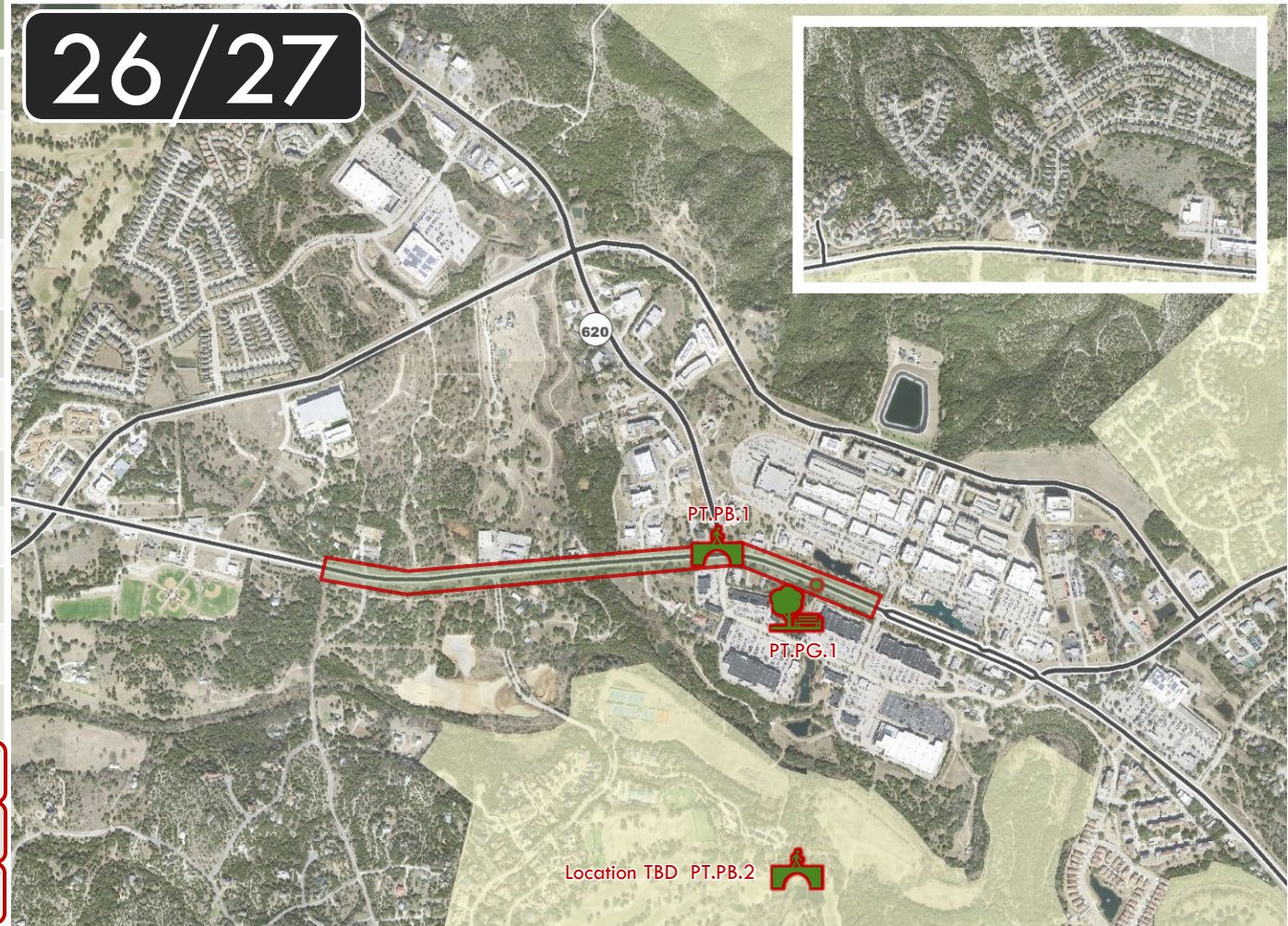
DESIGN

PEDESTRIAN PROJECTS

26/27



| | | |
|-------------|--|-----------|
| SUP.1 | Special Use Path BCR, E&W BCP | |
| SUP.2 | Special Use Path S BCP:CP- Tord | |
| SUP.3 | Special Use Path Town Center/ N&S Lit Bart Cr | |
| SUP.4 | Special Use Path Town Center around WQ pond | |
| SUP.5 | Special Use Path BCP Galleria - Lake Pointe | |
| SUP.6 | Special Use Path BCP: Gall Cir – BCR | |
| SUP.7 | Special Use Path Summit 56 | |
| SUP.8 | Special Use Path S: Tor-Willie W | |
| SUP.9 | Special Use Path N:Tor-Willie W | |
| SUP .10 | Special Use Path Sculpture Park | |
| SW.1 | Ladera Sidewalk | |
| B A A | PB.1 Ped Bridge btw Great Divide Dr & Crosstown Pkwy | CONSTRUCT |
| | PB.2 Ped Bridge – location TBD | DESIGN |
| | PG.1 71 Ped Bridge Pocket Park | CONSTRUCT |



SH 71 PEDESTRIAN BRIDGE & POCKET PARK

- **Funding:** City Bond 2
- **Timing Factors:** *BOND*
 - Staff resources freed from completion of other trail segments
 - Design/Construction time gap allows for pursuit of creative outside funding, design

CONSTRUCT

SECOND TOWN CENTER PEDESTRIAN BRIDGE

- **Funding:** City Bond 2
- **Timing Factors:** *BOND*
 - Staff resources freed from completion of other trail segments
 - Time gap allows for determination of need/location; pursuit of outside funding.

