



CITY OF FULSHEAR
DEVELOPMENT CORPORATION
A Type "A" Economic Development Sales Tax Corporation

PO Box 279 / 30603 FM 1093 · Fulshear, Texas 77441
281-346-1796
www.fulsheartexas.gov

JOINT MEETING AGENDA

THE STATE OF TEXAS · CITY OF FULSHEAR · COUNTY OF FORT BEND

Notice is hereby given of a meeting of the City of Fulshear Development Corporation (CDC) to be **held by videoconference** on Monday, August 17, 2020 at 5:30 p.m. to consider the below stated items. **Audio, and to the extent feasible, video of the meeting, will be available to the public via the following free-of-charge videoconference link:**

<https://global.gotomeeting.com/join/851485797>

The above videoconference link allows for two-way communication with members of the public; however, to avoid disruption of the meeting by channel noise, audio feedback loops, or excessive background noise, members of the public may be muted by the presiding officer or the officer's designee except during the citizen's comments and public hearing portions of the agenda, if applicable. A recording of the meeting will be made available to the public.

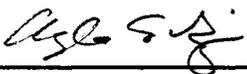
Incidental Meeting Notice: A quorum of the City of Fulshear City Council, Planning & Zoning Commission, City of Fulshear Development Corporation (Type A), Fulshear Development Corporation (Type B), Parks & Recreation Commission, Historic Preservation & Museum Commission, Zoning Board of Adjustment, or any or all of these, may be in attendance at the meeting specified in the foregoing notice, which attendance may constitute a meeting of such governmental body or bodies as defined by the Texas Open Meetings Act, Chapter 551, Texas Government Code. Therefore, in addition to the foregoing notice, notice is hereby given of a meeting of each of the above-named governmental bodies, the date, hour, place, and subject of which is the same as specified in the foregoing notice.

The Board of Directors of the City of Fulshear Development Corporation reserves the right to meet in closed/executive session for any of the below listed items should the need arise, and if authorized under the provisions of Title 5, Chapter 551, of the Texas Government Code including, but not limited to, Sections 551.071 (consultation with attorney), 551.072 (deliberations about real property), 551.073 (deliberations about gifts and donations), 551.074 (personnel matters), 551.076 (deliberations about security devices), and 551.087 (economic development negotiations).

1. Call to Order
2. Citizen's Comments – Citizens who desire to address the Corporation regarding matters on the agenda will be received at this time. The number of speakers will be limited to the first ten (10) speakers and each speaker is limited to three (3) minutes. Comments or discussion by directors will only be made at the time the subject is scheduled for consideration.

3. Public hearing on a general type of projects being proposed by the Corporation for Fiscal Year 2020-2021 being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development, the amount of which is approximately \$444,846; and specific projects being expenditures found by the Board of Directors to promote new or expanded business development for: Community Events (\$37,500); and capital project contributions for City of Fulshear CIP Project ST20B: Huggins Widening/Extension Cost Participation (\$100,000), City of Fulshear CIP Project ST20C: Texas Heritage Parkway Construction Cost Participation (\$3,875), City of Fulshear CIP Project ST20D: FM 1093 Widening Cost Participation (\$25,250), City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation (\$50,000), City of Fulshear CIP Project FPT19B: Livable Center Study Implementation (\$50,000); and City of Fulshear CIP Project D20A: West Side Drainage (\$100,000)
4. Consideration and possible action on Agreement to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform
5. Consideration and action on Resolution CDC 2020-07, a resolution of the CDC declaring a specific project of the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500
6. Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear
7. Consideration and action on financials and payables for the Corporation for the period ending June 30, 2020
8. Consideration and action on minutes of the Corporation for the July 20, 2020 Meeting
9. Hear update from City Council liaisons
10. Economic development report: Briefings or updates may be provided regarding City and Economic Development projects and programs, certificates of occupancy, conferences and meetings attended, upcoming meetings and events, business contacts and announcements, economic indicators, and administrative items
 - a) Update on COVID-19 grant program
 - b) Update on Innovation Hub Playbook Project
 - c) Update on request to review Corporation meeting schedule
 - d) Update on request to utilize a file share tool for the Corporation
11. Future agenda items
12. Announcements
13. Adjournment

Approved for posting by:



Angela Fritz, Economic Development Director



Jack Harper, City Manager

Note: In compliance with the American Disabilities Act, and to the extent applicable, this facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service must be made at least 48 business hours prior to this meeting. Please contact the City Secretary's office at 281-346-1796 for further information.

I do hereby certify that the above Notice of Meeting and Agenda was posted on Tues day, August 4, 2020 before 5:00 PM, in a place convenient and readily accessible at all times to the general public, in compliance with Chapter 551, TEXAS GOVERNMENT CODE.



Chandler Marks, Economic Development Coordinator



FULSHEAR
DEVELOPMENT CORPORATION
A Type "B" Economic Development Sales Tax Corporation

PO Box 279 / 30603 FM 1093 · Fulshear, Texas 77441
281-346-1796
www.fulsheartexas.gov

JOINT MEETING AGENDA

THE STATE OF TEXAS · CITY OF FULSHEAR · COUNTY OF FORT BEND

Notice is hereby given of a meeting of the Fulshear Development Corporation (FDC) to be **held by videoconference** on Monday, August 17, 2020 at 5:30 p.m. to consider the below stated items. **Audio, and to the extent feasible, video of the meeting, will be available to the public via the following free-of-charge videoconference link:**

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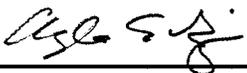
Incidental Meeting Notice: A quorum of the City of Fulshear City Council, Planning & Zoning Commission, City of Fulshear Development Corporation (Type A), Fulshear Development Corporation (Type B), Parks & Recreation Commission, Historic Preservation & Museum Commission, Zoning Board of Adjustment, or any or all of these, may be in attendance at the meeting specified in the foregoing notice, which attendance may constitute a meeting of such governmental body or bodies as defined by the Texas Open Meetings Act, Chapter 551, Texas Government Code. Therefore, in addition to the foregoing notice, notice is hereby given of a meeting of each of the above-named governmental bodies, the date, hour, place, and subject of which is the same as specified in the foregoing notice.

The Board of Directors of the Fulshear Development Corporation reserves the right to meet in closed/executive session for any of the below listed items should the need arise, and if authorized under the provisions of Title 5, Chapter 551, of the Texas Government Code including, but not limited to, Sections 551.071 (consultation with attorney), 551.072 (deliberations about real property), 551.073 (deliberations about gifts and donations), 551.074 (personnel matters), 551.076 (deliberations about security devices), and 551.087 (economic development negotiations).

1. Call to Order
2. Citizen's Comments – Citizens who desire to address the Corporation regarding matters on the agenda will be received at this time. The number of speakers will be limited to the first ten (10) speakers and each speaker is limited to three (3) minutes. Comments or discussion by directors will only be made at the time the subject is scheduled for consideration.

3. Public hearing on a general type of projects being proposed by the Corporation for Fiscal Year 2020-2021 being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development, the amount of which is approximately \$447,971; and specific projects being expenditures found by the Board of Directors to promote new or expanded business development for: Community Events (\$37,500); and capital project contributions for City of Fulshear CIP Project ST20B: Huggins Widening/Extension Cost Participation (\$100,000), City of Fulshear CIP Project ST20C: Texas Heritage Parkway Construction Cost Participation (\$3,875), City of Fulshear CIP Project ST20D: FM 1093 Widening Cost Participation (\$25,250), City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation (\$50,000), City of Fulshear CIP Project FPT19B: Livable Center Study Implementation (\$50,000); and City of Fulshear CIP Project D20A: West Side Drainage (\$100,000)
4. Consideration and possible action on Agreement to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform
5. Consideration and action on Resolution FDC 2020-07, a resolution of the FDC declaring a specific project of the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500
6. Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear
7. Consideration and action on financials and payables for the Corporation for the period ending June 30, 2020
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 - a) Update on COVID-19 grant program
 - b) Update on Innovation Hub Playbook Project
 - c) Update on request to review Corporation meeting schedule
 - d) Update on request to utilize a file share tool for the Corporation
11. Future agenda items
12. Announcements
13. Adjournment

Approved for posting by:



Angela Fritz, Economic Development Director
FDC (B) Meeting Agenda



Jack Harper, City Manager
August 17, 2020

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I do hereby certify that the above Notice of Meeting and Agenda was posted on Tuesday, August 4, 2020 before 5:00 PM, in a place convenient and readily accessible at all times to the general public, in compliance with Chapter 551, TEXAS GOVERNMENT CODE.



Chandler Marks, Economic Development Coordinator



**ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Public Hearing – FY21 Projects

ITEM/MOTION

CDC & FDC: Public hearing on a general type of projects being proposed by the Corporation for Fiscal Year 2020-2021 being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development, the amount of which is approximately \$444,846; and specific projects being expenditures found by the Board of Directors to promote new or expanded business development for: Community Events (\$37,500); and capital project contributions for City of Fulshear CIP Project ST20B: Huggins Widening/Extension Cost Participation (\$100,000), City of Fulshear CIP Project ST20C: Texas Heritage Parkway Construction Cost Participation (\$3,875), City of Fulshear CIP Project ST20D: FM 1093 Widening Cost Participation (\$25,250), City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation (\$50,000), City of Fulshear CIP Project FPT19B: Livable Center Study Implementation (\$50,000); and City of Fulshear CIP Project D20A: West Side Drainage (\$100,000)

Comments or discussion by the Boards of Directors will only be made at the time the agenda item is taken up for deliberation by the boards.

ESTIMATED EXPENDITURE:

BUDGET ACCOUNT:

SUBMITTED BY:

SUPPORTING DOCUMENTS:

Angela E. Fritz
Economic Development Director

1. Resolution No. CDC 2020-08 - July 21, 2020
2. Notice of Projects - July 26, 2020
3. Resolution No. FDC 2020-08 – July 21, 2020
4. Notice of Projects - July 26, 2020

EXECUTIVE SUMMARY

A public hearing is required by statute for Type B projects to provide members of the public an opportunity to comment on the boards' proposed projects for FY21. Public notice of the projects and this public hearing was published on July 26, 2020 in the City's paper of record, the Fort Bend Herald, beginning a 60-day wait period.

This is not a discussion item for the boards. It is a formal means by which to receive comments from the public related to the proposed expenditures. The Board Presidents will each open the public hearing, call for any comments from individuals present, and then close the public hearing.

CDC RESOLUTION NO. 2020-08

A RESOLUTION OF THE CITY OF FULSHEAR DEVELOPMENT CORPORATION (CDC), A "TYPE A" ECONOMIC DEVELOPMENT SALES TAX CORPORATION, DECLARING THE PROJECTS TO BE UNDERTAKEN BY THE CORPORATION FOR FISCAL YEAR 2020-2021, DIRECTING STAFF TO PUBLISH NOTICE OF SAME, AND SETTING A PUBLIC HEARING.

WHEREAS, the CITY OF FULSHEAR DEVELOPMENT CORPORATION (the "Corporation") was created by the City of FULSHEAR, Texas (the "City") pursuant to Chapter 504 of the Development Corporation Act, Texas local Government Code, as amended (the "Act");

WHEREAS, the City of Fulshear adopted Ordinance No. 2011-1046 on October 1, 2011, in accordance with Section 504.171 of the Texas Local Government Code approving the participation of the Corporation in projects previously authorized only for "Type B" development corporations;

WHEREAS, the Corporation wishes to participate in a general type of projects during Fiscal Year 2020-2021, being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development;

WHEREAS, the estimated total amount of expenditures for such types of general projects in fiscal year 2020-2021 is \$444,846; and

WHEREAS, the Corporation wishes to participate in specific projects during Fiscal Year 2020-2021, being expenditures for capital projects found by the Board of Directors to promote new or expanded business development;

WHEREAS, the estimated expenditures for such projects in fiscal year 2020-2021 are:

- \$37,500 for Community Events
- \$100,000 for City of Fulshear CIP Project ST20B: Huggins Cost Participation
- \$3,875 for City of Fulshear CIP Project ST20C: Texas Heritage Parkway Cost Participation
- \$25,250 for City of Fulshear CIP Project ST20D: FM 1093 Cost Participation
- \$50,000 for City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation
- \$50,000 for City of Fulshear CIP Project FPT19B: Livable Center Study Implementation
- \$100,000 for City of Fulshear CIP Project D20A: West Side Drainage

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CORPORATION THAT:

Section 1. The Board hereby proposes to undertake a general type of project during Fiscal Year 2020-2021, being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development.

Section 2. The Board hereby proposes to undertake specific projects during Fiscal Year 2020-2021 being expenditures for capital projects found by the Board of Directors to promote new or expanded business development.

Section 3. The Board hereby finds that the funds expended will be used for eligible "costs" of "projects" as defined in the Act.

Section 4. The Board hereby directs staff to publish public notice as required by the Act.

Section 5. The Board hereby sets a public hearing for one or more of such projects on Monday, August 17, 2020, at 5:30 p.m. at its regular meeting, the agenda and location for which will be posted no less than 72 hours ahead of time at www.fulsheartexas.gov.

PASSED AND APPROVED this 20th DAY OF July, 2020.

Andrew Van Chau, President
City of Fulshear Development Corporation

ATTEST:

Prasad Garkhedkar, Secretary
City of Fulshear Development Corporation

7/26

City of Rushear
"Type A" Project

PUBLISHER'S AFFIDAVIT

THE STATE OF TEXAS §
COUNTY OF FORT BEND §

Before me, the undersigned authority, on this day personally appeared Lee Hartman who being by me duly sworn, deposes and says that he is the Publisher of *Fort Bend Herald* and that said newspaper meets the requirements of Section 2051.044 of the Texas Government Code, to wit:

1. it devotes not less than twenty-five percent (25%) of its total column lineage to general interest items;
2. it is published at least once each week;
3. it is entered as second-class postal matter in the county where it is published; and
4. it has been published regularly and continuously since 1959.
5. it is generally circulated within Fort Bend County.

(CLIPPING) (S)
ON BACK

Publisher further deposes and says that the attached notice was published in said newspaper on the following date(s) to wit:

7/26

_____, A.D. 2020



Lee Hartman
Publisher

SUBSCRIBED AND SWORN BEFORE ME by Lee Hartman, who

- a) is personally known to me, or
- b) provided the following evidence to establish his/her identity, _____

on this the 28th day of July, A.D. 2020
to certify which witness my hand and seal of office.

Brianne Murrell

Notary Public, State of Texas



**PUBLIC NOTICE
OF PROJECTS
PROPOSED TO BE UNDER-
TAKEN BY
THE CITY OF FULSHEAR DE-
VELOPMENT CORPORA-
TION (CDC),
A "TYPE A" ECONOMIC DE-
VELOPMENT SALES TAX
CORPORATION**

The CDC, a "Type A" Economic Development Sales Tax Corporation, hereby gives notice, pursuant to the Texas Local Government Code, Sec. 504.171, that the Corporation has proposed to undertake the following projects:

Land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development. Specifically, contributions for Community Events (\$37,500); and capital project contributions for City of Fulshear CIP Project ST20B: Huggins Widening/Extension Cost Participation (\$100,000), City of Fulshear CIP Project ST20C: Texas Heritage Parkway Construction Cost Participation (\$3,875), City of Fulshear CIP Project ST20D: FM 1093 Widening Cost Participation (\$25,250), City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation (\$50,000), City of Fulshear CIP Project FPT19B: Livable Center Study Implementation (\$50,000); and City of Fulshear CIP Project D20A: West Side Drainage (\$100,000).

The City of Fulshear Development Corporation will conduct a public hearing to solicit citizen input regarding the proposed projects identified and described above. The public hearing will be held during the Corporation's meeting on Monday, August 17, 2020, at 5:30 p.m. The agenda and location for same will be posted no less than 72 hours ahead of time at www.fulsheartexas.gov. Interested citizens are encouraged to attend and offer their comments.