DESIGN

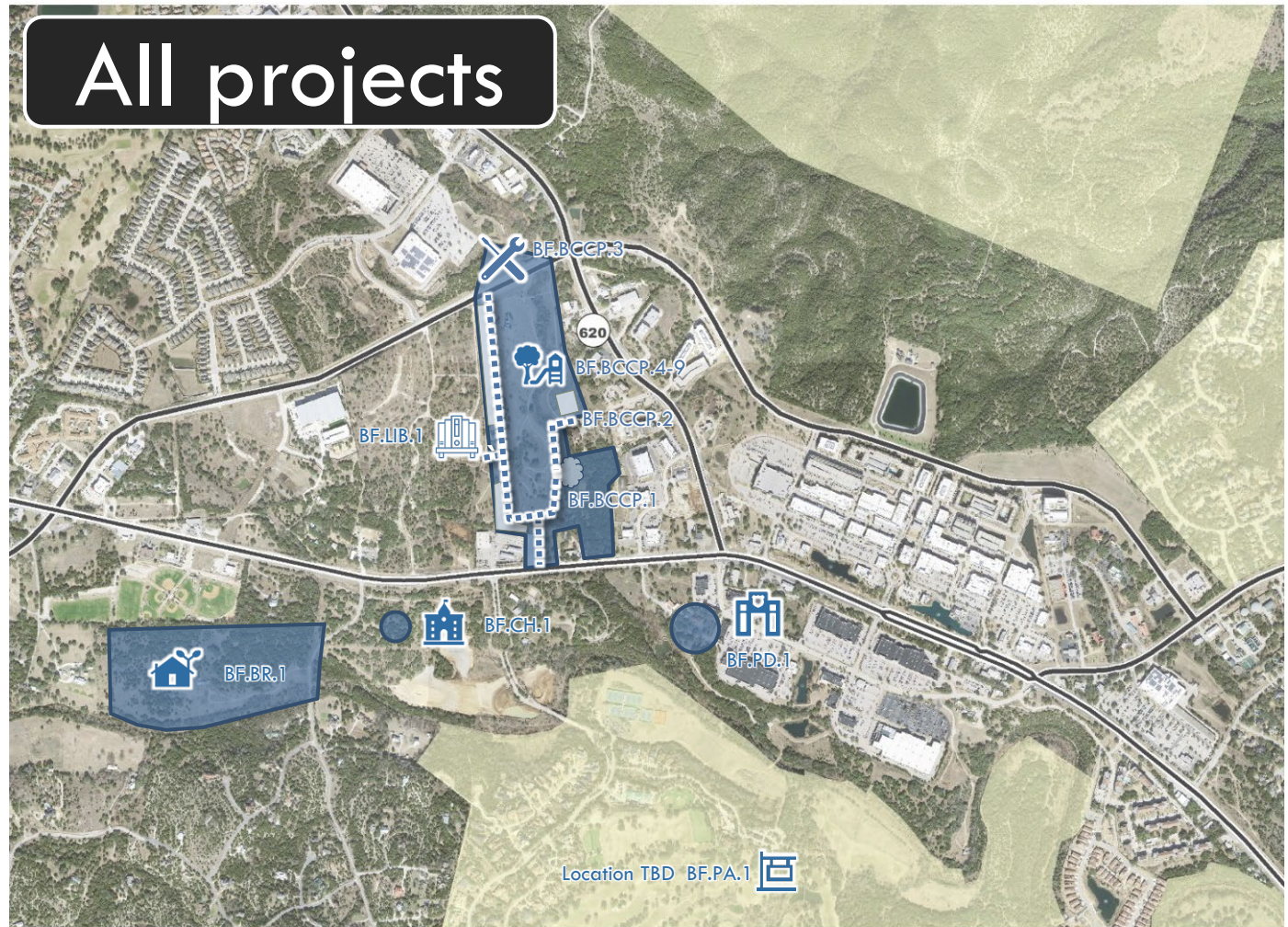
BUILDINGS AND FACILITIES PROJECTS

| COST EST* | | |
|-----------|---|--|
| PD.1 | Police HQs Construction | \$ 12,100,000 (\$ 14,256,000) ^① |
| CH.1 | City Hall Relocation | \$ 13,750,000 (\$ 16,192,000) ^① |
| LIB.1 | Library Relocation | \$ 15,000,000 (\$ 15,720,000) ^① |
| BR.1 | Brown Property Mast Plan, Infrastr, Initial Imp Earmark | \$ 6,850,000 (\$ 7,218,000) ^① |
| BCCP. 1 | BCCP Ph 1 Infrastructure | \$ 3,655,000 (\$ 4,299,000) ^① |
| BCCP. 2 | BCCP Ph 2 Infrastructure | \$ 550,000 (\$ 642,000) ^① |
| BCCP. 3 | BCCP Maint Building | \$ 775,000 (\$ 907,000) ^① |
| BCCP. 4-9 | BCCP physical programming earmark | \$ 13,875,000 ^② (\$ 15,107,000) ^① |
| PA.1 | Property Acquis. Earmark | \$ 7,000,000 (\$ 7,752,000) ^① |

- 4: Dog Park
- 5: Play-for-All/Splash Pad
- 6: Recreation Courts/Fitness Plaza
- 7: Teen Area
- 8: Disc Golf
- 9: Stage

NOTES

- ① Represents actual project cost plus projected interest.
- ② Placeholder \$ set-aside for programming during 5 year CIP period. NOT anticipated to cover all programming improvements. Completion of programming will either rely on additional funds not known today, but available in the future either within this CIP period or in future CIP periods.