For more information, please contact:

Angela Fritz, Economic Development Director
City of Fulshear
Telephone: (281) 346-8874

FDC RESOLUTION NO. 2020-08

A RESOLUTION OF THE FULSHEAR DEVELOPMENT CORPORATION (FDC), A "TYPE B" ECONOMIC DEVELOPMENT SALES TAX CORPORATION, DECLARING THE PROJECTS TO BE UNDERTAKEN BY THE CORPORATION FOR FISCAL YEAR 2020-2021, DIRECTING STAFF TO PUBLISH NOTICE OF SAME, AND SETTING A PUBLIC HEARING.

WHEREAS, the FULSHEAR DEVELOPMENT CORPORATION (the "Corporation") was created by the City of FULSHEAR, Texas (the "City") pursuant to Chapter 505 of the Development Corporation Act, Texas local Government Code, as amended (the "Act");

WHEREAS, the Corporation wishes to participate in a general type of projects during Fiscal Year 2020-2021, being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development;

WHEREAS, the estimated total amount of expenditures for such types of general projects in fiscal year 2020-2021 is \$447,971; and

WHEREAS, the Corporation wishes to participate in specific projects during Fiscal Year 2020-2021, being expenditures for capital projects found by the Board of Directors to promote new or expanded business development;

WHEREAS, the estimated expenditures for such projects in fiscal year 2020-2021 are:

- \$37,500 for Community Events
- \$100,000 for City of Fulshear CIP Project ST20B: Huggins Cost Participation
- \$3,875 for City of Fulshear CIP Project ST20C: Texas Heritage Parkway Cost Participation
- \$25,250 for City of Fulshear CIP Project ST20D: FM 1093 Cost Participation
- \$50,000 for City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation
- \$50,000 for City of Fulshear CIP Project FPT19B: Livable Center Study Implementation
- \$100,000 for City of Fulshear CIP Project D20A: West Side Drainage

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CORPORATION THAT:

Section 1. The Board hereby proposes to undertake a general type of project during Fiscal Year 2020-2021, being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development.

Section 2. The Board hereby proposes to undertake specific projects during Fiscal Year 2020-2021 being community events, and capital projects found by the Board of Directors to promote new or expanded business development.

Section 3. The Board hereby finds that the funds expended will be used for eligible "costs" of "projects" as defined in the Act.

Section 4. The Board hereby directs staff to publish public notice as required by the Act.

Section 5. The Board hereby sets a public hearing for one or more of such projects on Monday, August 17, 2020, at 5:30 p.m. at its regular meeting, the agenda and location for which will be posted no less than 72 hours ahead of time at www.fulsheartexas.gov.

PASSED AND APPROVED this 20th DAY OF July, 2020.

Thomas C. Kuykendall, Jr., President
Fulshear Development Corporation

ATTEST:

Jason Maklary, Secretary
Fulshear Development Corporation

426

CITY OF FULSHEAR
"TYPE B" Project

PUBLISHER'S AFFIDAVIT

THE STATE OF TEXAS §
COUNTY OF FORT BEND §

Before me, the undersigned authority, on this day personally appeared Lee Hartman who being by me duly sworn, deposes and says that he is the Publisher of *Fort Bend Herald* and that said newspaper meets the requirements of Section 2051.044 of the Texas Government Code, to wit:

1. it devotes not less than twenty-five percent (25%) of its total column lineage to general interest items;
2. it is published at least once each week;
3. it is entered as second-class postal matter in the county where it is published; and
4. it has been published regularly and continuously since 1959.
5. it is generally circulated within Fort Bend County.

Publisher further deposes and says that the attached notice was published in said newspaper on the following date(s) to wit:

7/26
_____, A.D. 2020

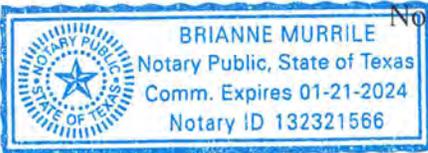
Lee Hartman
Publisher

SUBSCRIBED AND SWORN BEFORE ME by Lee Hartman, who

- X a) is personally known to me, or
- _____ b) provided the following evidence to establish his/her identity, _____

on this the 28th day of July, A.D. 2020 to certify which witness my hand and seal of office.

Notary Public, State of Texas



(CLIPPING) (S)

PUBLIC NOTICE

OF PROJECTS
PROPOSED TO BE UNDERTAKEN BY
THE FULSHEAR DEVELOPMENT CORPORATION (FDC),
A "TYPE B" ECONOMIC DEVELOPMENT SALES TAX CORPORATION

The FDC, a "Type B" Economic Development Sales Tax Corporation, hereby gives notice, pursuant to the Texas Local Government Code, Sec. 505.160, that the Corporation has proposed to undertake the following projects:

Land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development. Specifically, contributions for Community Events (\$37,500); and capital project contributions for City of Fulshear CIP Project ST20B: Huggins Widening/Extension Cost Participation (\$100,000), City of Fulshear CIP Project ST20C: Texas Heritage Parkway Construction Cost Participation (\$3,875), City of Fulshear CIP Project ST20D: FM 1093 Widening Cost Participation (\$25,250), City of Fulshear CIP Project FPT19A: Parks and Pathways Master Plan Implementation (\$50,000), City of Fulshear CIP Project FPT19B: Livable Center Study Implementation (\$50,000); and City of Fulshear CIP Project D20A: West Side Drainage (\$100,000).

The Fulshear Development Corporation will conduct a public hearing to solicit citizen input regarding the proposed projects identified and described above. The public hearing will be held during the Corporation's meeting on Monday, August 17, 2020, at 5:30 p.m. The agenda and location for same will be posted no less than 72 hours ahead of time at www.fulsheartexas.gov. Interested citizens are encouraged to attend and offer their comments.

For more information, please contact:

Angela Fritz, Economic Development Director
City of Fulshear
Telephone: (281) 346-8874



**FULSHEAR ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Agreement – Customer Relationship Management Tool Quick Start Services
ITEM/MOTION	
Consideration and possible action on Agreement to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform	
ESTIMATED EXPENDITURE: \$7,500 each	BUDGET ACCOUNT:

SUBMITTED BY:

Angela E. Fritz
Economic Development Director

SUPPORTING DOCUMENTS:

1. Agreement and Statement of Work for Services by Coastal Cloud – 07/08/2020
2. Economic Development Strategy Excerpts – CRM and performance measures
3. Screenshots of reporting examples (3)

EXECUTIVE SUMMARY

This item was postponed last month as the boards requested additional due diligence be completed relative to the recommended firm. Staff has worked to complete this additional due diligence, and the following is provided as an update regarding same:

- **Sample Texas client list:** City of Fort Worth, City of Plano; City of Sugarland; McAllen EDC; Pearland EDC. Coastal Cloud has implemented this solution approximately 60 times in 15 different states and Puerto Rico.
- **Reference checks completed:** Sugar Land; Pearland; McKinney. All very complimentary of services and product and highly recommend. Furthermore, Salesforce initially referred us to [Coastal Cloud for a specific economic development implementation of their platform](#) and advised that Coastal Cloud “is the leader/experts in Economic Development due to the sheer number of implementations they have completed specific to that use case [economic development],” referring us to the Salesforce AppExchange for further details. Coastal Cloud is a platinum Salesforce partner and a Master in the Public Sector which means they must have completed a set number of product installations with a certain level of customer rating upon completion: <https://appexchange.salesforce.com/appxConsultingListingDetail?listingId=a0N30000009xKzhEAE>
- **Pricing from other vendors:** upon further research, the City’s Purchasing Coordinator has advised that Coastal Cloud’s services are able to be procured via a cooperative purchasing agreement with the State Department of Information Resources (DIR) in conjunction with the Salesforce licenses, which meets the request for a ‘check bid’ by the board as these State DIR contracts are competitively bid. DIR is basically the State’s technology department and the City utilize their contracts for many of our technology purchases and needs.
- **Whether or not the quick start solution can meet the City’s reporting needs relative to Economic Development Strategy performance indicators:** please see attached excerpt; staff has reviewed in light of these requirements, and is comfortable that the platform and quick start solution can provide tracking of

and the necessary reporting for the performance measurements outlined therein (so long as the data is available and input into the Salesforce platform); we are also asking the Coastal Cloud representative to review same and confirm.

- **Sample reports:** best way to experience the reporting platform capabilities is to review the product demo linked below, however, Coastal Cloud did also provide a few screenshots of samples which are attached.
- **Product demo and product representative available to answer Board questions:** a link to a recorded product demo was provided to the Corporations on August 7: <https://coastalcloud.us/econdevwebinar/>; Chandler Jenkins with Coastal Cloud will be available on our meeting 8/17 for any questions that may arise regarding their product/services.

The agenda item info. from the July meeting follows. Staff's recommendation remains the same, with one update, that the services will be procured via the State Department of Information Resources (DIR) contract with Carahsoft in conjunction with the Salesforce licenses.

Establishing a Customer Relationship Management (CRM) platform is a critical component of implementing the City's Economic Development Strategy. To this end, staff has worked with representatives of Salesforce and Coastal Cloud to develop proposals for the implementation of Customer Relationship Management (CRM) software for the City specific to the needs of the Economic Development department. Salesforce is a software-as-a-service (SAAS) which uses data analysis to improve business relationships. It will allow economic development staff to manage and track interactions with existing and potential businesses.

A copy of the final Agreement and Statement of Work for Coastal Cloud's services is included for the boards' consideration. The Agreement includes standard terms and was prepared on the EDCs' behalves by the City's purchasing coordinator in conjunction with legal counsel. ***The cost of purchasing the Economic Development Quick Start Solution will be a one-time expenditure of \$15,000 (a total of \$7,500 for each board).*** It is recommended that the one-time initial Quick Start Solution project be funded from the EDCs' Projects Funds Strategic Plan Implementation line item. Additional details regarding this are included on the subsequent budget allocation item for same.

The Agreement and Statement of Work provide for Coastal Cloud installation of the Economic Development Quick Start Solution on the Salesforce.com platform for the City's general economic development purposes. Installation and setup will be done in tandem with activation of Salesforce licenses, and will include customization of the platform specific to economic development to monitor, track, and report on lead generation, BR&E development and visits, land inquiries, and many other aspects of daily operations. Salesforce also works to integrate, through the Coastal Cloud setup for economic development, contacts and correspondence across various platforms. Coastal Clouds Quick Start Solution will also include the migration of existing data into Salesforce, and virtual admin and end-user trainings for staff. The timeline for Coastal Cloud's work is approximately 6 weeks from project initiation.

Staff recommends approval of the Agreement and associated Statement of Work, and authorization of the City Manager or their designee to complete the necessary paperwork and proceed with implementation of the CRM tool for the City's economic development purposes in alignment with the City's adopted Economic Development Strategy.

The recurring annual operational costs for the Salesforce licenses and support (approximately \$3,800 per year) will be paid for from the economic development department's operating budget.

Items to hold public hearings, approve the necessary budget allocations, and declare the projects, are included in this meeting agenda in order that they may be brought forward to City Council at their meeting the following day, August 18, for the final necessary statutory approvals required before the project expenditures may be made.

AGREEMENT
#2020-59
Services for Quick Start Solution

THIS AGREEMENT (“Agreement”), effective **the date of last signature of this agreement** (“Effective Date”), is entered into by and between the City of Fulshear, Texas (“CITY” or “Client”), a State of Texas political subdivision, with offices located at 30603 FM 1093, Fulshear, Texas 77441, and

Coastal Cloud, LLC
201 E. Jefferson
Louisville, KY 40202
Attn: Chandler Jenkins
chandler.jenkins@coastalcloud.us
(502) 494-1248

hereinafter referred to as “CONTRACTOR”.

ARTICLE I
RETENTION OF THE CONTRACTOR

1.1 The CONTRACTOR is being retained to provide goods and services described below to the CITY based on the CONTRACTOR’s demonstrated competence and requisite qualifications to perform the scope of the work described herein. The CONTRACTOR has special knowledge and expertise that is of interest to the CITY. CITY agrees to and hereby does retain the CONTRACTOR, as an independent CONTRACTOR, and the CONTRACTOR agrees to provide the service to the CITY, in accordance with the terms and conditions provided in this Agreement.

ARTICLE II
SCOPE OF SERVICES

2.1 The CONTRACTOR will provide the goods and services described in the **Appendix A** (collectively, “Services”) which is hereby incorporated by this reference as the Statement of Work and made a part of this Agreement, and shall be subject to the terms and conditions in this Agreement. In the event of a conflict between any term or provision in this Agreement and any term or provision in a Statement of Work, the term or provision in this Agreement shall control unless the conflicting term or provision in this Agreement is referenced, and expressly stated not to apply, in such Statement of Work.

2.1 Any agreed-upon changes to a Statement of Work shall be set forth in an Amended Statement of Work. CONTRACTOR will not implement any changes or any new services until an Amended Statement of Work has been duly executed by the CITY. CITY shall not be liable for any amounts not included in a duly executed Statement of Work or Amended Statement of Work.

2.2 All Services rendered under this Agreement will be performed by the CONTRACTOR: i) with due care; ii) in accordance with generally prevailing industry standards; and iii) in compliance with all applicable laws, government regulatory requirements.

ARTICLE III TERM

- 3.1 **Term.** This Agreement will commence on the effective date and shall remain in effect until on an auto renewing basis, unless earlier terminated as provided herein.
- 3.2 **Termination.** Either Party may terminate this Agreement or any Statement of Work at any time, with or without cause, upon thirty (30) days' prior written notice. Upon its receipt of notice of termination of this Agreement or Statement of Work, CONTRACTOR shall follow any instructions of CITY respecting work stoppage. CONTRACTOR shall cooperate with CITY and CITY's designees to provide for an orderly conclusion of the Services. CONTRACTOR shall use its best efforts to minimize the amount of any non-cancelable obligations and shall assign any contracts related thereto to CITY, or CITY's designee, at its request. If CITY elects to continue any activities underlying a terminated Statement of Work after termination, CONTRACTOR shall cooperate with CITY to provide for an orderly transfer of CONTRACTOR's responsibilities with respect to such Statements of Work to CITY or its designee. Upon the effective date of any such termination, the CONTRACTOR shall submit a final invoice for payment in accordance with Article IV, and CITY shall pay such amounts as are due to CONTRACTOR through the effective date of termination. CITY shall only be liable for payment of services rendered before the effective date of termination. If Agreement is terminated, certain reporting requirements identified in this Agreement shall survive termination of this Agreement.

ARTICLE IV COMPENSATION

- 4.1 **Fees.** In consideration for the Services rendered by CONTRACTOR to CITY under this Agreement, and for each duly executed Statement of Work, CITY will pay CONTRACTOR the **fees as stated in Appendix A**. The total fees paid under this agreement shall not exceed **\$15,000.00**.
- 4.2 **Invoices.** CONTRACTOR shall submit an invoice every month, or as otherwise stated in a Statement of Work, for Services provided. CITY shall pay undisputed amounts in such invoice within thirty (30) days of receipt. Invoices should be submitted to:

City of Fulshear
Attn: Accounting
PO Box 279
Fulshear, TX 77441
(281) 346-1796
Email: accounting@fulsheartexas.gov

Costs incurred prior to execution of this Agreement are not eligible for reimbursement. There shall be no obligation whatsoever to pay for performance of this Agreement from the monies of the CITY, other than from the monies designated for this Agreement.

The City will only pay for services rendered and shall not pre-pay for work that has not been performed.

If CITY disputes any invoice CITY shall timely pay the undisputed portion and promptly notify CONTRACTOR in writing of the nature of the dispute as to the remainder, and the parties will use their best efforts to resolve the dispute expeditiously. In the event the dispute is not resolved within thirty (30) days after receipt by CONTRACTOR of the

notice of such dispute, CONTRACTOR may suspend performance of the Services, without limitation or waiver of any other right or remedy available under this Agreement or at law.