PD POLICE STATION



BCCP BEE CAVE CENTRAL PARK



BR BROWN PROPERTY



CH CITY HALL RELOCATION



LIB LIBRARY RELOCATION

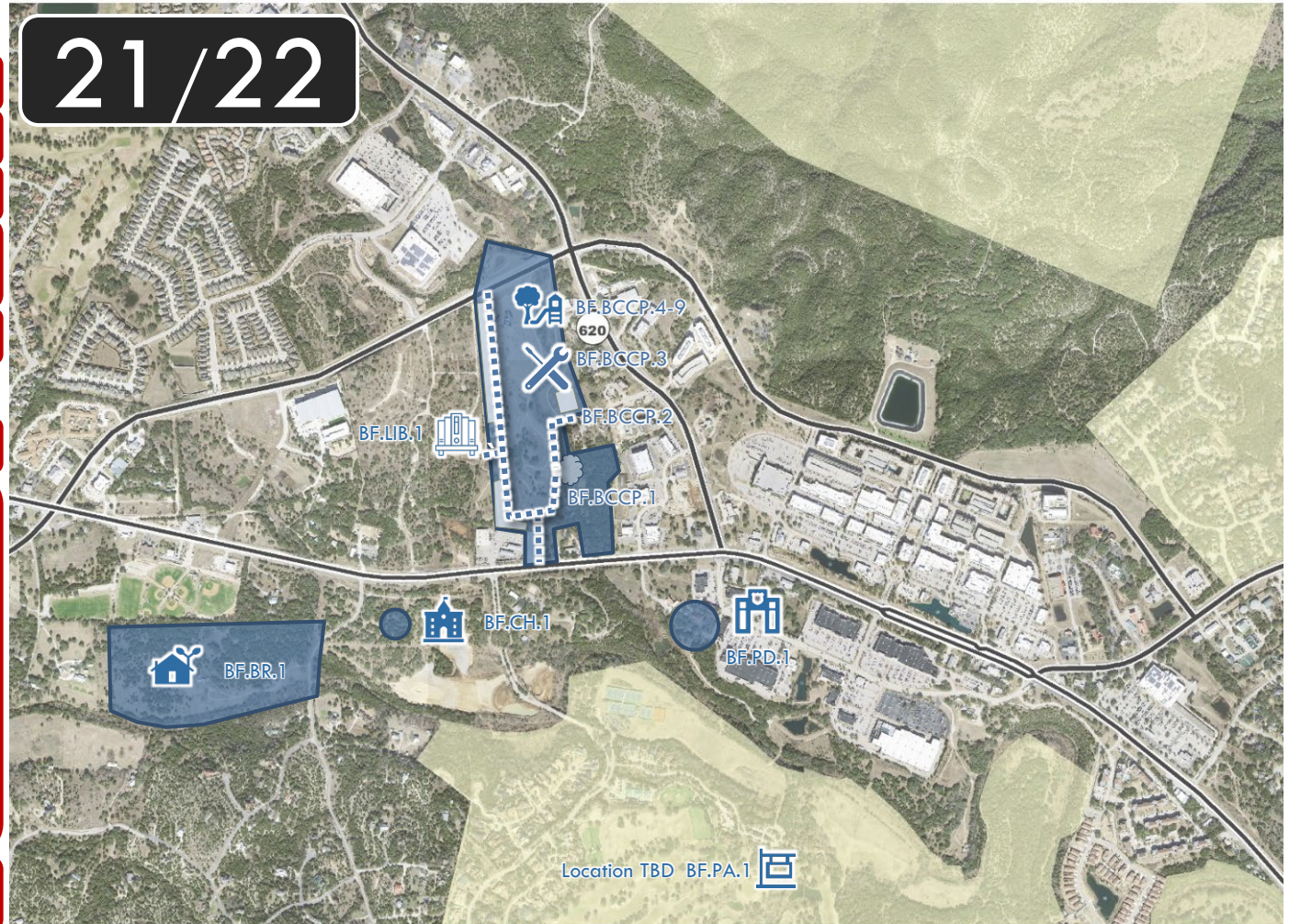


PA PROPERTY ACQUISITION

BUILDINGS AND FACILITIES PROJECTS

21/22

| COST EST* | | |
|---|-----------|---|
| A | PD.1 | Police HQs Construction |
| B | CH.1 | City Hall Relocation |
| C | LIB.1 | Library Relocation |
| D | BR.1 | Brown Property Mast Plan, Infrastr, Initial Imp Earmark |
| E | BCCP. 1 | BCCP Ph 1 Infrastructure |
| | BCCP. 2 | BCCP Ph 2 Infrastructure |
| F | BCCP. 3 | BCCP Maint Building |
| | BCCP. 4-9 | BCCP physical programming earmark |
| <ul style="list-style-type: none"> 4: Dog Park 5: Play-for-All/Splash Pad 6: Recreation Courts/Fitness Plaza 7: Teen Area 8: Disc Golf 9: Stage | | |
| H | PA.1 | Property Acquis. Earmark |
| | | PROPERTY ACQUISITION EXPLORATION |



31

POLICE HEADQUARTERS

- **Funding:** City Bond
- **Timing Factors:** ****BOND****
 - Space constraints, age of building
 - Council priority project
 - Sculpture Park

DESIGN

CITY HALL RELOCATION

- **Funding:** City Bond
- **Timing Factors:** ****BOND****
 - Village at Spanish Oaks construction
 - Private interest in purchase of existing City Hall

DESIGN & PROP ACQ

LIBRARY

- **Funding:** City Bond 1, Property sale
- **Timing Factors:** ****BOND****
 - Private interest in purchase of existing City Hall.
 - Central Park Master Plan build-out

DESIGN & PROP ACQ

BROWN PROPERTY

- **Funding:** General Fund
- **Timing Factors:**
 - Completion of property's environmental assessment
 - Public interest in access

PLANNING

BCCP PHASE 1 INFRASTRUCTURE

- **Funding:** General Fund
- **Timing Factors:**
 - Create framework for implementation of programming.
 - Existing parking demand.