**ARTICLE V
RELATIONSHIP BETWEEN THE PARTIES**

5.1 **Independent Contractor.** It is understood and agreed that the relationship described in this Agreement between the Parties is contractual in nature and is not to be construed to create a partnership or joint venture or agency relationship between the parties. Neither party shall have the right to act on behalf of the other except as expressly set forth in this Agreement. CONTRACTOR will be solely responsible for and will pay all taxes related to the receipt of payments hereunder. No CONTRACTOR personnel shall obtain the status of or otherwise be considered a CITY employee by virtue of their activities under this Agreement. For the avoidance of doubt, in no event will CITY pay, reimburse, or otherwise be responsible, financially or otherwise, for any insurance, health care, or similar costs or benefits relating to CONTRACTOR, its affiliates, or any of their employees, subcontractors, or agents. The rights and obligations of CITY under this Agreement may be exercised or performed on its behalf by one or more of its affiliates.

**ARTICLE VI
REPRESENTATION AND WARRANTIES**

6.1 **Representations and Warranties.** CONTRACTOR represents and warrants that:

- 6.1.1 As of the Effective Date of this Agreement, it is not a party to any oral or written contract or understanding with any third party that is inconsistent with this Agreement or would affect the CONTRACTOR's performance under this Agreement or that will in any way limit or conflict with its ability to fulfill the terms of this Agreement. The CONTRACTOR further represents that it will not enter into any such agreement during the Term of this Agreement;
- 6.1.2 CONTRACTOR will provide to CITY, with each deliverable to be provided under this Agreement, a written summary sheet listing any third party software or other intellectual property contained within the deliverable, if any, together with licenses permitting CITY to use such third-party software and intellectual property in connection with its use of the deliverable and the terms, conditions, and status of the license of such software and intellectual property. Except for the third-party software and intellectual property described in the written summary provided to CITY in connection with the preceding sentence, the CONTRACTOR warrants and represents that all work product created under this Agreement shall be original work of the CONTRACTOR or in the public domain and shall not infringe any copyright, trademark, trade secret, patent or other Intellectual Property right of any third party;
- 6.1.3 CONTRACTOR and its employees and subcontractors have all of the necessary qualifications, licenses, permits, and registrations to perform the Services in accordance with the terms and conditions of this Agreement, and at all times during the Term, all such qualifications, licenses, permits, and registrations shall be current and in good standing; and
- 6.1.4 CONTRACTOR shall, and shall cause its representatives to, comply with all municipal, state, and federal laws, rules, and regulations applicable to the performance of the CONTRACTOR's obligations under this Agreement.

**ARTICLE VII
CONFIDENTIAL INFORMATION AND OWNERSHIP**

7.1 **Confidential Information.** CONTRACTOR acknowledges that any information it or its employees, agents, or subcontractors obtain regarding the operation of CITY, its products, services, data, policies, customers, personnel, and other aspect of its operation ("Confidential Information") is proprietary and confidential, and shall not be revealed,

sold, exchanged, traded, or disclosed to any person, company, or other entity during the period of the CONTRACTOR's retention hereunder or at any time thereafter without the express written permission of CITY. CONTRACTOR shall use commercially reasonable means to secure CITY's Confidential Information.

Notwithstanding anything in this Agreement to the contrary, CONTRACTOR shall have no obligation of confidentiality with respect to information that (i) is or becomes part of the public domain through no act or omission of CONTRACTOR; (ii) was in CONTRACTOR's lawful possession prior to the disclosure and had not been obtained by CONTRACTOR either directly or indirectly from the CITY; (iii) is lawfully disclosed to CONTRACTOR by a third party without restriction on disclosure; (iv) is independently developed by CONTRACTOR without use of or reference to the CITY's Confidential Information; or (v) is required to be disclosed by law or judicial, arbitral or governmental order or process, provided CONTRACTOR gives the CITY prompt written notice of such requirement to permit the CITY to seek a protective order or other appropriate relief. CONTRACTOR acknowledges that CITY must strictly comply with the Public Information Act, Chapter 552, Texas Government Code, in responding to any request for public information. This obligation supersedes any conflicting provisions of this Agreement. In the event a request for public information is made, a determination on whether information is confidential or proprietary will be made by the Office of the Attorney General of the State of Texas.

7.2 **Ownership.** All final documents, reports, information, or materials are and shall at all times be and remain, upon payment of CONTRACTOR's invoices, the property of CITY and shall not be subject to any restriction or limitation on their future use by, or on behalf of, CITY, except otherwise provided herein.

7.3 **Texas Government Code 552, Subchapter J:** Effective January 1, 2020, the requirements of Subchapter J, Chapter 552, Texas Government Code, may apply to this Agreement and the CONTRACTOR agrees that this Agreement can be terminated if the CONTRACTOR knowingly or intentionally fails to comply with a requirement of that subchapter.

ARTICLE VIII GENERAL PROVISIONS

8.1 **Notices.** All notices from one Party to another Party regarding this Agreement shall be in writing and delivered to the addresses shown below:

If to CITY:

City of Fulshear
Attn: Purchasing Office
PO Box 279
Fulshear, TX 77441
(281) 346-8812
coberrender@fulsheartexas.gov

If to CONTRACTOR:

Coastal Cloud, LLC
201 E. Jefferson
Louisville, KY 40202
Attn: Chandler Jenkins
chandler.jenkins@coastalcloud.us
(502) 494-1248

The above contact information may be modified without requiring an amendment to the Agreement, provided that written notification of such modification is provided to the other party no less than ten (10) days before such modification is to become effective.

8.2 **Limitation of Liability.** In no event shall either party be liable for special, consequential, incidental, indirect or punitive loss, damages or expenses arising out of or relating to this Agreement, whether arising from a breach of contract or warranty, or arising in tort, strict liability, by statute or otherwise, even if it has been advised of their possible existence or if such loss, damages or expenses were reasonably foreseeable.

Notwithstanding any provision hereof to the contrary, neither party's liability shall be limited by this Article with respect to claims arising from breach of any confidentiality obligation, arising from such party's infringement of the other party's intellectual property rights, covered by any express indemnity obligation of such party hereunder, arising from or with respect to injuries to persons or damages to tangible property, or arising out of the gross negligence or willful misconduct of the party or its employees.

8.3 **Conflict of Interest.** During the term of this Agreement, and all extensions hereto and for a period of one (1) year thereafter, neither party, shall, without the prior written consent of the other, directly or indirectly, whether for its own account or with any other persons or entity whatsoever, employ, solicit to employ or endeavor to entice away any person who is employed by the other party.

8.4 **Force Majeure.** In the event that either party hereto is prevented from or delayed in the performance of any of its obligations hereunder by reason of force majeure, defined as acts of God, war, riots, storms, fires or any other cause whatsoever beyond the reasonable control of the party, the party so prevented or delayed shall be excused from the performance of any such obligation to the extent and during the period of such prevention or delay. The period of time applicable to such requirement shall be extended for a period of time equal to the period of time such Party was delayed. Each Party must inform the other in writing within reasonable time of the existence of such force majeure.

8.5 **Ability to Perform.** CONTRACTOR agrees promptly to inform CITY of any event or change in circumstances which may reasonably be expected to negatively affect the CONTRACTOR's ability to perform its obligations under this Agreement in the manner contemplated by the parties.

8.6 **No Indemnification by City.**

The Parties expressly acknowledge that the City's authority to indemnify and hold harmless any third party is governed by Article XI, Section 7 of the Texas Constitution, and any provision that purports to require indemnification by the City is invalid. Nothing in this Agreement requires that the City incur debt, assess or collect funds, or create a sinking fund.

8.7 **Governing Law.** This Agreement will be governed by and construed in accordance with the laws of the State of Texas, United States of America. The mandatory and exclusive venue for the adjudication or resolution of any dispute arising out of this Agreement shall be in Fort Bend County, Texas.

8.8 **Waiver.** Failure by either party to insist on strict adherence to any one or more of the terms or conditions of this Agreement, or on one or more occasions, will not be construed as a waiver, nor deprive that party of the right to require strict compliance with the same thereafter.

8.9 **Entire Agreement.** This Agreement contains the entire agreement of the parties and supersedes all other agreements, discussions, representations or understandings between the parties with respect to the subject matter hereof. No amendments hereto, or waivers or releases of obligations hereunder, shall be effective unless agreed to in writing by the parties hereto.

8.10 **Assignment.** This Agreement may not be assigned by either Party without the prior written consent of the other Party.

8.11 **Severability.** In the event any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect

any other provision(s) hereof, and this Agreement shall be revised so as to cure such invalid, illegal, or unenforceable provision(s) to carry out as near as possible the original intents of the Parties.

- 8.12 **Amendments.** This Agreement may be amended only by a written amendment executed by both Parties, except that any alterations, additions, or deletions to the terms of this Agreement, which are required by changes in Federal and State law or regulations or required by the funding source, are automatically incorporated into this Agreement without written amendment hereto and shall become effective on the date designated by such law or regulation.
- 8.13 **Dispute Resolution.** The parties to this Agreement agree to the extent possible and not in contravention of any applicable State or Federal law or procedure established for dispute resolution, to attempt to resolve any dispute between them regarding this Agreement informally through voluntary mediation, arbitration or any other local dispute mediation process before resorting to litigation.
- 8.14 **Funding.** The Parties understand and acknowledge that the funding of this Agreement is contained in the City's annual budget and is subject to the approval of the City in each fiscal year. The Parties further agree that should the governing body of the City fail to approve a budget that includes sufficient funds for the continuation of this Agreement, or should the governing body of the City fail to certify funds for any reason, then and upon the occurrence of such event, this Agreement shall automatically terminate as to the City and the City shall then have no further obligation to the other Party. When the funds budgeted or certified during any fiscal year by the City to discharge its obligations under this Agreement are expended, the other Party's *sole and exclusive remedy* shall be to terminate this Agreement.
- 8.15 **Public Information.** This Agreement is public information. To the extent, if any, that any provision of this Agreement is in conflict with Texas Government Code Chapter 552, as amended (the "Texas Public Information Act"), such provision shall be void and have no force or effect.

ARTICLE IX ADDITIONAL REQUIREMENTS

- 9.1 **Equal Employment Opportunity.** CONTRACTOR shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, gender identity, or national origin. CONTRACTOR shall take affirmative actions to ensure that applicants are employed, and that employees are treated, during their employment, without regard to their race, religion, color, sex, sexual orientation, gender identity, or national origin. Such actions shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.
- 9.2 **Insurance.** For the entire term of the Agreement ("Term"), CONTRACTOR shall maintain Comprehensive General Liability insurance coverage of \$1,000,000 per occurrence, \$2,000,000 in the aggregate or medical malpractice insurance (whichever applies), CONTRACTOR shall also maintain the following insurance: (i) Worker's Compensation coverage with statutory limits for the State of Texas, including Employers Liability coverage of \$500,000 per accident; (ii) Commercial Automobile Liability coverage of \$1,000,000 Combined Single Limit; (iii) for engineers and architects only: Professional Liability coverage of \$1,000,000 per occurrence; and (iv) for builders only: Builder's Risk coverage in the amount of the construction cost, including protection against named windstorm and flood. All policies must contain a waiver of subrogation against City. Comprehensive General Liability and Commercial Automobile Liability policies must name CITY as Additional Insured. CONTRACTOR shall pay all insurance deductibles and deductibles must not exceed \$10,000 unless approved in advance by City. CONTRACTOR shall provide City Certificates of Insurance evidencing these insurance requirements prior to the start of work. The CONTRACTOR shall notify the CITY in the event of any change in the required coverage or cancellation, and shall give such notices not less than 30 days prior to the change or cancellation. The CONTRACTOR shall provide a

replacement Certificate of Insurance prior to such change or cancellation. The CONTRACTOR agrees to waive all the CONTRACTOR's, its officers, employees, agents, assigns, and successors' rights of subrogation, except under the Professional Liability, against the CITY, its officers, employees, and elected representatives for injuries, including death, property damage, or other loss covered by insurance and the CONTRACTOR will provide a waiver of subrogation endorsement against the CITY. The CITY must be named or listed on the endorsement. **COVERAGES SHALL BE WITH A COMPANY (WITH AT LEAST AN A- BEST RATING) ACCEPTABLE TO THE CITY PURCHASING AND RISK MANAGEMENT DIVISION AND A COPY OF THE CERTIFICATE OF COVERAGE SHALL BE DELIVERED TO THE CITY ON OR BEFORE THE DATE OF THIS AGREEMENT.**

9.2 House Bill 89 Certification

Conditioned upon its requirements, the undersigned certifies that the Company named above, under the provisions of Subtitle F, title 10, Government Code Chapter 2271:

Does not boycott Israel currently; and
Will not boycott Israel during the term of the contract.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Coastal Cloud, LLC

City of Fulshear

DocuSigned by:
Tim Hale 7/8/2020
Signature Date
Tim Hale
Printed Name
President
Title

Signature Date
Jack Harper
Printed Name
City Manager
Title

APPENDIX A



July 1, 2020

Ms. Angela Fritz
City of Fulshear, TX Economic Development
30603 FM 1093
Fulshear, TX 77441

Dear Ms. Fritz,

Thank you for the opportunity and potential to assist the City of Fulshear, TX Economic Development by installing our Economic Development Quick Start Solution on the Salesforce.com platform. This letter summarizes our understanding of the project scope, deliverables, and schedule. It also includes an estimate of our professional fees and expenses.

Project Scope and Deliverables

Our Salesforce.com Economic Development (ED) Quick Start Implementation includes the following:

- Provide a baseline configuration of Salesforce.com based on our economic development template. (Estimate it is 80% of functionality needed).
- Review baseline configuration with the City of Fulshear, TX Economic Development
- Implement design changes (Estimate 20% configuration changes)
- Provide documentation to the City of Fulshear, TX Economic Development Team for Lightning for Outlook Setup
- We will work with your team to oversee and support data migration tasks
- Create a set of reports and dashboards to track projects, economic development, lead generation, incentive programs, properties, BR&E visits, staff activity, event management, and marketing efforts
- Create User Profiles & Roles (up to 2 users)
- Complete the Project Management activities for this project
- 1 Training Class for all users - 2 hour session via webinar
- 1 Training Class for 1-2 Expert Users - via webinar



- Provide Training Documentation (1 guide for super users, 1 guide for basic ‘end’ users)
- Conduct 1 Follow-up Training Class (‘Office Hours’) - 1 hour session via webinar
- Assumptions:
 - 1) Continued post-implementation support is available via our Managed Services, but not included in this price estimate.

We understand City of Fulshear, TX Economic Development personnel will participate actively in the Salesforce.com Economic Development Quickstart project activities, and we will have access to key members of the City of Fulshear, TX Economic Development team. In addition, we assume City of Fulshear, TX Economic Development will provide the workspace, productivity tools, access to Salesforce.com (and related systems) and necessary LAN connections needed for this project. Salesforce licenses will need to be procured directly from Salesforce. We are happy to assist with introductions and information regarding licenses required.

We estimate the project will take approximately 4 to 6 weeks to complete and we will work with the City of Fulshear, TX Economic Development to determine a start date.

Confidentiality

We acknowledge that we will have access to confidential information of the City of Fulshear, TX Economic Development (“Confidential Information”), whether in oral, visual or written form, which includes, but is not limited to the technical, business or other information and materials that City of Fulshear, TX Economic Development deems to be proprietary, confidential or trade secret information. Confidential Information shall include written information disclosed by City of Fulshear, TX Economic Development to us, whether disclosed before or during the term of this agreement, and other information identified as confidential or proprietary, or reasonably understood to be confidential or proprietary due to the nature of the information and/or the circumstances of its disclosure. Confidential Information shall include information generated by us or our representatives that contains, reflects, or is derived from the disclosed information. Confidential Information does not include: (i) information that is or becomes publicly available independent of any act which constitutes a violation of this agreement; (ii) information that is already in our possession at the time of its disclosure by City of Fulshear, TX Economic Development; (iii) information that a third party discloses to us without violating any duty of confidentiality to City of Fulshear, TX Economic Development that exists by agreement or operation of law; (iv) information that is independently developed by us without access to Confidential Information; or (v) information that is approved for



release by written authorization of City of Fulshear, TX Economic Development.