DESIGN

BCCP MAINTENANCE BUILDING

- **Funding:** General Fund
- **Timing Factors:**
 - Create framework for programming implementation
 - Improve efficiency park O&M asap

DESIGN

BCCP PHYSICAL PROGRAMMING

- **Funding:** General Fund, Donations
- **Timing Factors:**
 - Set framework for design and implementation

DESIGN & PLANNING

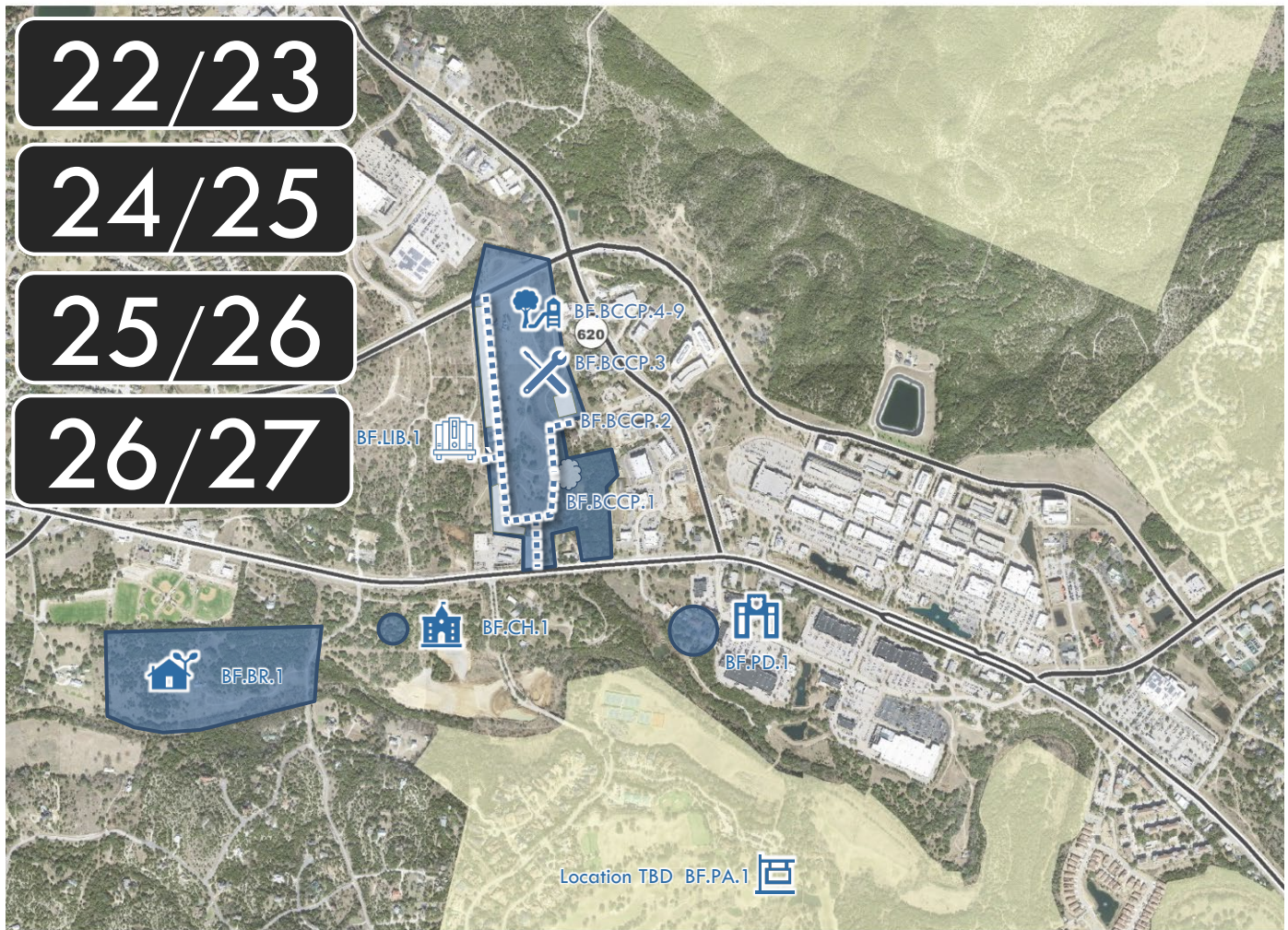
PROPERTY ACQUISITION EARMARK

- **Funding:** Tax Note
- **Timing Factors:**
 - Assumed year one issuance to provide most flexibility and have greatest theoretical impact

PROPERTY ACQ EXPLORATION

BUILDINGS AND FACILITIES PROJECTS

| COST EST* | | |
|-----------|-----------|---|
| C | PD.1 | Police HQs Construction |
| F | CH.1 | City Hall Relocation |
| E | LIB.1 | Library Relocation |
| D | BR.1 | Brown Property Mast Plan, Infrastr, Initial Imp Earmark |
| A | BCCP. 1 | BCCP Ph 1 Infrastructure |
| A | BCCP. 2 | BCCP Ph 2 Infrastructure |
| | BCCP. 3 | BCCP Maint Building |
| | BCCP. 4-9 | BCCP physical programming earmark |
| B | PA.1 | Property Acquis. Earmark |
| | | PROPERTY ACQUISITION EXPLORATION |



32

BCCP PH 1 INFRASTRUCTURE & MAINTENANCE BUILDING

- **Funding:** EDC Bond 1
- **Timing Factors:** ****BOND****
 - Coordinate with BY construction
 - Create framework for implementation of programming.
 - Existing parking demand.