We agree to maintain the confidentiality of the Confidential Information and to only use the Confidential Information in carrying out our rights and obligations under this agreement. Access to the Confidential Information will be restricted to only those employees who: (i) require access in the course of their assigned duties and responsibilities in connection with this agreement; and (ii) have agreed in writing to be bound by provisions no less restrictive than those set forth in this section. In the event the disclosure of Confidential Information is required under a lawful order of a court or governmental body, we agree to promptly notify the City of Fulshear, TX Economic Development and to provide City of Fulshear, TX Economic Development with a copy of the order, if permitted by applicable law.

Professional Fees & Expenses

Work for this project will be performed for a fixed fee of \$15,000. This price includes the implementation of our Economic Development Quickstart Template and scope outlined above.

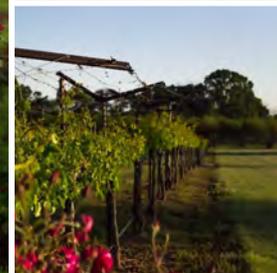
If Coastal expects any issue with the budget, we will notify City of Fulshear, TX Economic Development in advance with potential corrective actions. A budget increase will only be approved based upon a mutually agreed upon Change Request (CR) to this agreement. If a CR is required, we will charge on a time & materials basis upon actual hours worked at an hourly rate of \$195. The requirements for any other significant expenses would be determined and approved by the City of Fulshear, TX Economic Development prior to incurring the expense.

We expect the City of Fulshear, TX Economic Development will pay all invoices within 30 days of invoice. In no event shall Coastal Cloud's liability hereunder exceed fees paid hereunder.

We would be very pleased with the opportunity to assist you, and the City of Fulshear, TX Economic Development, with this exciting project. If you have any questions or if we can be of any additional service, please contact me at (859) 619-4706 or by email at erik.dunnigan@coastalcloud.us. We look forward to working with you on this exciting project.

Very truly yours,
Erik Dunnigan
Coastal Cloud LLC

SEPTEMBER 2019



ECONOMIC DEVELOPMENT STRATEGY

CITY OF FULSHEAR, TEXAS

OVERVIEW OF GOALS AND STRATEGIES

1. BUSINESS DEVELOPMENT

Support business growth and tax-base diversification in Fulshear with a suite of economic development services.

- Develop a toolbox to support economic development efforts.
- Serve as the primary point of contact and project manager for high-impact projects.
- Forge strong partnerships to create a support network for current and future businesses in Fulshear.
- Keep a pulse on the new and existing business community.
- Selectively recruit new businesses to Fulshear.

2. STRATEGIC INVESTMENTS

Encourage the development of opportunity areas through the investment of the City's and EDCs' resources.

- Designate and coordinate investments into opportunity areas.
- Identify and prioritize infrastructure projects that direct and foster growth in opportunity areas of the City.
- Secure control of strategic land parcels that can catalyze commercial development or support business growth in Fulshear's primary opportunity areas.
- Support select projects that promote the City of Fulshear's economic development vision, guiding principles, and desired outcomes.

3. TRANSFORMATIVE PROJECTS

Preserve and enhance Fulshear's character and quality of place through catalytic projects.

- Advance the top priority projects: downtown, a lifestyle center, and parks and open space.
- Create a structure for identifying and prioritizing future transformative projects on a regular basis.

4. ORGANIZATIONAL ALIGNMENT

Structure the City of Fulshear's economic development tools, resources, and oversight for efficient service delivery and investment management.

- Reorganize the oversight and governance structure to enhance coordination and communication by consolidating EDCs into a single Type B corporation.
- Define and establish the process by which businesses and developers seek City (including EDC) participation or investment.
- Create a structure and build a culture that infuses economic development in decision-making across the City organization.

Figure 3 on page 25 provides an overview of recommended roles and responsibilities for the City Council, EDC Boards, Economic Development Department, and other city staff.

IMPLEMENTATION & MEASURING PERFORMANCE

Tracking progress on implementation and measuring performance will enable the City of Fulshear to evaluate its ongoing economic development efforts and adjust, as necessary. An implementation matrix that records the responsible party, status, and recommended timeframe will be maintained by the Economic Development Department. In addition, a set of performance measures can be used to indicate if the strategies are achieving their desired outcomes. The proposed measures can be found in Figure 4 on page 29.

GOAL 1. BUSINESS DEVELOPMENT

Support business growth and tax-base diversification in Fulshear with a suite of economic development services.

Business development, which includes the formation, expansion, retention, and recruitment of businesses, is at the heart of economic development. It is vital to tax-base diversification and to building a well-rounded city with a high quality of life, a robust commercial tax base, and employment opportunities for residents.

The first step in enhancing the City’s efforts to support business development is to fortify the City’s set of tools for managing economic development projects and service delivery. With these tools in place, the City will be able to strengthen its project and prospect management, provide support for Fulshear-based businesses and for key projects, inform its decision-making on projects, track the progress of projects, and monitor outcomes.

Due to Fulshear’s size and organizational capacity, it is recommended that the City establish a network of partners and leverage these partnerships to deliver high-quality customer service to Fulshear-based businesses and businesses looking to locate in Fulshear. In this way, the Economic Development Department can provide concierge services and good quality referrals to connect businesses with the resources they need without duplicating services that already exist or overextending its staff.

Though each of the City’s departments contribute to economic development in both tangible and intangible ways, the Economic Development Department should be responsible for delivering the suite of economic development services and will serve as the primary point of contact and clearinghouse for potential economic development projects.

The strategies and actions outlined under this goal prescribe a focus on project management to support the City’s investments and to advance transformative projects. In addition, it recommends concierge-like services to support business retention and expansion. Relationship building and management will be vital to the success of these economic development services and will also require a significant amount of dedicated time.

At this point, the City’s efforts related to business recruitment should be very selective. The marketing, proposal preparation, relationship building, and prospect management involved in business recruitment can be time intensive and costly. And, in many ways, Fulshear’s success in business recruitment will come down to the competitiveness of its available sites within the context of West Houston. While Fulshear has a great deal of undeveloped land, it has few “shovel-

PRIORITY PROJECTS

- Customer relationship management (CRM) procurement and rollout
- Visitation protocol
- Business recruitment criteria

OUTCOMES

- Business growth
- Growth in commercial development
- Private business investment
- More economic opportunities

DEFINITION

An **economic development project** is a project that requires a higher level of city engagement and investment and promotes the City’s economic development vision. An economic development project could be a business seeking relocation or expansion support from the City in the form of incentives or a developer seeking public participation in a large-scale, transformational project. In other words, it is a project that is requesting that the City or EDC invest or assume a portion of the risk associated with the project for it to materialize. Transformative projects are also considered economic development projects. Projects that are primarily residential developments or market-driven retail would not be considered economic development projects.

ready” sites that would be highly competitive. In addition, the lack of frontage on Interstate 10, within the City’s ability to influence and regulate development, limits Fulshear’s potential for industrial development. With its limited resources, the City would likely realize higher returns on investments related to infrastructure that can influence development patterns over the long term than on a single business recruitment project.

STRATEGIES AND ACTIONS

1.1. TOOLS. Develop a toolbox to support economic development efforts.

- 1.1.1.** Adopt a customer relationship management (CRM) system to document stakeholder (businesses, prospects, landowners, developers) interactions.
- 1.1.2.** Design and launch a Fulshear economic development website to facilitate information sharing and communication with current and potential stakeholders.
- 1.1.3.** Maintain subscriptions to key data sources and continue to fund relevant studies that can aid in data-driven decision-making. *Examples: PASA Demographic Study, Esri data and interactive mapping tools, CoStar subscription, Impact DataSource, JobsEQ.*
- 1.1.4.** Establish a policy and procedure to guide the City’s use of economic development incentives (*see also Strategy 2.4*).

1.2. PROSPECT AND PROJECT MANAGEMENT. Serve as the primary point of contact and project manager for high-impact business development deals and transformative projects to ensure these projects advance to completion after they are evaluated to meet the City’s criteria.

- 1.2.1.** Conduct an initial intake interview to determine if the project meets the City’s economic development investment criteria (*see Strategy 2.4*).
- 1.2.2.** For the projects selected to advance, follow the procedure established as part of Strategy 2.4.
- 1.2.3.** Provide staff support to advance the City’s transformative projects.
- 1.2.4.** Coordinate with other City staff to ensure the City presents a unified team, provides timely input, and communicates clearly and consistently with relevant stakeholders.
- 1.2.5.** Track and report progress as the projects move from initiation to planning to execution to completion.

CRM SYSTEMS FOR ECONOMIC DEVELOPMENT

Customer relationship management (CRM) systems are a powerful tool to help track and manage relationships. The cost of CRM systems can vary widely, and a handful of CRM tools have been customized for economic development. However, many economic developers use free or low-cost tools and customize them for their own needs. Below is a list of CRM tools that economic developers recommend.

Solutions Specific to Economic Development

- Synchronist
- Executive Pulse
- Cloud Nine | Economic Development (works off Microsoft Dynamics CRM)

Other CRMs Used by Economic Developers

- HubSpot
- Insightly
- Salesforce.com, Inc.
- Microsoft Dynamics CRM

IMPLEMENTATION AND MEASURING PERFORMANCE

Tracking progress on implementation and measuring performance will enable the City of Fulshear to evaluate its ongoing economic development efforts and adjust, as necessary. Progress can be tracked using an implementation matrix. This matrix records each action and tracks the following.

- Responsible party
- Implementation status
- Timeframe for implementation
- Comments/notes

This matrix can become a “living document” and can assist the City in assessing its progress on implementation from year to year. It will evolve over time and can be used as a compass to indicate if strategy implementation is leading in the right direction. This matrix is provided in a separate file to be maintained by the Economic Development Department and should be used to report progress annually.

Acquiring tools and updating policies and procedures will require staff resources and will likely influence the capacity of the City to implement other short-term strategies. Thus, the timeframes assigned to each task in the implementation matrix are meant to be suggestions and may be adjusted over time.

In addition, a set of performance measures should be used to indicate if the strategies are achieving their desired outcomes. A set of indicators can also be used to keep a pulse on the economic health of the City related to the overall desired outcomes.

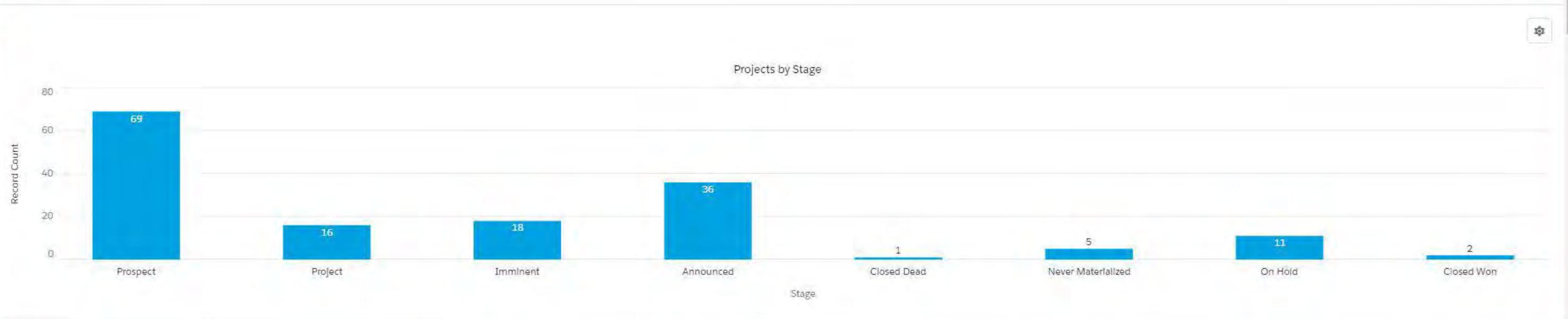
Impact and outcomes from the implementation of these strategies and actions will likely take time. Many of the strategies will take years to yield results, and some of the transformative projects could take more than 20 years to realize outcomes. Thus, tracking performance measures should be viewed as an exercise to document and track results to establish benchmark levels and changes in activity over time. Once benchmarks and trends are established, it may make sense to set more specific goals to work towards. The proposed measures are listed in Figure 4.

FIGURE 4. PROPOSED PERFORMANCE MEASURES

OUTPUT/OUTCOME	MEASURES	SOURCE
GOAL 1: BUSINESS DEVELOPMENT		
Business support	Business visits Businesses assisted or referred	Primary collection (CRM)
Growth in commercial development	Total commercial (SF) of economic development projects	Primary collection (CRM)
Private investment	Value of investment (\$) of economic development projects Investment by project type	Primary collection (CRM)
More economic opportunities	Jobs created by economic development projects	Primary collection (CRM)
GOAL 2: STRATEGIC INVESTMENT		
Growth in commercial development	Total commercial (SF) in opportunity areas	Primary collection (CRM)

OUTPUT/OUTCOME	MEASURES	SOURCE
Private investment in opportunity areas	Investment by opportunity area	Primary collection (CRM)
More economic opportunities	Jobs supported by strategic investments	Primary collection (CRM)
Increased tax revenues	Estimated property and sales tax revenues supported by strategic investments	Primary collection (CRM)
GOAL 3: TRANSFORMATIVE PROJECTS		
Increase in amenities	Map of amenities by type—value of investment, size (acres/SF), any other relevant success measure	Primary collection (CRM)
Growth in commercial development	Total commercial (SF) in transformative projects	Primary collection (CRM)
Private investment in transformative projects	Investment by transformative project	Primary collection (CRM)
More economic opportunities	Jobs supported by transformative project	Primary collection (CRM)
Increased tax revenues	Estimated property and sales tax revenues supported by transformative project	Primary collection (CRM)
ECONOMIC HEALTH INDICATORS		
Tax-base diversification and balance	Tax revenues by source Taxable sales Sales tax revenues by industry Top 10 sales taxpayers Nonexempt taxable value Property taxes by land type Top 10 property taxpayers	City of Fulshear Texas Comptroller of Public Accounts Fort Bend County Central Appraisal District
Business growth	Total business establishments Establishments by industry	Infogroup via Labor Market and Career Information, Texas Workforce Commission
Economic opportunity and diversification	Total employment Employment by industry Earnings per worker	Emsi (ZIP Code only) or JobsEQ

Total Records
 158



Stage	Opportunity Owner	Opportunity Name
Prospect (69)	Brian Gannuscio (4)	University of AZ Installations
		Magnolia Park Apartments
		Filpper Temple
		Park Commons
	Subtotal	
Dustin Shryock (4)		GenePoint SLA
		Grand Hotels Emergency Generators
		Ashton Browns Mill



Announced by Type Total Econ Impact

Total Records: 36
 Total Amount: \$196,337,000.00

Type ↑	Opportunity Name	Stage	Lead Source	Close Date	Probability (%)	Fiscal Period	Created Date	Company Name	Amount
- (10)	Coca Cola	Announced	-	1/18/2018	99%	Q1-2018	4/30/2019	Coca Cola	\$1,000,000.00
	Facebook	Announced	-	4/25/2018	99%	Q2-2018	4/30/2019	Facebook	\$1,750,000.00
	City of Memphis	Announced	-	3/18/2019	99%	Q1-2019	4/30/2019	City of Memphis	\$4,300,000.00
	Project Bell Ringer - Atlantic Track	Announced	-	2/14/2019	99%	Q1-2019	4/30/2019	Atlantic Track	\$350,000.00
	Project Mountain	Announced	-	7/7/2017	99%	Q3-2017	4/30/2019	Project Mountain	\$1,200,000.00
	Project Grizzlies	Announced	-	1/18/2019	99%	Q1-2019	4/30/2019	Project Grizzlies	\$3,200,000.00
	Senectus Foundation-	Announced	MD&M Trade Show	12/31/2019	99%	Q4-2019	12/2/2019	Senectus Foundation	-
	A Scelerisque LLC-	Announced	MD&M Trade Show	12/31/2018	99%	Q4-2018	10/1/2018	A Scelerisque LLC	-
	Amazon	Announced	-	1/5/2019	99%	Q1-2019	4/30/2019	Amazon	\$2,700,000.00
	Canadian National	Announced	-	2/1/2019	99%	Q1-2019	4/30/2019	Canadian National	\$2,000,000.00
Subtotal									\$16,500,000.00
New - Start - up (5)	Aethna Home Products-	Announced	Other	3/31/2017	99%	Q1-2017	3/16/2017	Aethna Home Products	-
	Express Logistics SLA	Announced	Marketing Campaign	2/21/2014	100%	Q1-2014	2/13/2014	Express Logistics and Transport	\$120,000.00
	United Oil Installations	Announced	3rd Party List	1/24/2012	100%	Q1-2012	2/13/2014	United Oil & Gas Corp.	\$235,000.00
	Space Theme Hotel	Announced	-	8/26/2015	100%	Q3-2015	8/26/2015	Omnif Hotels	\$350,000.00
	Research facility	Announced	-	8/1/2015	100%	Q3-2015	8/26/2015	Atlas Spinner	\$21,000,000.00
Subtotal									\$21,705,000.00
New - Relocation (2)	Ranger	Announced	-	9/1/2015	100%	Q3-2015	11/17/2015	-	\$3,000,000.00
	Warehouse #2	Announced	Direct Contact from Company	4/14/2014	99%	Q2-2014	4/14/2014	PSL North America	\$6,000,000.00
Subtotal									\$9,000,000.00
New - Market Expansion (5)	GenePoint Lab Generators	Announced	Local Referral	2/15/2014	100%	Q1-2014	2/13/2014	GenePoint	\$60,000.00