CONSTRUCTION

BEE CAVE CENTRAL PARK PHYSICAL PROGRAMMING

- **Funding:** General Fund, Donations
- **Timing Factors:** ****BOND****
 - Set framework for design and implementation
 - Have community outreach data
 - NOT all amenities are anticipated to be built within this CIP period. Will be limited by available fundraising

PLANNING DESIGN, & CONSTRUCTION

POLICE HEADQUARTERS

- **Funding:** City Bond
- **Timing Factors:** ****BOND****
 - Space constraints, age of building
 - Council priority project
 - Sculpture Park

CONSTRUCTION

BROWN PROPERTY

- **Funding:** General Fund, EDC Bond 1
- **Timing Factors:**
 - Completion of property's environmental assessment
 - Public interest in access

DESIGN

LIBRARY

- **Funding:** City Bond 1, Property sale
- **Timing Factors:** ****BOND****
 - Private interest in purchase of existing City Hall.
 - Central Park Master Plan build-out

DESIGN/ CONSTRUCTION

CITY HALL RELOCATION

- **Funding:** City Bond
- **Timing Factors:** ****BOND****
 - Vill. at Spanish Oaks construction
 - Private interest in purchase of existing City Hall

DESIGN/ CONSTRUCTION



FUNDING PROGRAM



SUMMARY

CIP TOTAL: \$ 103,505,000

PROJECTED FUNDING BY SOURCE

OTHER

TOTAL: \$23,925,000

Composed of a variety of sources such as sale of City property, TXDOT, the Backyard Public Improvement District, developer zoning-related obligations, grants, and donations.

UNKNOWN

TOTAL: \$7,100,000

Tax Note: \$ 7,000,000

● Issuance Target: TBD

Because property and property purpose are unknown issuing entity is also unknown.