Active Projects

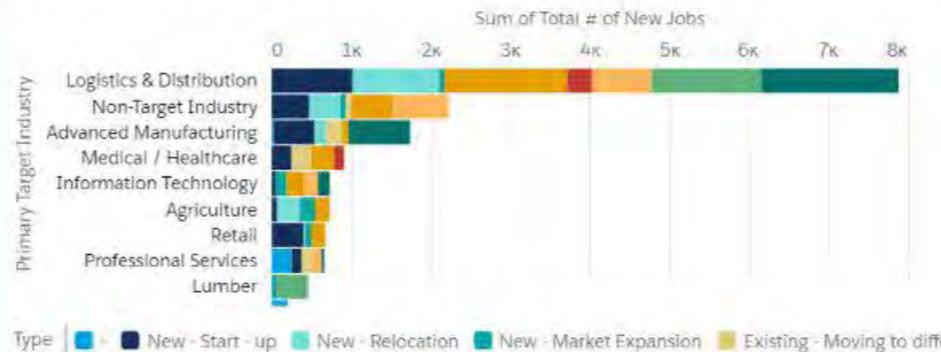
Projects by Stage



[View Report \(Projects by Stage\)](#)

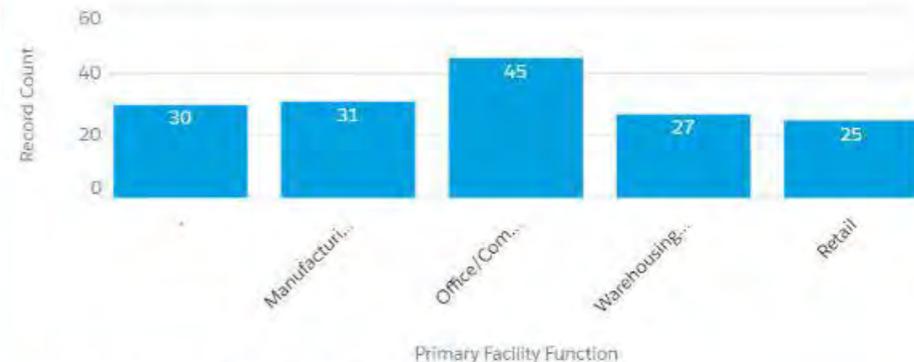
Active Projects

New Jobs Pipeline by Ind & Proj Type



[View Report \(New Jobs by Industry and Proj Type\)](#)

Projects by Facility Function



[View Report \(Projects by Primary Facility Function\)](#)

Projects by Owner, Jobs & Invest

Opportunity Owner	Sum of Total # of New Jobs	Sum of Total Capital Investment ↓
Sara Hale	6k	\$241.6M
Rebecca Beers	1k	\$97.2M
Erik Dunnigan	5k	\$74.7M
Dustin Shryock	589	\$23.4M
Brian Gannuscio	775	\$22.2M
Renell Carpenter	425	\$15.3M
Melinda McNab	128	\$4.0M

[View Report \(Active Projects By Mngr and Stage\)](#)

Added New Jobs by Industry



[View Report \(Added New Jobs by Industry\)](#)

Announced Projects & Economic Impact



[View Report \(Announced by Type Total Econ Impact\)](#)



**FULSHEAR ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Project Declaration – Customer Relationship Management (CRM) Acquisition
ITEM/MOTION	
<p>Consideration and possible action on Resolution CDC 2020-07, a resolution of the CDC declaring a specific project of the Corporation for Fiscal Year 2019-2020</p> <p>Consideration and possible action on Resolution FDC 2020-07, a resolution of the FDC declaring a specific project of the Corporation for Fiscal Year 2019-2020</p>	
ESTIMATED EXPENDITURE:	BUDGET ACCOUNT:

SUBMITTED BY:

Angela E. Fritz
Economic Development Director

SUPPORTING DOCUMENTS:

1. Resolution CDC 2020-07
2. Resolution FDC 2020-07

EXECUTIVE SUMMARY

This item was postponed at the July meeting.

This item allows the Corporations to consider designating a specific project for Fiscal Year 2019-2020.

Following each Corporation's actions on their respective Resolutions, the projects declaration will be presented to City Council for consideration at their upcoming meeting (8/18). Once City Council approves a Resolution on two separate readings authorizing the project, funds related to the specific projects may be expended.

RESOLUTION NO. CDC 2020-07

A RESOLUTION OF THE CITY OF FULSHEAR DEVELOPMENT CORPORATION (CDC), A "TYPE A" ECONOMIC DEVELOPMENT SALES TAX CORPORATION, DECLARING A SPECIFIC PROJECT TO BE UNDERTAKEN BY THE CORPORATION FOR FISCAL YEAR 2019-2020

WHEREAS, the CITY OF FULSHEAR DEVELOPMENT CORPORATION (the "Corporation") was created by the City of FULSHEAR, Texas (the "City") pursuant to Chapter 504 of the Development Corporation Act, Texas local Government Code, as amended (the "Act"); and

WHEREAS, the City of Fulshear adopted Ordinance No. 2011-1046 on October 1, 2011, in accordance with Section 504.171 of the Texas Local Government Code approving the participation of the Corporation in projects previously authorized only for "Type B" development corporations; and

WHEREAS, the Corporation adopted a general type of project for Fiscal Year 2019-2020 on July 8, 2019, being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development in an estimated total amount of \$825,612; and

WHEREAS, the Corporation wishes to participate in a specific project during Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development; and

WHEREAS, the estimated total amount of expenditures for such projects in fiscal year 2019-2020 is \$7,500;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CORPORATION THAT:

Section 1. The Board hereby proposes to undertake a specific project during Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the economic development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development.

Section 2. The Board hereby finds that the funds expended will be used for eligible "costs" of "projects" as defined in the Act.

PASSED AND APPROVED THIS 17TH DAY OF AUGUST, 2020.

ATTEST:

Andrew Van Chau, President
City of Fulshear Development Corporation

RESOLUTION NO. FDC 2020-07

A RESOLUTION OF THE FULSHEAR DEVELOPMENT CORPORATION (FDC), A "TYPE B" ECONOMIC DEVELOPMENT SALES TAX CORPORATION, DECLARING THE A SPECIFIC PROJECT TO BE UNDERTAKEN BY THE CORPORATION FOR FISCAL YEAR 2019-2020

WHEREAS, the FULSHEAR DEVELOPMENT CORPORATION (the "Corporation") was created by the City of FULSHEAR, Texas (the "City") pursuant to Chapter 505 of the Development Corporation Act, Texas local Government Code, as amended (the "Act"); and

WHEREAS, the Corporation adopted a general type of project for Fiscal Year 2019-2020 on July 15, 2019, being land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the Board of Directors to promote new or expanded business development in an estimated total amount of \$808,644; and

WHEREAS, the Corporation wishes to participate in a specific project during Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development; and

WHEREAS, the estimated total amount of expenditures for such projects in fiscal year 2019-2020 is \$7,500;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CORPORATION THAT:

Section 1. The Board hereby proposes to undertake a specific project during Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the economic development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development.

Section 2. The Board hereby finds that the funds expended will be used for eligible "costs" of "projects" as defined in the Act.

PASSED AND APPROVED THIS 17TH DAY OF AUGUST, 2020.

ATTEST:

Thomas C. Kuykendall, Jr., President
Fulshear Development Corporation

Jason Maklary, Secretary
Fulshear Development Corporation



**FULSHEAR ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Budget Allocation – Customer Relationship Management Tool
ITEM/MOTION	
<p>CDC: Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development Department of the City of Fulshear</p> <p>FDC: Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development Department of the City of Fulshear</p>	
ESTIMATED EXPENDITURE:	BUDGET ACCOUNT:

SUBMITTED BY:

SUPPORTING DOCUMENTS:

Angela E. Fritz
Economic Development Director

EXECUTIVE SUMMARY			
<p>This item was postponed at the July meeting.</p> <p>This item is included to allow for the specific allocation of \$7,500 per EDC from same to purchase an economic development ‘quick start solution’ for the Salesforce Customer Relationship Management (CRM) platform, a critical component for advancing the objectives of the Economic Development Strategic Plan.</p> <p>There is adequate funding available in each Corporation’s Projects Fund under the “Eco Dev Strat Plan Implementation” line item for same, as outlined below.</p>			
	Total Unencumbered Budget	Requested Project Allocation	Remaining Unencumbered Budget
Projects Fund Line Item			
601-5-000-5600-12 (ED Strat Plan Implementation)	\$94,000	\$7,500	\$86,500
701-5-000-5600-12 (ED Strat Plan Implementation)	\$94,000	\$7,500	\$86,500



**ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	CDC & FDC Financials and Payables
ITEM/MOTION	
Consideration and action on financials and payables for the Corporation for the period ending June 30, 2020	
EXPENDITURE: \$16,608.64 \$6,250.00	BUDGET ACCOUNT/S: 600-5-900-5900-10 601-5-000-5470-02
EXPENDITURE: \$16,608.64 \$6,250.00	BUDGET ACCOUNT/S: 700-5-900-5900-10 701-5-000-5470-02

SUBMITTED BY:

Angela E. Fritz
Economic Development Director

SUPPORTING DOCUMENTS:

- **EDC Sales Tax Revenue Report – August 12, 2020**
- **Financials as of June 30, 2020**
 - CDC: Vela Memo, Operating Fund, & Projects Fund
 - FDC: Vela Memo, Operating Fund, & Projects Fund
- **Payables**
 - CDC: City Reimbursement – June 2020 - \$22,858.64
 - FDC: City Reimbursement – June 2020 - \$22,858.64

EXECUTIVE SUMMARY

Sales Tax (detail not available yet as of 8/12/20)

Sales tax revenues received in August (**June** remittances) were **up 12%** from the same period the previous year. Overall, the Corporation's **sales tax revenues total \$752,653.89** for FY20 or **90% of budget with 75% of periods reported**.

Financials

There were no **CDC Operating Fund (600) expenditures** reported in June, however there was a credit to the reimbursement line item of \$912.76 for expenses that should have been coded to the 601 Promotional line item. The only **CDC Projects Fund (601) expenditure** reported was for same.

There were no **FDC Operating Fund (700) expenditures** reported in June, however there was a credit to the reimbursement line item of \$912.76 for expenses that should have been coded to the 701 Promotional line item. The only **FDC Projects Fund (701) expenditure** reported was for same.

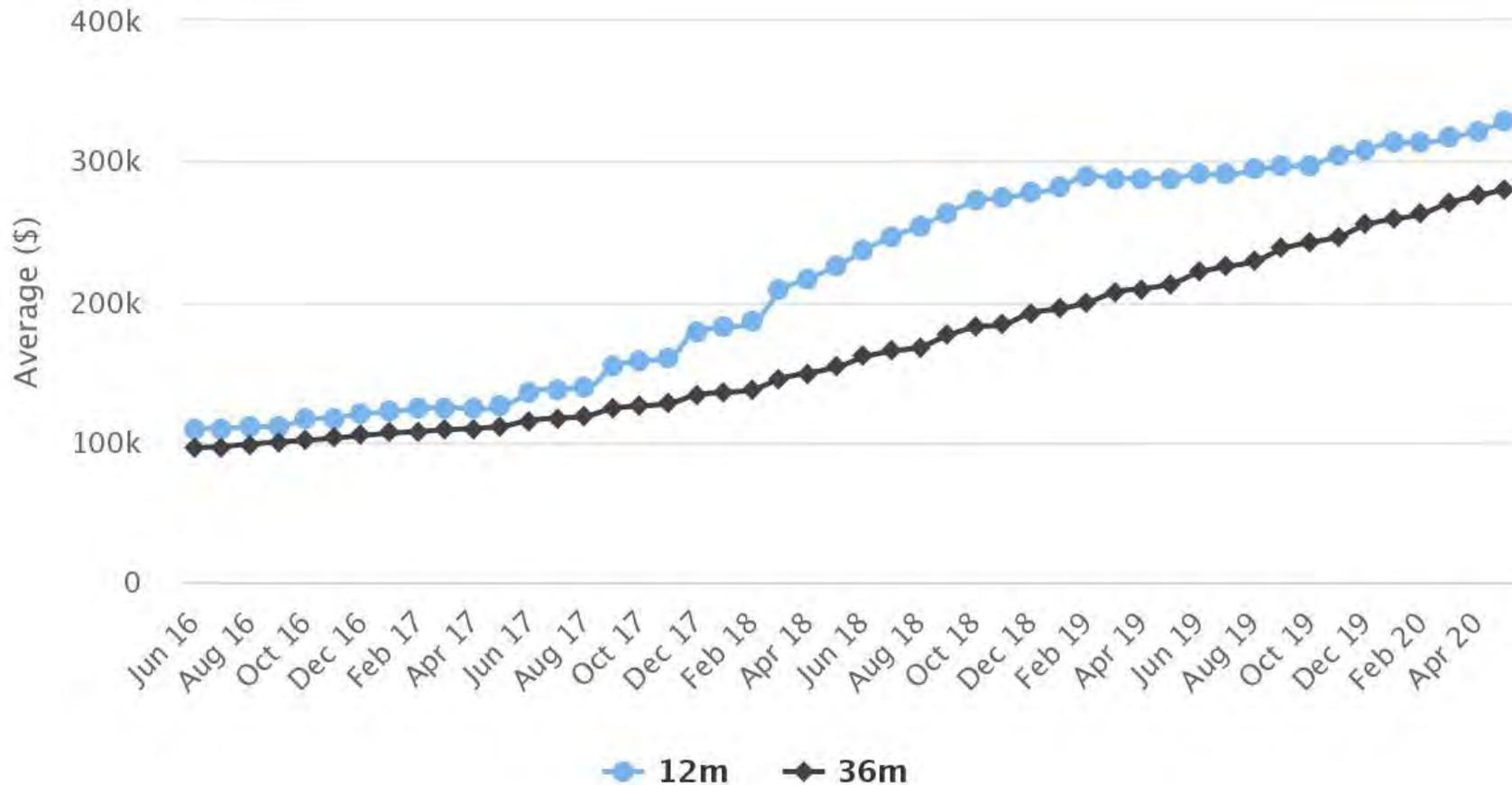
Payables

The **reimbursement** register for **June** for the Boards' consideration includes funds to be paid to the City for expenditures (100) pursuant to the Administrative Services Agreement amounting to **\$22,858.64 total per Corporation**.

The increase this month is due to some project-based costs including: \$4641 in legal for work related to the COVID business grant programs; \$925 related to Fulshear First promotions and a subscription for the grant application portal; as well as several annual (one-time) expenditures including: \$12,500 for the Fort Bend Marketing program oversight board membership for its upcoming fiscal year (reimbursed from project funds promotional line item); \$6,000 for annual membership dues for the Fort Bend Economic Development Council;

approximately \$1,200 for adobe software licenses; and roughly \$2,000 for Impact Dash Board annual subscription.

12m over 36m Moving Averages – May 2020 | ZacTax



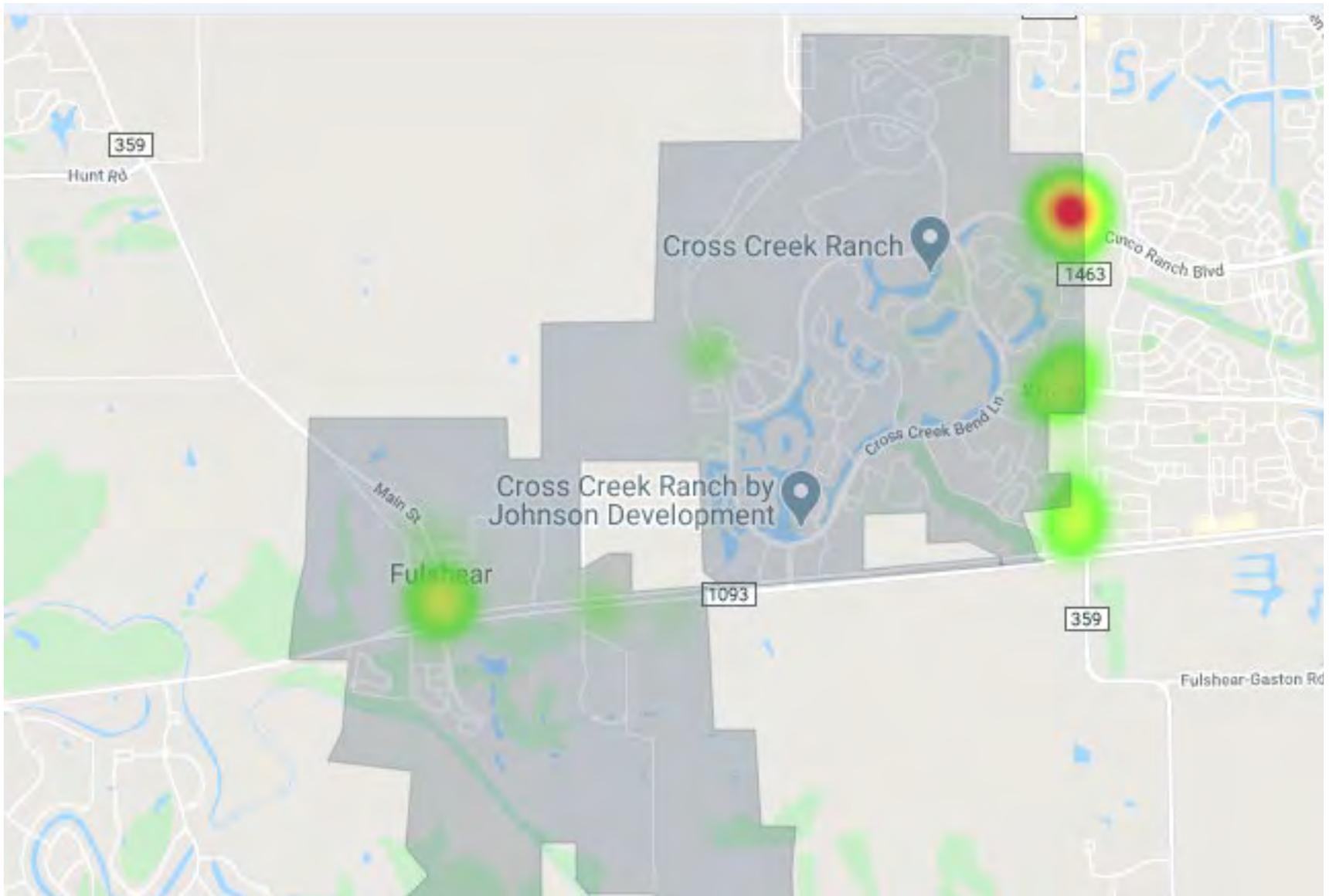
12 month moving average: May: \$327,763

(April: \$321,877; March: \$316,531; February: \$313,235; **January 2020: \$313,477**; December: \$308,239.57; November: \$304,371.27; October: \$295,979.13; September: \$295,979.13; August: \$293,940.86; July: \$290,318.90; June: \$290,589.08; May: \$287,896.61; April: \$287,868.79; March: \$287,950.68; February: \$289,683.30; **January 2019: \$281,257.48**; December: \$277,217.46; **November: \$273,964.07**; October: \$271,832; September: \$263,277; August: \$253,923)

36 month moving average: May: \$280,214

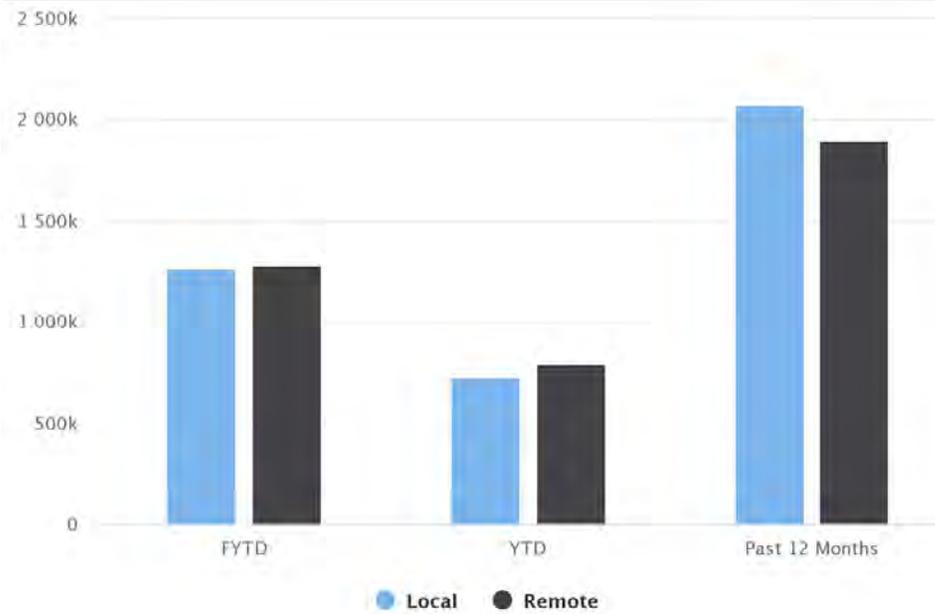
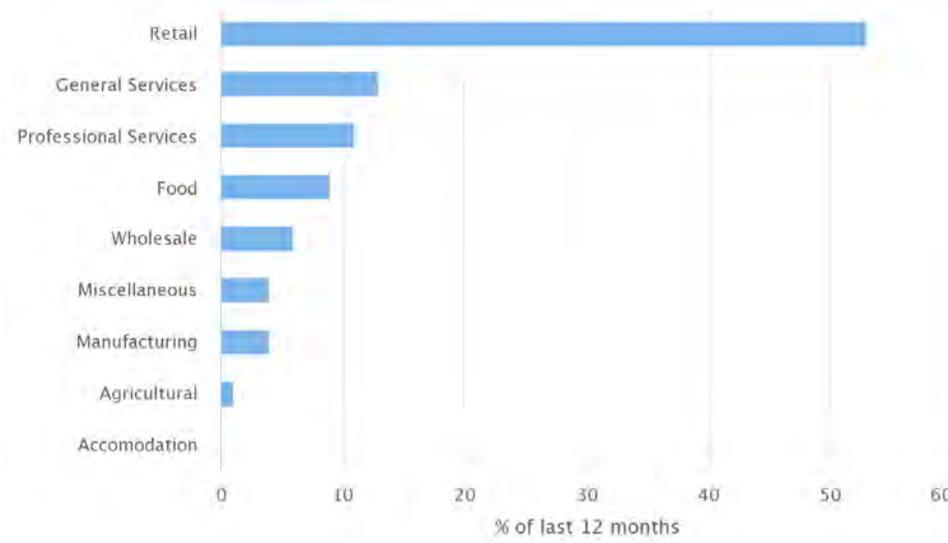
(April: \$275,432; March: \$270,698; February: \$262,690; **January 2020: \$258,717**; December: \$254,932; November: \$246,204.06; October: \$237,708.66; September: \$237,708.66; August: \$228,726.43; July: \$224,959.69; June: \$220,840.41; May: \$212,658.55; April: \$209,240.66; March: \$206,778.18; February: \$199,364.59; **January 2019: \$194,778.14**; December: \$192,064.97; **November: \$183,823.28**; October: \$181,716; September: \$176,100; August: \$167,625)

Heatmap – May 2020 | ZacTax



Industry Percentages & Local vs. Remote – May 2020

Industry Percentages





CITY OF FULSHEAR

Finance Department

PO Box 279 / 29378 McKinnon, Suite A
Fulshear, Texas 77441
www.fulsheartexas.gov

MEMORANDUM

To: Type A Corp - Development Corporation
From: Wes Vela, Chief Financial Officer, City of Fulshear
Date: August 4, 2020
Subject: Monthly Financial Reports

Attached you will find the Type A Corp Development Corp. Financial Reports for the period **October 1, 2019 through June 30, 2020** for both the operating fund and capital projects fund. This period represents **75%** of the operating period.

If you have any questions, please don't hesitate to call me at 281.346.8805.



Fulshear, TX

Budget Report Account Summary

For Fiscal: 2019-2020 Period Ending: 06/30/2020

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 600 - 4/A OPERATING FUND							
600-41301	Sales & Use Tax Revenue	832,624.00	832,624.00	69,844.64	558,516.65	-274,107.35	67.08 %
600-46000	Interest Revenue	32,000.00	32,000.00	1,012.20	19,129.93	-12,870.07	59.78 %
Department: 100 - Administrative							
600-100-5311-00	Supplies	250.00	250.00	0.00	0.00	250.00	0.00 %
600-100-5411-00	Admin Prof. Serv. - Legal	10,000.00	10,000.00	0.00	195.00	9,805.00	1.95 %
600-100-5411-10	Professional Svcs - Consulting	2,900.00	2,900.00	0.00	0.00	2,900.00	0.00 %
600-100-5413-00	Meeting Security	3,000.00	3,000.00	0.00	280.33	2,719.67	9.34 %
600-100-5421-04	Admin - Indemnity Insurance	475.00	475.00	0.00	0.00	475.00	0.00 %
600-100-5526-00	Admin - Public Notices	500.00	500.00	0.00	0.00	500.00	0.00 %
600-100-5528-00	Travel & Training	0.00	0.00	0.00	544.12	-544.12	0.00 %
600-100-5528-05	Continuing Education	5,000.00	5,000.00	0.00	194.63	4,805.37	3.89 %
Department: 100 - Administrative Total:		22,125.00	22,125.00	0.00	1,214.08	20,910.92	5.49 %
Department: 900 - Transfers							
600-900-5900-10	Xfer Out - Gen Fund 100	176,963.00	176,963.00	-912.76	95,290.08	81,672.92	53.85 %
600-900-5900-11	Xfer Out - Community Events	37,500.00	37,500.00	0.00	37,500.00	0.00	100.00 %
600-900-5900-61	Xfer Out - 4/A Project Fund 601	745,275.00	745,275.00	0.00	745,275.00	0.00	100.00 %
600-900-5901-10	Xfer Out - GF100 Shared Service	35,000.00	35,000.00	0.00	26,250.00	8,750.00	75.00 %
Department: 900 - Transfers Total:		994,738.00	994,738.00	-912.76	904,315.08	90,422.92	90.91 %
Fund: 600 - 4/A OPERATING FUND Surplus (Deficit):		-152,239.00	-152,239.00	71,769.60	-327,882.58	-175,643.58	215.37 %
Fund: 601 - 4/A - PROJECTS FUND							
601-46000	Interest Revenue	8,000.00	8,000.00	1,075.42	12,304.84	4,304.84	153.81 %
601-49560	Xfer In - 4/A EDC Fund 600	745,275.00	745,275.00	0.00	745,275.00	0.00	100.00 %
Department: 000 - Non-Departmental							
601-000-5470-01	Targeted Incentives	83,262.00	219,210.00	0.00	0.00	219,210.00	0.00 %
601-000-5470-02	Promotional Expenses	83,262.00	185,065.00	912.76	912.76	184,152.24	0.49 %
601-000-5470-03	Studies expense	125,000.00	173,180.00	0.00	12,147.45	161,032.55	7.01 %
601-000-5600-09	Katy-Fulshear/Huggins Rd-ST20B	28,750.00	100,000.00	0.00	0.00	100,000.00	0.00 %
601-000-5600-10	Texas Heritage Pkwy Proj-ST20C	0.00	91,125.00	0.00	0.00	91,125.00	0.00 %
601-000-5600-11	Livable Center Implement (EDC)	125,000.00	125,000.00	0.00	0.00	125,000.00	0.00 %
601-000-5600-12	Ec Dev Strat Plan Implem (EDC)	125,000.00	125,000.00	0.00	0.00	125,000.00	0.00 %
601-000-5600-13	Gateway, Corridor and Placemak	50,000.00	50,000.00	0.00	0.00	50,000.00	0.00 %
Department: 000 - Non-Departmental Total:		620,274.00	1,068,580.00	912.76	13,060.21	1,055,519.79	1.22 %
Department: 900 - Transfers							
601-900-5900-30	Xfer Out -#300 ST20D FM1093	0.00	87,500.00	0.00	0.00	87,500.00	0.00 %
601-900-5900-51	Xfer Out - #501 WMP-W18K	25,000.00	50,000.00	0.00	0.00	50,000.00	0.00 %
601-900-5901-30	Xfer Out - #300 FPT19A Parks	0.00	50,000.00	0.00	0.00	50,000.00	0.00 %
601-900-5901-51	Xfer Out -#5010D20B-Dntown Drng	100,000.00	100,000.00	0.00	0.00	100,000.00	0.00 %
601-900-5902-30	Xfer Out - #300 FPT19B Livab	0.00	50,000.00	0.00	0.00	50,000.00	0.00 %
601-900-5902-51	Xfer Out - #501 WMP-WW18E	0.00	75,000.00	0.00	0.00	75,000.00	0.00 %
Department: 900 - Transfers Total:		125,000.00	412,500.00	0.00	0.00	412,500.00	0.00 %
Fund: 601 - 4/A - PROJECTS FUND Surplus (Deficit):		8,001.00	-727,805.00	162.66	744,519.63	1,472,324.63	-102.30 %
Report Surplus (Deficit):		-144,238.00	-880,044.00	71,932.26	416,637.05	1,296,681.05	-47.34 %



CITY OF FULSHEAR

Finance Department

PO Box 279 / 29378 McKinnon, Suite A
Fulshear, Texas 77441
www.fulsheartexas.gov

MEMORANDUM

To: Type B Corp - Development Corporation
From: Wes Vela, Chief Financial Officer, City of Fulshear
Date: August 4, 2020
Subject: Monthly Financial Reports

Attached you will find the Type B- Development Corp. Financial Reports for the period **October 1, 2019 through June 30, 2020** for both the operating fund and capital projects fund. This period represents **75%** of the operating period.

If you have any questions, please don't hesitate to call me at 281.346.8805.



Fulshear, TX

Budget Report Account Summary

For Fiscal: 2019-2020 Period Ending: 06/30/2020

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 700 - 4/B OPERATING FUND						
700-41301	Sales & Use Tax Revenue	832,624.00	832,624.00	69,844.63	558,516.59	-274,107.41 67.08 %
700-46000	Interest Revenue	35,500.00	35,500.00	1,660.73	24,302.71	-11,197.29 68.46 %
700-49571	XFER IN - 4/B Project Fund 701	0.00	0.00	0.00	745,275.00	745,275.00 0.00 %
Department: 100 - Administrative						
700-100-5311-00	Supplies	250.00	250.00	0.00	0.00	250.00 0.00 %
700-100-5411-00	Admin Prof. Service - Legal	7,500.00	7,500.00	0.00	195.00	7,305.00 2.60 %
700-100-5413-00	Meeting Security	3,000.00	3,000.00	0.00	192.19	2,807.81 6.41 %
700-100-5421-04	Admin - Indemnity Insurance	600.00	600.00	0.00	0.00	600.00 0.00 %
700-100-5526-00	Public Notices	500.00	500.00	0.00	0.00	500.00 0.00 %
700-100-5528-00	Travel & Training	8,000.00	8,000.00	0.00	2,904.13	5,095.87 36.30 %
Department: 100 - Administrative Total:		19,850.00	19,850.00	0.00	3,291.32	16,558.68 16.58 %
Department: 400 - Community Development						
700-400-5471-00	Community Grants	10,000.00	10,000.00	0.00	0.00	10,000.00 0.00 %
Department: 400 - Community Development Total:		10,000.00	10,000.00	0.00	0.00	10,000.00 0.00 %
Department: 900 - Transfers						
700-900-5900-10	Xfer Out - Gen Fund 100	176,963.00	176,963.00	-912.76	111,927.92	65,035.08 63.25 %
700-900-5900-11	Xfer Out - Community Events	37,500.00	37,500.00	0.00	37,500.00	0.00 100.00 %
700-900-5901-10	Xfer Out GF 100 shared service	35,000.00	35,000.00	0.00	26,250.00	8,750.00 75.00 %
700-900-5901-71	Xfer Out 4/B Project Fund 701	745,275.00	745,275.00	0.00	745,275.00	0.00 100.00 %
Department: 900 - Transfers Total:		994,738.00	994,738.00	-912.76	920,952.92	73,785.08 92.58 %
Fund: 700 - 4/B OPERATING FUND Surplus (Deficit):		-156,464.00	-156,464.00	72,418.12	403,850.06	560,314.06 -258.11 %
Fund: 701 - 4/B PROJECTS FUND						
701-46000	INTEREST	6,650.00	6,650.00	479.40	8,176.88	1,526.88 122.96 %
701-49570	Xfer In - 4/B EDC Fund 700	745,275.00	745,275.00	0.00	0.00	-745,275.00 0.00 %
Department: 000 - Non-Departmental						
701-000-5470-01	Targeted Incentives	83,262.00	219,210.00	0.00	0.00	219,210.00 0.00 %
701-000-5470-02	Promotional Expenses	83,262.00	121,046.00	912.76	15,605.76	105,440.24 12.89 %
701-000-5470-03	Studies expense	125,000.00	173,179.00	0.00	12,147.46	161,031.54 7.01 %
701-000-5600-09	Katy-Fulshear/Huggins Rd-ST20B	28,750.00	57,500.00	0.00	0.00	57,500.00 0.00 %
701-000-5600-11	Livable Center Implement (EDC)	125,000.00	250,000.00	0.00	0.00	250,000.00 0.00 %
701-000-5600-12	Ec Dev Strat Plan Implemt(EDC)	125,000.00	250,000.00	0.00	0.00	250,000.00 0.00 %
701-000-5600-13	Gateway, Corridor, Placemaking	50,000.00	100,000.00	0.00	0.00	100,000.00 0.00 %
Department: 000 - Non-Departmental Total:		620,274.00	1,170,935.00	912.76	27,753.22	1,143,181.78 2.37 %
Department: 900 - Transfers						
701-900-5900-30	Xfer Out #300 ST19D FM1093	0.00	87,500.00	0.00	0.00	87,500.00 0.00 %
701-900-5900-51	Xfer Out #501 WMP-W18K	25,000.00	50,000.00	0.00	0.00	50,000.00 0.00 %
701-900-5901-30	Xfer Out #300 FPT19A Parks	0.00	50,000.00	0.00	0.00	50,000.00 0.00 %
701-900-5901-51	Xfer Out - #501 WMP-WW18E	0.00	75,000.00	0.00	0.00	75,000.00 0.00 %
701-900-5902-30	Xfer Out-#300 FPT19B Livab	0.00	50,000.00	0.00	0.00	50,000.00 0.00 %
701-900-5902-51	Xfer Out #501 D20B Dntwn Drain	100,000.00	100,000.00	0.00	0.00	100,000.00 0.00 %
Department: 900 - Transfers Total:		125,000.00	412,500.00	0.00	0.00	412,500.00 0.00 %
Fund: 701 - 4/B PROJECTS FUND Surplus (Deficit):		6,651.00	-831,510.00	-433.36	-19,576.34	811,933.66 2.35 %
Report Surplus (Deficit):		-149,813.00	-987,974.00	71,984.76	384,273.72	1,372,247.72 -38.90 %



Fulshear, TX

Budget Report Account Summary

For Fiscal: 2019-2020 Period Ending: 06/30/2020

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 100 - GENERAL FUND						
Department: 180 - Economic Development						
100-180-5210-00	Salaries	167,199.00	167,199.00	12,861.40	122,183.32	45,015.68 73.08 %
100-180-5210-03	Auto Allowance	4,800.00	4,800.00	369.24	3,507.78	1,292.22 73.08 %
100-180-5230-00	Payroll Tax Expense	12,791.00	12,791.00	1,012.14	10,102.49	2,688.51 78.98 %
100-180-5235-00	Employee Health Benefits	17,714.00	17,714.00	2,947.58	15,223.10	2,490.90 85.94 %
100-180-5238-00	Retirement Contribution	12,298.00	12,298.00	1,035.96	10,446.20	1,851.80 84.94 %
100-180-5239-00	Workers Compensation	403.00	403.00	0.00	403.00	0.00 100.00 %
100-180-5311-00	Supplies	2,500.00	2,500.00	0.00	295.02	2,204.98 11.80 %
100-180-5314-00	Publications/Ref Material	730.00	730.00	40.00	285.00	445.00 39.04 %
100-180-5316-00	Minor Tools & Equipment	2,000.00	2,000.00	0.00	0.00	2,000.00 0.00 %
100-180-5381-00	Meeting Expenses	2,000.00	2,000.00	0.00	5.87	1,994.13 0.29 %
100-180-5411-10	Prof. Services - Consulting	25,000.00	25,000.00	0.00	11,758.40	13,241.60 47.03 %
100-180-5411-14	Prof. Service Legal & Engineer	10,000.00	10,000.00	4,641.00	16,936.10	-6,936.10 169.36 %
100-180-5434-00	Telecommunications	2,200.00	2,200.00	144.05	1,046.54	1,153.46 47.57 %
100-180-5440-00	Marketing	32,500.00	32,500.00	12,500.00	14,325.52	18,174.48 44.08 %
100-180-5472-00	Business Devlpmnt & Retention	7,500.00	7,500.00	925.49	925.49	6,574.51 12.34 %
100-180-5520-00	Printing	2,500.00	2,500.00	0.00	0.00	2,500.00 0.00 %
100-180-5527-00	Dues & Memberships	2,325.00	2,325.00	0.00	1,538.41	786.59 66.17 %
100-180-5527-01	Dues & Memberships - Org.	17,250.00	17,250.00	6,000.00	13,480.00	3,770.00 78.14 %
100-180-5528-00	Travel & Training	14,500.00	14,500.00	-5.85	5,287.88	9,212.12 36.47 %
100-180-5530-00	Technology Maintenance	51,000.00	51,000.00	3,207.41	3,207.41	47,792.59 6.29 %
100-180-5531-00	Mileage	1,500.00	1,500.00	38.86	591.57	908.43 39.44 %
Department: 180 - Economic Development Total:		388,710.00	388,710.00	45,717.28	231,549.10	157,160.90 59.57 %
Fund: 100 - GENERAL FUND Total:		388,710.00	388,710.00	45,717.28	231,549.10	157,160.90 59.57 %
Report Total:		388,710.00	388,710.00	45,717.28	231,549.10	157,160.90 59.57 %

CDC: 600-5-900-5900-10 \$16,608.64
 CDC: 601-5-000-5470-02 \$6,250.00

FDC: 700-5-900-5900-10 \$16,608.64
 FDC: 701-5-000-5470-02 \$6,250.00

Approved:
Date:

Approved:
Date:



**ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Minutes

ITEM/MOTION

CDC: Consideration and action on minutes of the Corporation for the July 20, 2020 Joint Meeting

FDC: Consideration and action on minutes of the Corporation for the July 20, 2020 Joint Meeting

ESTIMATED EXPENDITURE:

BUDGET ACCOUNT:

SUBMITTED BY:

SUPPORTING DOCUMENTS:

1. CDC Draft Minutes – July 20, 2020 Joint Meeting
2. FDC Draft Minutes – July 20, 2020 Joint Meeting

Chandler Marks
Economic Development Coordinator

EXECUTIVE SUMMARY

Draft minutes are attached for the boards' consideration.



CITY OF FULSHEAR DEVELOPMENT CORPORATION

A Type "A" Economic Development Sales Tax Corporation

PO Box 279 / 30603 FM 1093
Fulshear, Texas 77441
Phone: 281-346-1796 Fax: 281-346-2556
www.fulsheartexas.gov

Meeting Minutes July 20, 2020 5:30 PM (Virtual)

Board Members Present:

Randy Etheridge, Rev. Jackie Gilmore (joined at 5:42 p.m.), Tommy Kuykendall, Andrew Van Chau

Board Members Absent:

Prasad Garkhedkar

Staff & City Council Liaison:

Angela Fritz, Chandler Marks, Byron Brown, John Kelly (Council Liaison)

Attendees:

Kaye Kahlich (joined at 5:32 p.m.)

1. Call to Order

There being a quorum of the board present, Andrew Van Chau, President, called the meeting to order at 5:30 p.m.

2. Citizen's Comments

None.

3. Review and discuss update on small business grant program to support Fulshear businesses negatively impacted by COVID-19

ED Staff provided the update for the City's small business grant program, with 42 applications received to date and 19 applicants having been deemed eligible; as of July 12, approximately \$140,500 in allotted funds remain.

ED Staff also said that the Fort Bend County small business grant and SBA Paycheck Protection Program are other programs that staff have encouraged local businesses to apply for. As of July 18, there have been 48 applications for the County grant from businesses who list Fulshear as their address. There have also been approximately 290 different business entities that have applied for and received PPP funds, who have listed Fulshear as their address.

- 4. Consideration and action on Resolution CDC 2020-06, a Resolution requesting the City of Fulshear modify the second Chapter 380 economic development program to continue providing grants to small businesses negatively affected by COVID-19**

In addition to the recommended staff modifications , the corporation requested that additional language be added to the recommendation resolution for Council consideration that would double all award amounts to eligible FTE grant recipients.

Motion to adopt Resolution CDC 2020-06, with additional recommendation to double FTE grant award amounts in table – Gilmore; Second – Etheridge

Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau

Nays: 0

Abstentions: 0

- 5. Public hearing on specific project being proposed by the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500. Comments or discussion by the Board of Directors will only be made at the time the agenda item is taken up for deliberation by the board.**

Mr. Van Chau opened the hearing at 6:08 p.m.

No comments

Mr. Van Chau closed the hearing at 6:09 p.m.

- 6. Consideration and possible action on Agreement with Coastal Cloud to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform**

ED Staff provided an overview of the project and purchase, noting that the CRM platform is critical in implementing the Economic Development Strategic Plan

Various members of the corporation requested ED staff conduct additional due diligence regarding Coastal Cloud's services, to include a client list, demo, reference checks, and at least one additional quote for comparison.

No action.

- 7. Consideration and action on Resolution CDC 2020-07, a resolution of the CDC declaring a specific project of the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500**

Item postponed.

8. Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear

Item postponed.

9. Consideration and action on financials and payables for the Corporation for the period ending May 31, 2020

ED Staff provided an overview of the financials and payables.

Motion to approve the payables as presented in the amount of \$9,137.13 – Etheridge; Second – Gilmore

Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau

Nays: 0

Abstentions: 0

10. Consideration of and action on Fiscal Year 2020-2021 Administrative Services Agreement by and between the Corporation and the City of Fulshear

ED Staff provided an overview of the modifications to the proposed FY21 Agreement. The Agreement will be taken to City Council in August for consideration.

Motion to adopt the agreement as presented – Etheridge; Second – Gilmore

Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau

Nays: 0

Abstentions: 0

11. Consideration of and action on Fiscal Year 2020-2021 Corporation Budgets

ED Staff provided an overview of the Corporation's final proposed FY21 Operational and Projects Fund budgets.

Motion to adopt the budgets as presented – Gilmore; Second – Kuykendall

Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau

Nays: 0

Abstentions: 0

12. Consideration of and possible action on Resolution CDC 2020-08, a resolution of the CDC declaring projects of the Corporation for Fiscal Year 2020-2021, directing staff to publish notice of same, and setting a public hearing

ED Staff noted that once the notice is published in newspaper(s), individuals will have 60 days to petition the City if they disagree with any particular expenditures. These resolutions will be carried forward for Council approval upon two readings (as required by statute for expenditures more than \$10,000) in August.

There was a typographical error noted in the Resolutions regarding use of "2010" vs. "2020."

Motion to adopt Resolution CDC 2020-08, with corrections as noted – Etheridge; Second – Gilmore

Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau

Nays: 0

Abstentions: 0

13. Consideration and action on minutes of the Corporation for the July 20, 2020 Joint Annual Meeting

Motion to adopt the minutes as presented – Gilmore; Second – Etheridge

Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau

Nays: 0

Abstentions: 0

14. Hear update from City Council liaisons

No update to be provided by liaisons as all council meetings up to that point were covered in last month's corporation meeting due to the fact the EDC meetings were delayed a week until after the Council meeting.

15. Economic development report: Briefings or updates may be provided regarding City and Economic Development projects and programs, certificates of occupancy, conferences and meetings attended, upcoming meetings and events, business contacts and announcements, and economic indicators

- a) Update on COVID-19 business support**
- b) Update on Broadband Discovery Project**
- c) Update on Innovation Hub Playbook Project**
- d) Update on Transit Feasibility Project**

ED Staff provided overviews of the projects, as well as of the ongoing impacts of COVID-19 on the local business community.

Mr. McCoy (FDC – "B," ex-officio) said that the Fulshear-Katy Area Chamber of Commerce is continuing to push resources to their members, and that the new TriCountySearch.com is intended to highlight and promote business among chamber members. The abbreviated 4th of July celebration was successful, with attendees remaining in their cars.

16. Future Agenda Items

Mr. Kuykendall suggested a business brief/update, in which businesses or developers would provide an overview of their business/development.

Mr. Etheridge requested information regarding lead/prospect processes through the State, and Mr. Van Chau requested additional information/discussion on marketing/response materials related to same.

Mr. Van Chau requested a discussion on 'deeper dives' on dashboards and what boards would like to see on those. Mr. Kerlick emphasized his desire to ensure the CRM can report on goals in strategic plan as outlined and to ensure the selected CRM implementation consultant has the necessary knowledge and expertise to assess same and provide necessary tools related thereto.

Mr. Kuykendall requested that as the State legislative session draws closer, the Corporations be kept abreast of important and relevant legislative developments to include on agendas as required.

17. Announcements

Mr. Kuykendall announced that Mike Wells, one of Fulshear’s first economic development corporation directors, passed away. The Fulshear-Katy Area Chamber of Commerce is scheduled to host a webinar about Bessie’s Creek Waterway on July 30

Mr. McCoy (FDC – “B,” ex-officio) announced the chamber’s member chat with ABC13+ the following day (July 21). The television station has already been actively interviewing businesses in Fulshear and surrounding environs.

Mr. Kuykendall said that if all goes well, Fort Bend County Day at the state capitol will be on February 25, 2021, with the County once again sending a local delegation to Austin for legislative visit.

18. Adjournment

Motion to adjourn @ 7:48pm – Etheridge; Second – Kuykendall
Ayes: 4 – Roll call: Etheridge, Gilmore, Kuykendall, Van Chau
Nays: 0
Abstentions: 0

Passed and approved this _____ day of _____, 2020.

ATTEST:

Andrew Van Chau, President
City of Fulshear Development Corporation



FULSHEAR DEVELOPMENT CORPORATION

A Type "B" Economic Development Sales Tax Corporation

PO Box 279 / 30603 FM 1093
Fulshear, Texas 77441
Phone: 281-346-1796 Fax: 281-346-2556
www.fulsheartexas.gov

Meeting Minutes
July 20, 2020
5:30 PM (Virtually)

Board Members Present: John Kelly, Ray Kerlick, Tommy Kuykendall, Jason Maklary, Stacy Mangum, Lisa Kettler Martin, Kim Stacy, Don McCoy (ex-officio)
Board Members Absent: None
Staff & City Council Liaison: Angela Fritz, Chandler Marks, Byron Brown, John Kelly (Council Liaison)
Attendees: Kaye Kahlich (joined at 5:32 p.m.)

1. Call to Order

There being a quorum of the board present, Tommy Kuykendall, President, called the meeting to order at 5:30 p.m.

2. Citizen's Comments

None.

3. Review and discuss update on small business grant program to support Fulshear businesses negatively impacted by COVID-19

ED Staff provided the update for the City's small business grant program, with 42 applications received to date and 19 applicants having been deemed eligible; as of July 12, approximately \$140,500 in allotted funds remain.

ED Staff also said that the Fort Bend County small business grant and SBA Paycheck Protection Program are other programs that staff have encouraged local businesses to apply for. As of July 18, there have been 48 applications for the County grant from businesses who list Fulshear as their address. There have also been approximately 290 different business entities that have applied for and received PPP funds, who have listed Fulshear as their address.

- 4. Consideration and action on Resolution FDC 2020-06, a Resolution requesting the City of Fulshear modify the second Chapter 380 economic development program to continue providing grants to small businesses negatively affected by COVID-19**

In addition to the recommended staff modifications , the corporation requested that additional language be added to the recommendation resolution for Council consideration that would double all award amounts to eligible FTE grant recipients.

Motion to adopt Resolution FDC 2020-06, with additional recommendation to double FTE grant award amounts in table – Kerlick; Second – Maklary

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

- 5. Public hearing on specific project being proposed by the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500. Comments or discussion by the Board of Directors will only be made at the time the agenda item is taken up for deliberation by the board.**

Mr. Kuykendall opened the hearing at 6:08 p.m.

No comments

Mr. Kuykendall closed the hearing at 6:09 p.m.

- 6. Consideration and possible action on Agreement with Coastal Cloud to implement an Economic Development Quick Start Solution to be used with the Salesforce customer relationship management platform**

ED Staff provided an overview of the project and purchase, noting that the CRM platform is critical in implementing the Economic Development Strategic Plan

Various members of the corporation requested ED staff conduct additional due diligence regarding Coastal Cloud's services, to include a client list, demo, reference checks, and at least one additional quote for comparison.

No action.

- 7. Consideration and action on Resolution FDC 2020-07, a resolution of the FDC declaring a specific project of the Corporation for Fiscal Year 2019-2020 being expenditures for acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear as called for in the Economic Development Strategy, found by the Board Directors to promote new or expanded business development, the amount of which is approximately \$7,500**

Item postponed.

8. Consideration and action on budget allocation to fund acquisition of a Customer Relationship Management (CRM) system for the Economic Development department of the City of Fulshear

Item postponed.

9. Consideration and action on financials and payables for the Corporation for the period ending May 31, 2020

ED Staff provided an overview of the financials and payables.

Motion to approve the payables as presented in the amount of \$9,137.13 – Stacy; Second – Mangum

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

10. Consideration of and action on Fiscal Year 2020-2021 Administrative Services Agreement by and between the Corporation and the City of Fulshear

ED Staff provided an overview of the modifications to the proposed FY21 Agreement. The Agreement will be taken to City Council in August for consideration.

Motion to adopt the agreement as presented – Kerlick; Second – Mangum

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

11. Consideration of and action on Fiscal Year 2020-2021 Corporation Budgets

ED Staff provided an overview of the Corporation's final proposed FY21 Operational and Projects Fund budgets.

Motion to adopt the budget as presented – Kerlick; Second – Mangum

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

12. Consideration of and possible action on Resolution FDC 2020-08, a resolution of the FDC declaring projects of the Corporation for Fiscal Year 2020-2021, directing staff to publish notice of same, and setting a public hearing

ED Staff noted that once the notice is published in newspaper(s), individuals will have 60 days to petition the City if they disagree with any particular expenditures. These resolutions will be carried forward for Council approval upon two readings (as required by statute for expenditures more than \$10,000) in August.

There was a typographical error noted in the Resolutions regarding use of "2010" vs. "2020."

Motion to adopt Resolution FDC 2020-08, with corrections as noted – Kerlick; Second – Maklary

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

13. Consideration and action on minutes of the Corporation for the July 20, 2020 Joint Annual Meeting

Mr. Kuykendall noted that on item #1, the meeting was called to order by Ms. Mangum, and that the amendment needed to be made.

Motion to adopt the minute, as amended – Mangum; Second – Maklary

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

14. Hear update from City Council liaisons

No update to be provided by liaisons as all council meetings up to that point were covered in last month's corporation meeting due to the fact the EDC meetings were delayed a week until after the Council meeting.

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Mr. Van Chau (CDC – "A") requested a discussion on 'deeper dives' on dashboards and what boards would like to see on those. Mr. Kerlick emphasized his desire to ensure the CRM can report on goals in strategic plan as outlined and to ensure the selected CRM implementation consultant has the necessary knowledge and expertise to assess same and provide necessary tools related thereto.

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17. Announcements

Mr. Kuykendall announced that Mike Wells, one of Fulshear's first economic development corporation directors, passed away. The Fulshear-Katy Area Chamber of Commerce is scheduled to host a webinar about Bessie's Creek Waterway on July 30

Mr. McCoy announced the chamber's member chat with ABC13+ the following day (July 21). The television station has already been actively interviewing businesses in Fulshear and surrounding environs.

Mr. Kuykendall said that if all goes well, Fort Bend County Day at the state capitol will be on February 25, 2021, with the County once again sending a local delegation to Austin for legislative visit.

18. Adjournment

Motion to adjourn @ 7:48pm – Mangum; Second – Kerlick

Ayes: 7 – Roll call: Kelly, Kerlick, Kuykendall, Maklary, Mangum, Martin, Stacy

Nays: 0

Abstentions: 0

Passed and approved this _____ day of _____, 2020.

Jason Maklary, Secretary
Fulshear Development Corporation

Tommy Kuykendall, President
Fulshear Development Corporation



**ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	City Council Liaison Update
ITEM/MOTION	
Hear update from City Council liaisons	
ESTIMATED EXPENDITURE:	BUDGET ACCOUNT:

SUBMITTED BY:

Angela E. Fritz
Economic Development Director

SUPPORTING DOCUMENTS:

EXECUTIVE SUMMARY

This will be a regular, recurring agenda item to allow for City Council liaisons (Councilmember Kelly – “A”; Councilmember Martin – “B”) to provide an update on relevant topics.



**ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Economic Development Update
ITEM/MOTION	
<p>Economic development report: Briefings or updates may be provided regarding City and Economic Development projects and programs, certificates of occupancy, conferences and meetings attended, upcoming meetings and events, business contacts and announcements, and economic indicators</p> <ul style="list-style-type: none">a) Update on COVID-19 business supportb) Update on Broadband Discovery Projectc) Update on Innovation Hub Playbook Projectd) Update on Transit Feasibility Project	
ESTIMATED EXPENDITURE:	BUDGET ACCOUNT:

SUBMITTED BY:

Chandler Marks
Economic Development Coordinator

SUPPORTING DOCUMENTS:

1. Economic Development Update – August 12, 2020

EXECUTIVE SUMMARY

Staff will provide a general overview during the meeting.



CITY OF FULSHEAR

Economic Development Update

August 12, 2020

1. Fulshear Commercial Development (Permits) since last report:

- **Certificates of Occupancy (CO)** issued: None

- **Business openings:** None

- **Currently Under Construction:**
 - Alders (West Cross Creek Bend Lane near FM 1093)
 - Brazos Valley Schools Credit Union (FM 1093 @ Argonne Drive)
 - Dogwood Lane (FM 359) (former Sweet Tooth Shoppe location)
 - Ivy Kids Cross Creek (West Cross Creek Bend Lane near FM 1093)
 - Local Table (FM 1463 @ South Fry Road)
 - Marcel Town Center (FM 1093 at Cross Creek entrance), including, so far, Apex Suites, Dr. Miller (Dentist), Experience Fusion, F45 Training, Monarch Title, Sylvan Learning Center, The Perfect Round, Wingology
 - Market at Cross Creek (FM 1463 @ Fulshear Bend Drive), including, so far, Leo's Kitchen, Orangetheory Fitness, Roosters
 - Rogers Road Business Park (FM 359 @ Rogers Road)
 - Shoppes at Cross Creek, including, so far, Molina's Mexican Kitchen, Smoothie Giants Organic Juice (FM 1463 north of FM 1093)
 - Texana (FM 359 @ Wallis Street)

2. City Council actions concerning development and/or Economic Development Corporations:

*More info. on any of the items considered by City Council may be found in the City Council meeting packets available here: http://www.fulsheartexas.gov/government/city_council2.php. **City Council Meeting Video is also available now!***

City Council meetings:

- City Council liaisons from each board will provide an update as a separate agenda item.
 - July 21 (special and regular)
 - July 28 (special)
 - August 4 (special)
 - August 18 (upcoming)

3. Economic Development-Related Projects & Initiatives:

- **Business Visits and Outreach** - We've been in regular contact with our local businesses regarding COVID-19 resources, assistance, and business status.
 - We estimate there are 220-225 businesses that operate in Fulshear. As of the morning of Friday, August 7, to the best of our knowledge, we estimate that out of these 220-225, at least 2 are temporarily closed, and at least another 13 are operating on very limited bases, as an apparent result of COVID-19.
 - Approximately 80% of businesses which were temporarily closed or operating on very limited bases as an apparent result of COVID-19, have now, and remain, reopened.

- **Small Business Grant Programs** – The second round of the City’s Chpt. 380 grant program began accepting applications on June 30, with revised award amounts and guidelines taking effect on July 22. Applications are being accepted, and grants are being awarded, on a rolling basis. **The program will close August 14 at 5:00 p.m.**

Simultaneously, we have been continuing to encourage businesses to apply separately for Fort Bend County’s Small Business Grant, which provides awards ranging from \$5,000 to \$25,000. We also have been continuing to encourage businesses to apply separately for the Paycheck Protection Program (applications accepted until August 8) and the Economic Injury Disaster Loan.

- **Broadband Discovery Study** – The presentation and discussion of the findings of this study will occur in a special joint meeting with City Council on August 18. The final report document will be completed following the meeting on the 18th.
- **Innovation Hub Playbook** – We have issued a notice to proceed to The Cannon to begin work on the Fulshear Innovation Hub Playbook and provided the initial documents for their review. The Cannon has reviewed significant documentation provided by the City and held conversations with stakeholders and residents. They are also expanding the project to include a “COVID-smart” strategy and membership technology which is currently under development. The project timeline has been extended to accommodate these changes.
- **Fort Bend Public Transportation Fulshear Transit Feasibility Study** – The Fort Bend County Transit Department’s Fulshear Feasibility Study is currently on hold at the County’s request due to COVID-19. We remain in contact with the County’s staff regarding when the project might begin again.

4. Regional Partner Meetings & Events Attended (all virtual):

- FKACC, FBEDC, SBA, H-GAC Bringing Back Main Street Roundtable

5. Upcoming Meeting/Event Dates:

	August 2020	September 2020	October 2020
HOLIDAY	N/A	September 7 (Labor Day) September 25 (Fort Bend County Fair Day)	N/A
<u>FKACC Membership Meeting</u>	August 12	September 9	October 14
<u>Joint Meeting CDC (A), FDC (B)</u>	August 17	September 21	October 19
<u>City Council Regular Meeting</u>	August 18	September 15	October 20
<u>City Council Special Meeting</u>	August 4	--	--
<u>Joint Meeting CDC (A), FDC (B) and City Council</u>	August 18	--	--
<u>KAEDC General Assembly Meeting</u>	August 18	September 15	October 20
<u>FBEDC Membership Meeting</u>	August 20	September 17	October 22

6. Economy Overview:

- [Greater Houston Partnership – Houston Economy at a Glance](#)
- [Federal Reserve Bank of Dallas – Houston Economic Indicators](#)
- [Federal Reserve Bank of Dallas – Texas Economy Update](#)
- [Federal Reserve Bank of Dallas – Texas Economic Indicators](#)
- [Outlook for the Texas Economy](#) - Texas A&M Real Estate Center
- [Key Economic Indicators](#) – Texas Comptroller’s Office
- [Fiscal Notes](#) – Texas Comptroller’s Office

7. Quick Statistics:

Estimated Population (PASA)	<i>Fulshear – October 2019</i> <i>Fulshear – October 2020</i>	13,969 16,083
Unemployment June 2020	Fort Bend Houston-Woodlands -Sugar Land MSA Texas United States	12.8% 13.9% 12.7% 13.0%
Sales Tax August 2020 (June 2020 sales)	<i>Fulshear – Period / YTD</i> All Texas cities – Period / YTD	12.06% / 17.88% 4.96% / 0.83%
Crude Oil Price – West Texas Intermediate	August 6, 2020 July 13, 2020 June 5, 2020 May 14, 2020 April 21, 2020 April 7, 2020 March 9, 2020 February 7, 2020 January 3, 2020 December 2, 2019 November 11, 2019 October 4, 2019 August 30, 2019 August 9, 2019	\$41.95 \$40.10 \$39.55 \$27.62 \$11.26 \$23.63 \$32.12 \$50.32 \$63.05 \$55.96 \$56.86 \$52.81 \$55.10 \$54.50

8. General Demographic Resources - Fulshear:

- Population and Survey Analysts Fulshear Update:
http://www.fulsheartexas.gov/community/demographic_reports.php
- US Census Bureau Quick Facts:
<https://www.census.gov/quickfacts/fact/table/fulshearcitytexas/PST120216>
- ESRI via FBEDC:
https://www.fortbendcounty.com/wp-content/uploads/2018/07/Fulshear-7_2018.pdf
- Zoom Prospector:
<https://www.zoomprospector.com/communities/tx/city/fulshear/4827876>

9. Articles:

- [CenterPoint at crossroads as David Lesar takes reins as CEO](#)
- [The Hunger Games: Restaurant owners are innovating on the fly. But in an industry built on volume and high-margin 'experiences,' profitability in a Covid-19 economy is indefinitely off the menu for most](#)
- [UPDATE: Fulshear expands eligibility criteria for second round of COVID-19 small business grant program](#)
- [Fulshear City Council OKs changes to park, thoroughfare plans](#)
- [How businesses in Katy/Fulshear are surviving COVID-19](#)
- [Dozier's: 60 years of legendary Texas BBQ](#)
- [Big hearts in a growing city: ABC13+ Pop-Up Newsroom in Fulshear](#)
- [Fulshear veterinarian uses TikTok to boost morale, connect with clients](#)
- [Fulshear boutique shares how it's rebounding from COVID-19 pandemic](#)
- [DATA: Katy-area homes sales rise 6% year over year](#)
- [Analysis: Funding for rural broadband in Texas is in trouble. The pandemic might save it.](#)
- [Covid-19 will 'trim the fat' in the restaurant sphere, Colliers says](#)
- [Here's how COVID-19 has affected Houston startups — and what they need to know moving forward](#)
- [PPP loans increased small-business survivability by up to 30%, study finds](#)
- [Houston considers plan that could mean more 'walkable' neighborhoods, less reliance on cars](#)
- [5 innovation-focused takeaways from the Greater Houston Partnership's annual report](#)
- [Houston Facts 2020](#)
- [Many jobs unlikely to come back](#)
- [Sugar Land eateries allowed to expand outside amid COVID-19 restrictions](#)



**ECONOMIC DEVELOPMENT
COMMUNICATION FORM
August 17, 2020**

ITEM	TITLE
	Future Agenda Items
ITEM/MOTION	
Future agenda items	
ESTIMATED EXPENDITURE:	BUDGET ACCOUNT:

SUBMITTED BY:

SUPPORTING DOCUMENTS:

Chandler Marks
Economic Development Coordinator

EXECUTIVE SUMMARY
<p>This item allows the boards to request items for future discussion. Discussion regarding the particular items requested is not allowed at this time, as the items must be properly noticed for discussion at a future public meeting.</p>