TBD: \$ 100,000

EDC

TOTAL: \$23,283,000

Reserves: \$ 6,265,000

EDC Bond 1: \$ 13,018,000

● Issuance Target: Spring 2022

EDC Bond 2: \$ 4,000,000

● Issuance Target: FY 24-25

CITY

TOTAL: \$50,697,000

General Fund: \$ 3,310,000

Beautification Fund: \$ 200,000

Hotel Occupancy Tax: \$ 4,500,000

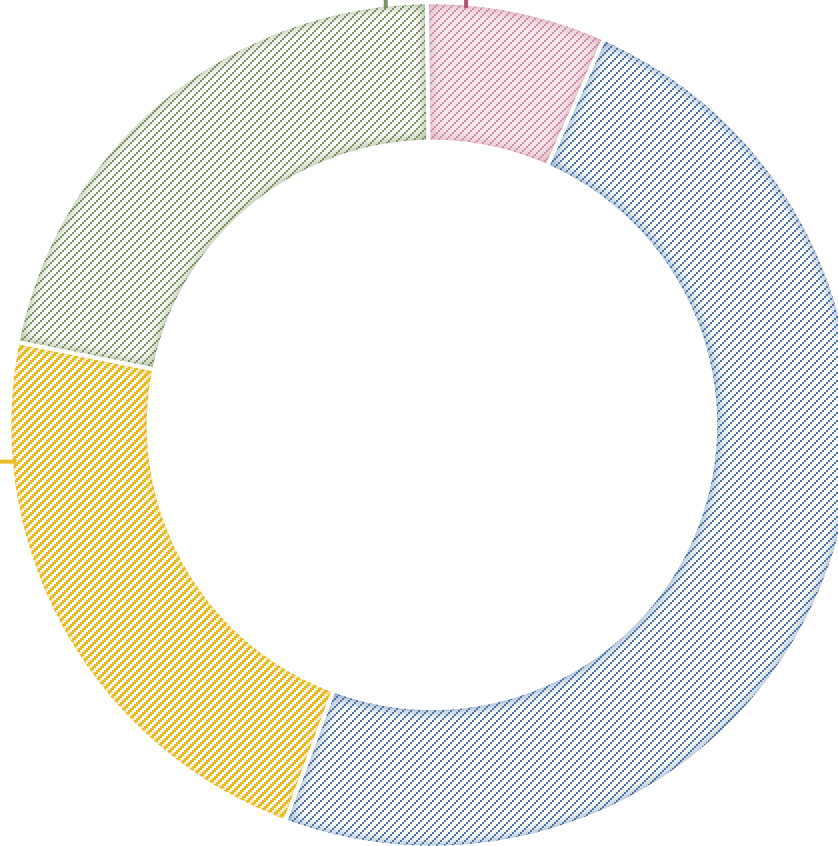
Traffic Impact Analyses \$ 1,637,000

City Bond 1: \$ 32,350,000

● Issuance Target: Spring 2022

City Bond 2: \$ 8,700,000

● Issuance Target: FY 25-26



PUBLIC ROAD PROJECTS

FUNDING SOURCES

| PROJECT COST EST | | | TENTATIVE FUNDING SOURCES | | | | | | | | | | | | |
|------------------|------------------------------------|---------------------|-----------------------------------|--------------------------|---------------------|---------------------|-------------|--------------------------|-------------------------|--------------|-------------|------------|------------|--------------------------|------------------|
| | | | General Fund: Salary ¹ | General Fund: Non-Salary | Beautification Fund | Hotel Occupancy Tax | City Bond 1 | City Bond 2 ² | Traffic Impact Analyses | EDC Reserves | EDC Bond 1 | EDC Bond 2 | Tax Note 1 | Other | Unknown |
| RI.1 | GDD/71 Inters Improvements | \$ 140,000 | \$0 | | | | | | \$140,000 | | | | | | |
| TL.1 | GDD/71 right turn lane | \$ 120,000 | \$0 | | | | | | \$120,000 | | | | | | |
| TL.2 | Vail Divide/71 right turn lane | \$ 115,000 | \$0 | \$15,000 | | | | | | | | | | | \$100,000 |
| TL.3 | BCP/620 right turn lane | \$ 1,300,000 | | | | | | | \$775,000 | | | | | \$525,000 ³ | |
| TS.1 | Skaggs/SH 71 signal | \$ 460,000 | \$0 | \$60,000 | | | | | | | | \$400,000 | | | |
| TS.2 | Tordera Blvd/ BCP signal | \$ 390,000 | \$0 | \$40,000 | | | | | \$22,000 | | \$328,000 | | | | |
| TS.3 | Willie Way/ BCP signal | \$ 350,000 | \$0 | | | | | | \$350,000 | | | | | | |
| TS.4 | Uplands/SH 71 signal | \$ 460,000 | | \$230,000 | | | | | \$230,000 | | | | | | |
| RW.1 | RR 620 Road Widening | \$ 5,000,000 | \$0 | \$1,500,000 | | | | | | \$2,500,000 | | | | \$1,000,000 ⁴ | |
| RE.1 | Skaggs Pkwy/ Street A Ext. | \$ 890,000 | \$0 | \$60,000 | | | | | | | \$830,000 | | | | |
| RE.2 | Tordera Blvd Extension | \$ 525,000 | \$0 | \$20,000 | | | | | | | \$505,000 | | | | |
| RE.3 | Hamilton Pool Ext-study ONLY | \$ 120,000 | \$0 | \$120,000 | | | | | | | | | | | |
| RE.4 | Willie Way Extension | \$ 5,400,000 | \$0 | | | | | | | | \$2,275,000 | | | \$3,125,000 ⁵ | |
| RE.5 | 71/HPR Neighborhood Collector Ph 1 | \$ TBD ⁶ | | | | | | | | | | | | | TBD ⁶ |
| MPB.1 | GDD Bridge | \$ 2,800,000 | \$0 | \$300,000 | | | \$2,500,000 | | | | | | | | |
| RB.1 | BCP Median Beautification | \$ 440,000 | \$0 | \$90,000 | \$200,000 | | | | | | | | | \$150,000 ⁷ | |
| RB.2 | 71 Median Beautification | \$ 175,000 | | \$50,000 | | | | | | | | | | \$125,000 ⁸ | |
| RB.3 | City-wide Identification Signage | \$ 300,000 | | | | | | | | \$300,000 | | | | | |
| TOTALS | | | | \$2,485,000 | \$200,000 | | \$2,500,000 | | \$1,637,000 | \$2,800,000 | \$3,938,000 | \$400,000 | | \$4,925,000 | |

NOTES

- ¹ : Notations of "General Fund: Salary" expense "\$0" indicate intention to design in house with existing staff, which has a calculable value, but not an additional, direct impact on the bottom line of the annual budget.
- ² : City Bond 2 anticipated to be issued in the last fiscal year of this CIP, FY 25-26, but payments are not anticipated to start until year 1 of the next CIP.
- ³ : "Other" \$525,000 TXDOT's RR 620 Expansion Project (portion of turn lane already part of plans.
- ⁴ : "Other" \$1,000,000 offset by payment from TXDOT's acquisition of City property for ROW.

- ⁵ : "Other" \$3,125,000 offset by Backyard Public Improvement District Bond issuance.
- ⁶ : Based on this segment being on the Throughfare Plan and the degree of development interest in the area, it is expected that this project will need to be built within the timeframe of this CIP and may need to be at least partially funded by the City. However, the scope, funding sources, and timing are still TBD.
- ⁷ : "Other" \$150,000 offset by Backyard Public Improvement District Bond issuance.
- ⁸ : "Other" \$125,000 proposed to be offset by grant funding (e.g. TXDOT green ribbon program).

PEDESTRIAN PROJECTS

FUNDING SOURCES

| PROJECT COST EST | | | TENTATIVE FUNDING SOURCES* | | | | | | | | | | | | |
|---------------------|---|--------------|--------------------------------------|-----------------------------|------------------------|------------------------|-------------|--------------------------|----------------------------|--------------|------------|------------|------------|-------|---------|
| | | | General Fund: Salary ¹ | General Fund: Non-Salary | Beautification Fund | Hotel Occupancy Tax | City Bond 1 | City Bond 2 ² | Traffic Impact Analyses | EDC Reserves | EDC Bond 1 | EDC Bond 2 | Tax Note 1 | Other | Unknown |
| SUP.1 | Special Use Path BCR, E&W BCP | \$ 210,000 | \$0 | | | | | | | \$210,000 | | | | | |
| SUP.2 | Special Use Path S BCP:CP- Tord | \$ 300,000 | \$0 | | | | | | | \$300,000 | | | | | |
| SUP.3 | Special Use Path Town Center/ N&S Lit Bart Cr | \$ 400,000 | \$0 | | | | | | | \$400,000 | | | | | |
| SUP.4 | Special Use Path Town Center around WQ pond | \$ 115,000 | \$0 | | | | | | | \$115,000 | | | | | |
| SUP.5 | Special Use Path BCP Galleria - Lake Pointe | \$ 350,000 | \$0 | | | | | | | \$350,000 | | | | | |
| SUP.6 | Special Use Path BCP: Gall Cir – BCR | \$ 220,000 | \$0 | | | | | | | \$220,000 | | | | | |
| SUP.7 | Special Use Path Summit 56 | \$ 550,000 | \$0 | | | | | | | \$550,000 | | | | | |
| SUP.8 | Special Use Path S: Tor-Willie W | \$ 195,000 | \$0 | | | | | | | \$195,000 | | | | | |
| SUP.9 | Special Use Path N:Tor-Willie W | \$ 200,000 | \$0 | | | | | | | \$200,000 | | | | | |
| SUP .10 | Special Use Path Sculpture Park | \$ 125,000 | | | | | | | | \$125,000 | | | | | |
| SW.1 | Ladera Sidewalk | \$ 50,000 | \$0 | | | | | | | \$50,000 | | | | | |
| PB.1 | Ped Bridge btw Great Divide Dr & Crosstown Pkwy | \$ 3,450,000 | | | | | | \$3,000,000 | | \$450,000 | | | | | |
| PB.2 | Ped Bridge – location TBD | \$ 4,400,000 | | | | | | \$4,400,000 | | | | | | | |
| PG.1 | 71 Ped Bridge Pocket Park | \$ 800,000 | | | | | | \$800,000 | | | | | | | |
| TOTALS | | | | | | | | \$8,200,000 | | \$3,165,000 | | | | | |

NOTES

¹: Notations of "General Fund: Salary" expense "\$0" indicate intention to design in house with existing staff, which has a calculable value, but not an additional, direct impact on the bottom line of the annual budget.

²: City Bond 2 anticipated to be issued in the last fiscal year of this CIP, FY 25-26, but payments are not anticipated to start until year 1 of the next CIP.

BUILDINGS AND FACILITIES PROJECTS

FUNDING SOURCES

| PROJECT COST EST | | | TENTATIVE FUNDING SOURCES* | | | | | | | | | | | |
|------------------|---|----------------------------|-----------------------------------|--------------------------|---------------------|---------------------|--------------|--------------------------|-------------------------|--------------|-------------|-------------|-------------|---------------------------|
| | | | General Fund: Salary ¹ | General Fund: Non-Salary | Beautification Fund | Hotel Occupancy Tax | City Bond 1 | City Bond 2 ² | Traffic Impact Analyses | EDC Reserves | EDC Bond 1 | EDC Bond 2 | Tax Note 1 | Other |
| PD.1 | Police HQs Construction | \$ 12,100,000 | | | | | \$12,100,000 | | | | | | | |
| CH.1 | City Hall Relocation | \$ 13,750,000 | | | | | \$13,750,000 | | | | | | | |
| LIB.1 | Library Relocation | \$ 15,000,000 | | | | | \$4,000,000 | | | | | | | \$11,000,000 ³ |
| BR.1 | Brown Property Mast Plan, Infrastr, Initial Imp Earmark | \$ 6,850,000 | | \$350,000 | | \$4,500,000 | | | | | \$2,000,000 | | | |
| BCCP. 1 | BCCP Ph 1 Infrastructure | \$ 3,655,000 | \$0 | \$75,000 | | | | | | | \$3,580,000 | | | |
| BCCP. 2 | BCCP Ph 2 Infrastructure | \$ 550,000 | | \$50,000 | | | | \$500,000 | | | | | | |
| BCCP. 3 | BCCP Maintenance Building | \$ 775,000 | \$0 | \$75,000 | | | | | | | \$700,000 | | | |
| BCCP. 4-9 | BCCP physical programming earmark | \$ 13,875,000 ⁴ | | \$275,000 | | | | | | \$300,000 | \$2,800,000 | 4,000,000 | | \$6,500,000 ⁵ |
| PA.1 | Property Acquis. Earmark | \$ 7,000,000 ⁶ | | | | | | | | | | | \$7,000,000 | |
| TOTALS | | | | \$825,000 | | \$4,500,000 | \$29,850,000 | \$500,000 | | \$300,000 | \$9,080,000 | \$4,000,000 | \$7,000,000 | \$6,500,000 |

NOTES

- ¹ : Notations of "General Fund: Salary" expense "\$0" indicate intention to design in house with existing staff, which has a calculable value, but not an additional, direct impact on the bottom line of the annual budget.
- ² : City Bond 2 anticipated to be issued in the last fiscal year of this CIP, FY 25-26, but payments are not anticipated to start until year 1 of the next CIP.
- ³ : "Other" \$11,000,000 is anticipated to be funded, in part, by sale of the current City Hall at 4000 Galleria Pkwy.
- ⁴ : Placeholder \$ set-aside for programming during 5 year CIP period. NOT anticipated to cover all programming improvements. Completion of programming will either rely on additional funds not known today, but available in the future either within this CIP period or in future CIP periods.
- ⁵ : "Other" \$6,500,000 is a target for grants and donations, sources TBD.
- ⁶ : This amount is an earmark of funds, only, to give the City, and potentially the EDC, within their respective financial planning structures, the flexibility to be able to purchase land not otherwise directly associated with a listed CIP project. The debt holder of this tax note is TBD. The eligibility of the EDC to be the debt holder is contingent upon the purpose of the purchase of property, which is unknown at this time.

| | | | | | FY 22-23 Expenditures | | |
|-------------------------------|------------|---|------------------------|------------------------|-----------------------|-------------|---|
| | | (ADOPTED) | (UPDATED 7/2022) | | | | |
| | Project ID | Project Name | Total Cost (incl soft) | Total Cost (incl soft) | City | EDB | FY 22-23 Expenditure Notes |
| Public Road | PR.RI.01 | Innovative Intersection Improvments at Great Divide and SH 71 | \$140,000 | \$210,000 | | | |
| | PR.TL.01 | Great Divide Drive Right Turn Lane | \$120,000 | \$180,000 | | | |
| | PR.TL.02 | Vail Divide/SH 71 New Right Turn Lane | \$115,000 | \$172,500 | \$25,000 | | Traffic analysis |
| | PR.TL.03 | BCP/RR 620 Right Turn Lane (eastern leg of intersection) | \$1,300,000 | \$1,950,000 | | | |
| | PR.TS.01 | Skaggs/SH 71 Signal | \$540,000 | \$621,000 | | | |
| | PR.TS.02 | Tordera Blvd/Bee Cave Pkwy Signal | \$390,000 | \$448,500 | | | |
| | PR.TS.03 | Willie Way Signal/Bee Cave Pkwy | \$350,000 | \$400,000 | | | |
| | PR.TS.04 | Uplands Blvd Signal | \$460,000 | \$529,000 | | | |
| | PR.RW.01 | TxDOT RR 620 Improvements | \$5,000,000 | \$5,000,000 | | | |
| | PR.RE.01 | Skaggs Pkwy/Street A Extension | \$890,000 | \$1,085,000 | | \$69,000 | Engineering support costs |
| | PR.RE.02 | Tordera Blvd Extension | \$525,000 | \$630,000 | | \$23,000 | Engineering support costs |
| | PR.RE.03 | Hamilton Pool Rd Extension | \$120,000 | \$225,000 | \$175,000 | | |
| | PR.RE.04 | Willie Way Construction | \$5,813,000 | \$8,513,000 | | \$3,000,000 | City portion of design, construction, ROW acquisition |
| | PR.MPB.01 | Great Divide Drive Bridge | \$2,800,000 | \$3,900,000 | \$450,000 | | Bridge design costs |
| | PR.RB.01 | BCP Median Beautification - Bee Cave Rd to SH 71 | \$440,000 | \$360,000 | | | |
| | PR.RB.02 | SH 71 Beautification - Bee Cave Rd to RR 620 | \$175,000 | \$240,000 | \$20,000 | | Grant acquisition support |
| | PR.RB.03 | City-wide City Identification Signage | \$300,000 | \$0 | | | |
| PUBLIC ROADS SUBTOTAL | | | \$19,478,000 | \$24,464,000 | \$670,000 | \$3,092,000 | |
| Trails/Connectivity | PT.SUP.01 | SUP-BCR east and west of intersection with BCP | \$210,000 | \$241,500 | | \$241,500 | Design/construction |
| | PT.SUP.02 | SUP-BCP west of RR 620: Central Park to Tordera Drive | \$300,000 | \$345,000 | | \$345,000 | Design/construction |
| | PT.SUP.03 | SUP-Town Center South N&S of LBC | \$400,000 | \$460,000 | | \$460,000 | Design/construction |
| | PT.SUP.04 | SUP-Town Center South around Shops WQP | \$115,000 | \$132,250 | | \$132,250 | Design/construction |
| | PT.SUP.05 | SUP-BCP east of RR 620: Galleria Circle to Lake Pointe | \$350,000 | \$402,500 | | \$402,500 | Design/construction |
| | PT.SUP.06 | SUP- BCP east of 620 Market Street to Bee Cave Rd, incl int impr | \$220,000 | \$253,000 | | \$253,000 | Design/construction |
| | PT.SUP.07 | SUP N of 71, Vail Divide Comm thru Summit 56 lots to FHW wq ponds | \$550,000 | \$632,500 | | \$632,500 | Design/construction |
| | PT.SUP.08 | SUP BCP w of 620 - Tordera to western edge of Skaggs property | \$195,000 | \$224,250 | | \$224,250 | Design/construction |
| | PT.SUP.09 | SUP BCP w of 620 - N of BCP Tordera to Willie Way | \$200,000 | \$230,000 | | \$230,000 | Design/construction |
| | PT.SUP.10 | Sculpture Park Trails | \$125,000 | \$143,750 | | | |
| | PT.SW.01 | Ladera Blvd Sidewalk | \$50,000 | \$57,500 | | \$57,500 | Design/construction |
| | PT.PB.01 | SH 71 HCG to Shops Ped Bridge & Old Backyard Trails | \$3,450,000 | \$3,967,500 | | | |
| | PT.PB.02 | Other Pedestrian Bridge/Tunnel - location TBD | \$4,400,000 | \$5,060,000 | | | |
| | PT.PG.01 | SH 71 Pedestrian Bridge Pocket Park | \$800,000 | \$920,000 | | | |
| TRAILS/CONNECTIVITY SUBTOTAL | | | \$11,365,000 | \$13,069,750 | \$0 | \$2,978,500 | |
| Buildings/Facilities | BF.BR.01 | Brown Property Master Planning & Implementation | \$6,850,000 | \$7,877,500 | \$250,000 | | Master Plan |
| | BF.PD.01 | Police Station Construction | \$12,100,000 | \$13,915,000 | \$1,250,000 | | Architecture/Site Design |
| | BF.CH.01 | City Hall Relocation & Construction | \$13,750,000 | \$15,812,500 | \$1,500,000 | | Architecture/Site Design |
| | BF.LIB.01 | Library Property Acquisition, Relocation, & Construcxtion | \$15,000,000 | \$17,250,000 | \$1,000,000 | | Architecture/Site Design |
| | BF.BCCP.01 | Central Park Improvements: Phase 1 Infrastructure | \$3,655,000 | \$4,203,250 | | \$525,000 | Engineering, Landscape Architecture, and Proj Mgr support |
| | BF.BCCP.02 | Central Park Improvements: Phase 2 Infrastructure | \$550,000 | \$632,500 | | | |
| | BF.BCCP.03 | Central Park Improvements: Maintenance Building | \$775,000 | \$891,250 | | \$75,000 | Architecture/Site Design |
| | BF.BCCP.04 | Central Park Improvements: Total Program Expenditures | \$13,875,000 | \$15,956,250 | | | |
| | BF.PA.01 | Property Acquisition Earmark | \$7,000,000 | \$8,050,000 | | | |
| BUILDINGS/FACILITIES SUBTOTAL | | | \$73,555,000 | \$84,588,250 | \$4,000,000 | \$600,000 | |
| TOTAL | | | \$104,398,000 | \$122,122,000 | \$4,670,000 | \$6,670,500 | |



***Economic Development Board Meeting
8/23/2022
Agenda Item Transmittal***

Agenda Item: 7.

Agenda Title: Discussion regarding future meeting times and dates.

Board Action:

Department: City Secretary

Staff Contact: Kaylynn Holloway, City Secretary

1. INTRODUCTION/PURPOSE

Discussion regarding future meeting times and dates.

2. DESCRIPTION/JUSTIFICATION

a) Background

If the Board does not adopt the Budget at this meeting a Special meeting will need to be called before September 13th.

b) Issues and Analysis

3. FINANCIAL/BUDGET

| | |
|---------------------|------------------|
| Amount Requested | Fund/Account No. |
| Cert. Obligation | GO Funds |
| Other source | Grant title |
| Addtl tracking info | |

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION