Memorandum

DATE January 13, 2012

TO Members of the Economic Development Committee
   Ann Margolin, (Vice-Chair), Monica Alonzo, Sheffie Kadane, Jerry Allen

SUBJECT Economic Development Committee
Tuesday, January 17, 2012, 9:00 – 10:30 a.m.
1500 Marilla Street, City Hall, Room 6ES, Dallas, Texas 75201

AGENDA

1. Approval of December 5, 2011 Minutes of the Economic Development Committee

2. Dallas Source-Link: Providing Small Business and Entrepreneurs with the “Right Resources at the Right Time”
   Karl Zavitkovsky, Director
   Office of Economic Development
   (Estimated time 20 minutes)

3. The Collective - Fort Worth Avenue TIF District
   Karl Zavitkovsky, Director
   Office of Economic Development
   (Estimated time 20 minutes)

4. Texas Horse Park Project
   Paul Dyer, Director
   Park and Recreation Department
   (Estimated time 20 minutes)

5. Upcoming agenda item for January 2012
   • Agreements with the North Central Texas Council of Governments, the State of Texas, and Lower Oak Lawn Investment, LP for the Edison/Hi Line Sustainable Development Infrastructure Project
   • TRT Holdings, Inc.
   • Progressive Steel and Wire LLC
   • Potential Infrastructure Improvements that might be Funded by SLF’s $1M Deposit into the Davis Garden TIF District Increment Fund

Tennell Atkins, Chair
Economic Development Committee

C: The Honorable Mayor and Members of the City Council
   Mary K. Suham, City Manager
   Rosa Rios, Interim City Secretary
   Tom Perkins, City Attorney
   Judge C. Victor Land, Administrative Judge Municipal Court
   Craig Kinton, City Auditor
   A.C. Gonzalez, First Assistant City Manager

Ryan S. Evans, Assistant City Manager
   Forest Turner, Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Joey Zapata, Interim Assistant City Manager
   Jeanne Chipperfield, CFO, OIS
   Karl Zavitkovsky, Director, OED
   J. Hammond Perot, Assistant Director, OED
   Stephanie Pegues-Cooper, Asst. to the CMO
A closed session may be held if the discussion on any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation, or matters where legal advice is requested to the City Attorney. Section 551.071 of the Texas Open Meetings Act.

2. The purchase, exchange, lease or value of real property, if the deliberation in an Open Meeting would have a detrimental affect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.

3. A contract for a prospective gift or donation to the City, if deliberation in an Open Meeting would have a detrimental affect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.

4. Personnel matters involving appointments, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.

5. The deployment or specific occasions for implementation of security personnel or device. Section 551.076 of the Texas Open Meetings Act.

Economic Development Committee
Meeting Record
December 5, 2011

Meeting Date: December 5 2011
Meeting Start time: 9:03 AM

Committee Members Present:
Jerry Allen
Monica Alonzo
Tennell Atkins
Sheffie Kadane
Ann Margolin

Staff Present:
Ryan Evans, Assistant City Manager, City Managers Office
Karl Zavitkovsky, Director, Office of Economic Development
Charles Brideau, Assistant Director, Housing Department

Other Council Members Present:
Scott Griggs
Dwaine Caraway

Other Presenters:
Vance E. Detwiler, President Prescott Realty Group

1. Approval of October 17, 2011 Minutes of the Economic Development Committee
Presenter(s):

Action Taken/Committee Recommendation(s): Motion made to approve the minutes.
Motion made by: Mr. Kadane
Motion seconded by: Ms. Margolin
Item passed unanimously: X
Item passed on a divided vote: 
Item failed unanimously: __
Item failed on a divided vote: ____
Follow-up (if necessary):

2. Lancaster Urban Village
Presenter(s): Karl Zavitkovsky, Director, Office of Economic Development

Action Taken/Committee Recommendation(s): No Action Taken

Motion made by: Mr. Allen
Motion seconded by: Mr. Kadane
Item passed unanimously: X
Item passed on a divided vote: 
Item failed unanimously: __
Item failed on a divided vote: ____
Follow-up (if necessary):

3. Community Development Block Grant Section 108 Guaranteed Loan Application for Lake Highland Town Center
Presenter(s): Charles Brideau, Assistant Director, Housing Department

Action Taken/Committee Recommendation(s): No Action Taken

Motion made by: Mr. Allen
Motion seconded by: Mr. Kadane
Item passed unanimously: X
Item passed on a divided vote: 
Item failed unanimously: __
Item failed on a divided vote: ____
Follow-up (if necessary):
4. **TicketCity Bowl**  
Presenter(s): Paul Dyer, Director, Park and Recreation Department  

**Action Taken/Committee Recommendation(s):** No Action Taken  

**Motion made by:**  
Item passed unanimously: ___  
Item failed unanimously: ___  

**Motion seconded by:**  
Item passed on a divided vote: ___  
Item failed on a divided vote: ___  

**Follow-up (if necessary):**

5. **Upcoming agenda items for September 2011**  
- HUD Grant Consultant Selection  
- Cottages at Hickory Crossing 1531 S. Malcolm X Boulevard, 50 Units of Permanent Supportive Housing for Adults  

**Action Taken/Committee Recommendation(s):** Motion made to recommend items to council for approval.  
**Motion made by:** Mr. Kadane  
Item passed unanimously: X  
Item failed unanimously: ___  

**Motion seconded by:** Ms. Margolin  
Item passed on a divided vote: ___  
Item failed on a divided vote: ___  

**Follow-up (if necessary):**

**Meeting Adjourned:** 10:21 AM  

**Approved By:** ______________
DATE January 13, 2012

TO Members of the Economic Development Committee: Tennell Atkins (Chair), Ann Margolin (Vice Chair) Jerry R. Allen, Sheffie Kadane, Monica Alonzo

SUBJECT Dallas Source-Link: Providing Small Business and Entrepreneurs with the “Right Resources at the Right Time”

On Tuesday, January 17, 2012, the Economic Development Committee will be briefed on. Dallas Source-Link: Providing Small Business and Entrepreneurs with the “Right Resources at the Right Time”

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3296.

Ryan S. Evans
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa Rios, Acting City Secretary
Tom Perkins, City Attorney
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Jeanne Chipperfield, Director, Chief Financial Services
Karl Zavittkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Stephanie Pegues-Cooper, Assistant to the City Manager
Dallas SourceLink:
Providing Small Businesses and Entrepreneurs with the Right Resources at the Right Time

Economic Development Committee

January 17, 2012
Purpose

- Discuss importance of small business expansion to job growth and innovation
- Introduce nationally recognized SourceLink business resource network model
- Propose adoption of a customized Dallas SourceLink program
- Recommend Economic Development Committee approval for Council consideration on January 25\textsuperscript{th} of $750,000 in Public Private Partnership funds to provide partial initial program support
  - Funded in $150,000/yr increments for five years
  - Matching grants to be solicited from foundation and corporate resource partners
Why Focus on Small and Growing Businesses?

• **Net job growth** results from young, growing businesses\(^{(1)}\).
  
  – 5% of all businesses account for 2/3 of job growth.
  
  – Most fast growing firms have 20 to 250 employees.

• New businesses are an **important source of innovation** and translate region’s scientific and technical knowledge into market value\(^{(2)}\).

• Meaningful support for small growing companies offers **potential for a big return**\(^{(3)}\).

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(2) The Innovation-Entrepreneurship Nexus, Advanced Research Technologies, LLC, 2005
Small Business Goals Differ by Type of Business

1) Most small businesses are **lifestyle companies** - owner doesn’t expand beyond ability to manage and operate.

Job growth comes from:

2) **Second stage growth companies**
   - Up to $50M in sales and 100 employees
   - Focused on growth
   - Require management staff and professional services, market information and export support
   - Have collateral for debt financing.

3) **Innovation-led enterprises**
   - High technology/life science product
   - Requires specialized facilities, major funding and significant research component possibly with university partnership
   - Typically rely on early equity financing
City Eco-related Small Business Programs
(Focused on low to moderate income (LMI) and lifestyle businesses)

- **Business Assistance Center Program**
  - Funded by Community Development Block Grant (CDBG) from HUD.
  - Intended to provide benefit for LMIs in the City through technical assistance and capacity building

- **South Dallas/Fair Park Trust Fund**
  - Facilitates economic and community development in the South Dallas / Fair Park community.
    - Commercial loans to small businesses
    - Grants to non-profit social service providers

- **Southern Dallas Development Corporation**
  - City provided $500,000 annually in 2010 and 2011 for the Southern Dallas Small Business Loan Program
  - $600,000 revolving loan program funded by CDBG
The Gap in Business Development
(U.S. Firms)

Dallas should also be supporting second stage growth companies and Innovation-led enterprises. 37% of businesses are neither big nor micro.

Source: U.S. Census Bureau.
Small Businesses Benefit Most from a Strong Network of Resource Providers

• Large volume makes it difficult for City to offer services directly
• More effective to strengthen the service provider network
• Small businesses benefit from a strong network of resource providers for:
  – Funding
  – Counseling
  – Planning & marketing
  – Networking
• **SourceLink model** developed in Kansas City provides a solution
What is SourceLink?

- **Originated in Kansas City (2003)** and developed by a partnership between Ewing Kauffman Foundation, University of Missouri – Kansas City and U.S. Small Business Administration.

- Program model **organizes business support organizations** and creates linkage with small businesses / entrepreneurs
  - Resource center operated by **economic development professionals**
  - Uses robust, **customized web-portal**
  - Incorporates a **telephone hotline** to connect callers to the right partner / ensure follow-up

- Nationally acclaimed and **successfully implemented** in 20 cities, counties and states
  - Awarded the U.S. Economic Development Administration’s Excellence in Economic Development Award in 2007
SourceLink in Use

Current US SourceLink Network

Legend
- City
- Regional
- Statewide
- Dallas

City of Dallas
SourceLink Components

• **On-Line**
  – **Web site** template designed to connect small business community to business development services (seminars, events, consulting services)
  – **Customized search engine** (connects businesses and entrepreneurs to support services)
  – **Client relationship management system** designed especially for small businesses
  – Resource library, FAQs

• **Offline**
  – **Hotline** feature to help business owners reach the right resources at the right time
  – **Social media** and marketing component
  – Significant **community engagement** component: speaking events, articles in association newsletters, Chamber partnerships, business show exhibitions
SourceLink Process

SourceLink Resource Center:
- Staffed by economic development professionals
- Markets/implements program
- Recruits & maintains resource partner base
- Facilitates collaborations
- Ensures data integrity and quality

Resource Partners:
- Nonprofits, government organizations, universities

Funding Partners:
- Government organizations, foundations, corporations

Businesses:
- Prospective entrepreneurs, startup businesses, growth phase businesses

Service requests → SourceLink Resource Center → Service delivery

Service referrals → Impact reporting & gap analysis → Service follow-up, measurement

Strategy & funding
Potential Resource and Funding Partners

- **Funding Partners**
  - City government
  - Foundations
  - Financial institutions
  - Corporations
  - Regional community & social service organizations

- **Resource partners**
  - Colleges, universities and work force training organizations
  - Business planning, training and mentoring groups
  - Chambers of commerce and business networking groups
  - Research centers
  - Incubators and accelerators
  - Economic development organizations, banks, venture capital firms, angel investor networks
SourceLink Success Stories: Zafar Boutique, Salon and Spa

• Annette Jones, Founder and Owner
• Hair salon, massage therapy, and beauty product boutique
• Needs included: business planning, funding and retail business counseling
• KC SourceLink referred to First Step program for business planning and helped her through the start-up process
• Connected to Cordish Corporation (operators of KC Downtown Development District and Downtown Minority Development District) to secure funding
• Opened a 3,000 sq ft salon and spa with 10 hair stations, two massage therapists, two estheticians and retail products including cosmetics, beauty supplies and perfume
SourceLink Success Story: MicroJek

- Mike Jackson, President and CEO
- Exclusive line of microinjection needles used in cellular research and nanotechnology
- Needed better networking to better position MicroJek in high tech, biotech community; also wanted to develop Angel Investor contacts
- Used KC SourceLink network to meet web development company to design new e-commerce enabled site; also to present at Life Sciences Research Conference
- MicroJek products now used in mouse RNA experiments at MIT and Tufts, cited in published professional journals and developed specialty needles for MIT, Harvard and University of Rochester
- 100% revenue growth per year for 3 years
SourceLink Success Story: J&A Traffic Products

- Amanda Mindham, President and CEO
- Distributer of traffic products (street signs, cones, construction signs)
- Customers: Local and State traffic departments, private construction and traffic companies
- Called KC SourceLink to improve ability to run growing business; also interested in mentoring
- KC SourceLink referred her to five resource organizations including:
  - Kauffman Foundation’s FastTrac Business Planning Course
  - KC Women’s Business Center: Peer to Peer Roundtable
- Growth
  - 4 to 7 employees
  - Warehouse space from 7,500 to 20,000 sq ft
  - $5 million in sales in five years
SourceLink Success Story: Gifts Etcetera

- Barbara Graham, Company Owner
- Gifts and party supplies
- Previously an elementary school teacher and spent 27 years in management capacity at SW Bell before starting own business
- Asked KC SourceLink for help in bridging gap between corporate management experience and ownership of retail store
- Through SourceLink: Participated in Kauffman Foundation FastTrac New Venture Program, matched with SCORE counselors, helped with business permits and licensing and provided access to research wholesaler resources for product
- Obtained financing to open Dollars & Sense store, an upscale dollar store
City Benefits

- **Fills gap** in services for small and growing businesses and **leverages resources** of many community partners.
- **Raises community awareness** of small business resources and increases entrepreneurial activity.
- **Improves performance** of existing businesses through better service provider matching.
- Supports **job creation** and **investment goals**.
- **Helps measure** small business economic impact.
- **Platform flexibility** creates potential for resource mapping and coordination with other types of clients (e.g. veterans or senior citizens)
Small Business Benefits

- **Quick access to service providers community-wide.**
- Reduces time searching for counseling, education, funding and planning support.
- This leads to:
  - **Better-planned** new businesses
  - **Improved processes** in existing businesses
  - **Faster growth** in expanding companies
Resource Partner Benefits

- SourceLink referral process creates a more efficient match between business clients and resource partner services.
- **Better awareness** among providers – identify service gaps / collaboration opportunities.
- Follow-up and monitoring.
- Centralized resource library.
- SourceLink complements and builds networks among partners.
Annual Program Funding Requirements

- $300,000 annual budget, $1.5M over five years
  - Half funded from Public Private Partnership Fund
  - Half from funding partner match

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Implementation Needs

• Identify key regional stakeholders
• Secure multiyear funding commitments for software, staff and program support
• Education re: SourceLink program and evaluation of model replication in Dallas
• Determine staffing requirements, governance and operations
  – Five-year funding cost = $1,500,000 (including SourceLink program/technical support)
Governance Model

• Implementation will begin with existing City staff and resources.
• Procurement of software, license and technical support through an interlocal agreement with the Curators of University of Missouri.
• City and founding funding partners plan to organize a nonprofit corporation to administer the program long-term.
• City and partner funds would be held by the nonprofit Dallas SourceLink organization.
Implementation Time Table
(Start Up Phase - Six Months)

- Create an executive committee with founding partners.
- Secure funding commitments for the first five years.
- Form a nonprofit corporation to manage / operate the Dallas SourceLink program.
- Select and hire project leader and support team.
- Enter into an interlocal agreement for SourceLink software and technical support with the Curators of University of Missouri. (Three-year, renewable agreement to include consulting and strategic planning, Web site hosting, training, implementation guides, hotline and on-site support and system upgrades.)
- Create an asset map of the resources available in the community.
- Build and launch Dallas SourceLink website.
Program Sustainability
(1 year plus)

• Five-year funding request will provide resources to permit a demonstration period. Performance metrics will be available for evaluation.

• On an ongoing basis, staff will:
  – Maintain website, calendar and marketing efforts
  – Continue recruiting resource partners
  – Identify resource gaps and secure funding, partners and programs to continue enhancing the local economy

• Offline network-building activities encourage sharing and collaboration by resource partners.
Next Steps

- Economic Development Committee approval for Council consideration on January 25\textsuperscript{th} of an initial $150,000 for startup expenses to create a SourceLink program for Dallas, including an interlocal agreement with the Curators of University of Missouri to license the SourceLink software.
  - Funding source: Public Private Partnership Program
  - Overall program funded in $150,000 increments for five years for a total of $750,000.
  - Matching grants to be solicited from foundations and corporate resource partners
- Identify key funding and resource partners
- Establish nonprofit corporation to administer the Dallas SourceLink initiative
DATE       January 13, 2012

TO         Members of the Economic Development Committee: Tennell Atkins (Chair),
            Ann Margolin (Vice Chair) Jerry R. Allen, Sheffie Kadane, Monica Alonzo

SUBJECT   The Collective – Fort Worth Avenue TIF District

On Tuesday, January 17, 2012, the Economic Development Committee will be
briefed on “The Collective” in the Fort Worth Avenue TIF District.

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3296.

Ryan S. Evans
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
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    J. Hammond Perot, Assistant Director, Office of Economic Development
    Stephanie Pegues-Cooper, Assistant to the City Manager
The Collective - Fort Worth Avenue TIF District

Economic Development Committee

January 17, 2012
Purpose

- Review project proposal for TIF funding in the Fort Worth Avenue TIF District for The Collective.
- Obtain Economic Development Committee approval for consideration of the project by City Council on January 25, 2012.
The Fort Worth Avenue TIF District was created June 13, 2007.

The district’s purpose is to create a more sustainable mix of residential property in the corridor and to take advantage of underdeveloped land parcels near downtown Dallas.
The City has focused on creating a new vision of development along the Fort Worth Avenue/West Commerce Corridor since the implementation of a visioning and conceptual land use plan in 2003 and the creation of Planned Development District 714 in 2005. The TIF district is an outgrowth of the City’s planning efforts.

The TIF district is envisioned to become a vibrant mixed-use corridor that connects downtown to neighborhoods in North Oak Cliff.
A Final Project Plan and Reinvestment Zone Financing Plan was approved by Council on March 26, 2008, and amended on January 28, 2009.

The district expires on December 31, 2029 or when approximately $69.5 million (2007 dollars) or approximately $148.9 million in total dollars has been collected. TIF funding is used to offset the infrastructure and other development costs in an effort to encourage redevelopment of the area.
# Fort Worth Avenue TIF District Overview: Budget in Current Dollars

### Fort Worth Avenue TIF District
**Projected Increment Revenues to Retire TIF Fund Obligations***

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<th>Category</th>
<th>TIF Budget</th>
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*Budget shown above in current dollars, updated yearly; TIF Project Plan shows the budget in net present value. Values above do not include interest payments or receipts.

*Funding obligations for La Reunion Town Center and Orleans at La Reunion expired in 2010 and are no longer an obligation of the district.
Fort Worth Avenue TIF District
Overview: Current Status

- District Development Goals
  - To create additional taxable value attributable to new private investment in projects in the FWA TIF District totaling approximately $1.2 billion
    - Completed projects have added approximately $19 million to the value of the district. Actual values are up approximately $23 million over the base (2% of goal).
  - To attract higher density private development in the FWA TIF District totaling approximately 1 million square feet of retail space and 9,444 residential units, including townhome, multi-family, and single-family, and condominium projects.
    - 4 single family homes and 198 rental units have been completed in the district. The Collective and other planned projects, if approved, will add another 520 units.
  - To focus on encouraging the redevelopment of properties in the FWA corridor to increase density and to provide enhanced urban design for the district that meets the intent of the Fort Worth Avenue Corridor Land Use and Urban Design Study and the requirements of the West Commerce Street/Fort Worth Avenue Special Purpose District (PD 714)
    - Initial development projects under construction or planned show momentum for more urban, pedestrian friendly redevelopment in support of the vision for the area and PD 714.
  - Improve access and connections to the planned improvement of transit services, including a light rail or modern streetcar line, within the district.
    - Each development is reviewed individually for wide sidewalks, shade, and improved transit stops. In addition, landscape design for each project includes planning for a potential light rail or streetcar line.
District Development Goals

- Increase recreational opportunities and improve connections to the City of Dallas trails and open space system in the district, especially the Trinity River and Coombs Creek.
  - Phase I of the Coombs Creek Trail, from Beckley Avenue to Sylvan Avenue, was completed in March 2009. Future phases will follow Coombs Creek, continue through Stevens Park Golf Course, connect to The Collective, (if approved) and eventually connect to Joey Georgusis Park.
- Maintain the stability of local schools as redevelopment occurs in the housing market.
  - Leaders from the neighborhood schools have been invited to participate in the TIF district meetings.
- Generate approximately $69 million (NPV; 2008 dollars) in increment over 21 years, with up to 85 percent participation by the City and 55 percent participation by the County
  - TIF increment collections began in tax year 2009, generating approximately $157,698 total in incremental revenue for the district during the 2011 fiscal year. Another $178,589 is expected in the 2012 fiscal year. Avalon at Kessler Park, the McDonald’s, and Comerica Bank are complete and have begun to contribute to the TIF fund.
District Development Goals

- To diversify retail and commercial uses in the district.
  - The Aldi grocery store, completed in 2011, added 16,895 square feet of retail space. Metro Paws Animal Hospital will provide 4,700 square feet of veterinary clinic space. In addition, the Cliff Café re-opened as Smoke in September 2009 and retained restaurant space in the district.
  - Planned development west of the Belmont will provide additional commercial space.
  - The Collective will add 40,000 square feet of retail and commercial space.
  - Sylvan | Thirty is planned to contain a natural foods grocery store and add 53,800 square feet of retail space to the district.
The Collective

Project Location

- The project is located southwest of I-30 on the north and south sides of Fort Worth Avenue.
- The entire development site, including future phases, is approximately 22 acres.
- This phase is 17 acres.
The Collective (continued)

- The Collective is proposed on the location of the former Colorado Place Apartments, which were demolished in 2009.
- Avalon at Kessler Park (formerly called Fairways at La Reunion), 198 units of market-rate senior apartments, was completed just east of the site in August 2010.
- La Reunion Town Center, a previously proposed project on the Colorado Place Apartment site, did not start construction. No TIF obligations remain as part of that project.
- The site was acquired by the current development entity in 2010.
- Cielo Realty Partners (The Park at Kessler, LP) are requesting TIF funding in support of 320 apartments and approximately 40,000 square feet of restaurant, retail, office, and/or live/work space, to be called The Collective.
The Collective (continued)

- **Project Description**
  - The Collective is proposed as a mixed use development on the north and south sides of Fort Worth Avenue, just west of Hampton Road. The proposed development will contain a minimum of 290,000 total square feet including approximately 320 residential units and 40,000 square feet of retail, commercial and/or live-work space.
  - The estimated total project cost is $48.3M.
  - The recommended TIF subsidy for the project is $7,500,000.
  - 20% of the 320 units will meet affordable housing criteria based on projected rents.
  - On-site amenities for the project include a community garden and central park, dog park, leasing office, meeting space, swimming pool, and ground floor retail.
The Collective – Renderings
The Collective—Site Plan and Design
Studio Input

The City Design Studio assisted with improving the site plan, landscaping, and public space.

- Improved parking lot design to create a plaza feel. (A)
- Added buildings on Anniels to improve pedestrian feel of private street. (B)
- Moved buildings closer together to improve the street wall. (D)
- Increased number of ground-floor doors that access the street directly. (C)
Funding sources are still being finalized with allocations that may shift as application processes continue.

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<th>Estimated Funding Sources</th>
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<td>Potential Mezzanine / Equity / 2nd Lien if not all First Lien</td>
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<td>COG Sustainable Development Grant</td>
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</tr>
<tr>
<td><strong>Total development funding (total sources)</strong></td>
<td><strong>$48,371,280</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Uses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Private Costs</strong></td>
<td></td>
</tr>
<tr>
<td>Total Land Acquisition and demo</td>
<td>$13,951,174</td>
</tr>
<tr>
<td>Total Hard (total construction)</td>
<td>$21,908,783</td>
</tr>
<tr>
<td>Total Soft Costs</td>
<td>$9,100,923</td>
</tr>
<tr>
<td><strong>Total Development Costs</strong></td>
<td><strong>$44,960,880</strong></td>
</tr>
<tr>
<td><strong>Public Costs</strong></td>
<td></td>
</tr>
<tr>
<td>Public (in ROW or COD easement):</td>
<td>$2,275,000</td>
</tr>
<tr>
<td>Partial Use of Grant Funds (private streets, affordable housing, garden/park space):</td>
<td>$1,135,400</td>
</tr>
<tr>
<td><strong>Total Development Costs</strong></td>
<td><strong>$48,371,280</strong></td>
</tr>
</tbody>
</table>

Note: Actual COG grant award is higher. COG funding rules may limit their use on site; therefore additional funding may be available for adjacent use by the City.
The Collective
Proposed TIF Funding

- TIF funding will be used for infrastructure improvement in the right of way, including bike lanes on Fort Worth Avenue and Colorado Boulevard and including an extension of the Coombs Creek Trail.
- TIF grant funding (to be reimbursed as TIF funds are collected and only after the project is fully completed) will be used to improve the pedestrian experience on the internal streets; to leverage affordable housing; to create community garden, central green space, and a dog park; and to make the project financially viable.

<table>
<thead>
<tr>
<th>Category</th>
<th>Staff Recommended Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public infrastructure improvements</td>
<td>$2,275,000</td>
</tr>
<tr>
<td>paving, streetscape, water/wastewater, storm sewer, utility burial/relocation, and land acquisition</td>
<td></td>
</tr>
<tr>
<td>Economic development grant</td>
<td>$5,225,000</td>
</tr>
<tr>
<td>Total</td>
<td>$7,500,000</td>
</tr>
</tbody>
</table>

The breakdown of expenditures is approximate and expenditures may be shifted among categories.
The Fort Worth Avenue TIF Board of Directors reviewed the proposal on December 19, 2011 and recommended Council approval of a development agreement.

The project is an important catalyst for this portion of Fort Worth Avenue.

TIF funding for this and other future projects in the district will be subject to the TIF district’s adopted increment allocation policy. The policy allows each project to receive its own increment, plus increment from related projects, if any. The remaining general increment is then shared among all completed eligible projects.
## The Collective – Summary

| The Collective | 290,000 square feet total including:  
320 residential units and  
40,000 square feet of retail/commercial/flex space |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Square Footage</td>
<td></td>
</tr>
<tr>
<td>Required Project Investment \ (<em>land acquisition, sitework/infrastructure and hard costs</em>)</td>
<td>$30,000,000</td>
</tr>
<tr>
<td>Total Project Costs \ (<em>land acquisition, sitework/infrastructure hard costs, soft costs, debt expenses, etc</em>)</td>
<td>$48,371,280</td>
</tr>
<tr>
<td>Total Costs per SF</td>
<td>$166.80</td>
</tr>
<tr>
<td>TIF Reimbursement</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Return on Cost with TIF Reimbursement</td>
<td>7.93%</td>
</tr>
<tr>
<td>Return on Cost without TIF Reimbursement</td>
<td>6.70%</td>
</tr>
<tr>
<td>% TIF Funds to Total Project Costs</td>
<td>15.5%</td>
</tr>
<tr>
<td>Proposed Construction Start Date</td>
<td>September 30, 2012</td>
</tr>
<tr>
<td>Proposed Project Completion Date</td>
<td>January 31, 2015</td>
</tr>
</tbody>
</table>
Recommendations

- Staff recommends approval of a development agreement for TIF funding in support of The Collective.
Appendices
## Appendix 1: FWA TIF Overall Increment Chart

### Fort Worth Avenue - Projected TIF Increment Schedule

<table>
<thead>
<tr>
<th>Tax Year</th>
<th>Property Value Estimate</th>
<th>Property Growth</th>
<th>Prop. Value Growth</th>
<th>Anticipated Capture Value</th>
<th>Anticipated Increment Revenue</th>
<th>Anticipated Accumulated Revenue (NPV)</th>
<th>Rate INTO TIF CITY (varies)</th>
<th>Rate INTO TIF COUNTY @ 55%</th>
<th>TIF Contribution</th>
<th>NPV @ 5%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base 2007</strong></td>
<td>$86,133,447</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>$95,310,391</td>
<td>10.65%</td>
<td>10.65%</td>
<td>$9,176,944</td>
<td>$0</td>
<td>$0</td>
<td>0%</td>
<td>55%</td>
<td>$9,176,944</td>
<td>55%</td>
</tr>
<tr>
<td>2009</td>
<td>$97,671,825</td>
<td>2.48%</td>
<td>13.40%</td>
<td>$35,667</td>
<td>$0</td>
<td>55%</td>
<td>55%</td>
<td>$35,667</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2010</td>
<td>$103,084,639</td>
<td>5.44%</td>
<td>19.68%</td>
<td>$81,881</td>
<td>$41,363</td>
<td>55%</td>
<td>85%</td>
<td>$81,881</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2011</td>
<td>$108,937,115</td>
<td>2.77%</td>
<td>20.45%</td>
<td>$11,538,378</td>
<td>$77,251</td>
<td>55%</td>
<td>85%</td>
<td>$77,251</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2012</td>
<td>$111,955,857</td>
<td>5.22%</td>
<td>26.47%</td>
<td>$16,951,192</td>
<td>$114,702</td>
<td>55%</td>
<td>85%</td>
<td>$114,702</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2013</td>
<td>$117,803,012</td>
<td>5.22%</td>
<td>36.77%</td>
<td>$22,803,668</td>
<td>$147,070</td>
<td>55%</td>
<td>85%</td>
<td>$147,070</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2014</td>
<td>$117,803,012</td>
<td>5.22%</td>
<td>42.35%</td>
<td>$25,822,410</td>
<td>$178,589</td>
<td>55%</td>
<td>85%</td>
<td>$178,589</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2015</td>
<td>$120,564,422</td>
<td>71.10%</td>
<td>134.01%</td>
<td>$115,430,975</td>
<td>$871,987</td>
<td>55%</td>
<td>85%</td>
<td>$871,987</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2016</td>
<td>$129,352,002</td>
<td>45.74%</td>
<td>241.04%</td>
<td>$207,618,555</td>
<td>$1,684,108</td>
<td>55%</td>
<td>85%</td>
<td>$1,684,108</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2017</td>
<td>$141,814,469</td>
<td>42.35%</td>
<td>385.46%</td>
<td>$332,010,022</td>
<td>$2,693,116</td>
<td>55%</td>
<td>85%</td>
<td>$2,693,116</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2018</td>
<td>$1,142,220,784</td>
<td>53.47%</td>
<td>109.24%</td>
<td>$1,056,087,337</td>
<td>$7,154,464</td>
<td>55%</td>
<td>85%</td>
<td>$7,154,464</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2019</td>
<td>$1,380,085,513</td>
<td>20.82%</td>
<td>150.26%</td>
<td>$1,293,952,066</td>
<td>$10,495,957</td>
<td>55%</td>
<td>85%</td>
<td>$10,495,957</td>
<td>85%</td>
<td>$0</td>
</tr>
<tr>
<td>2020</td>
<td>$1,613,234,616</td>
<td>16.89%</td>
<td>177.25%</td>
<td>$1,527,101,169</td>
<td>$12,173,604</td>
<td>55%</td>
<td>70%</td>
<td>$12,173,604</td>
<td>70%</td>
<td>$0</td>
</tr>
<tr>
<td>2021</td>
<td>$1,760,196,061</td>
<td>14.45%</td>
<td>204.34%</td>
<td>$1,730,707,955</td>
<td>$14,727,922</td>
<td>55%</td>
<td>70%</td>
<td>$14,727,922</td>
<td>70%</td>
<td>$0</td>
</tr>
<tr>
<td>2022</td>
<td>$2,017,438,508</td>
<td>14.45%</td>
<td>231.50%</td>
<td>$2,012,149,361</td>
<td>$17,304,964</td>
<td>55%</td>
<td>70%</td>
<td>$17,304,964</td>
<td>70%</td>
<td>$0</td>
</tr>
<tr>
<td>2023</td>
<td>$2,264,864,016</td>
<td>3.86%</td>
<td>258.54%</td>
<td>$2,083,409,331</td>
<td>$20,926,525</td>
<td>55%</td>
<td>55%</td>
<td>$20,926,525</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2024</td>
<td>$2,528,002,929</td>
<td>3.73%</td>
<td>285.58%</td>
<td>$2,007,804,335</td>
<td>$24,551,990</td>
<td>55%</td>
<td>55%</td>
<td>$24,551,990</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2025</td>
<td>$2,793,752,002</td>
<td>4.57%</td>
<td>312.63%</td>
<td>$2,025,222,310</td>
<td>$28,177,505</td>
<td>55%</td>
<td>55%</td>
<td>$28,177,505</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2026</td>
<td>$3,062,220,784</td>
<td>4.35%</td>
<td>339.72%</td>
<td>$2,042,640,361</td>
<td>$31,803,025</td>
<td>55%</td>
<td>55%</td>
<td>$31,803,025</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2027</td>
<td>$3,331,752,002</td>
<td>4.13%</td>
<td>366.81%</td>
<td>$2,061,058,310</td>
<td>$35,428,550</td>
<td>55%</td>
<td>55%</td>
<td>$35,428,550</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2028</td>
<td>$3,601,220,784</td>
<td>4.01%</td>
<td>393.90%</td>
<td>$2,080,476,310</td>
<td>$39,054,075</td>
<td>55%</td>
<td>55%</td>
<td>$39,054,075</td>
<td>55%</td>
<td>$0</td>
</tr>
<tr>
<td>2029</td>
<td>$3,870,684,016</td>
<td>3.89%</td>
<td>421.00%</td>
<td>$2,099,894,310</td>
<td>$42,680,600</td>
<td>55%</td>
<td>55%</td>
<td>$42,680,600</td>
<td>55%</td>
<td>$0</td>
</tr>
</tbody>
</table>
## Appendix 2: Estimated TIF Reimbursement Schedule for The Collective

<table>
<thead>
<tr>
<th>Tax Year</th>
<th>Anticipated Increment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$521,845</td>
</tr>
<tr>
<td>2016</td>
<td>$529,569</td>
</tr>
<tr>
<td>2017</td>
<td>$537,409</td>
</tr>
<tr>
<td>2018</td>
<td>$545,367</td>
</tr>
<tr>
<td>2019</td>
<td>$553,444</td>
</tr>
<tr>
<td>2020</td>
<td>$561,643</td>
</tr>
<tr>
<td>2021</td>
<td>$485,961</td>
</tr>
<tr>
<td>2022</td>
<td>$493,163</td>
</tr>
<tr>
<td>2023</td>
<td>$500,472</td>
</tr>
<tr>
<td>2024</td>
<td>$420,097</td>
</tr>
<tr>
<td>2025</td>
<td>$426,326</td>
</tr>
<tr>
<td>2026</td>
<td>$432,648</td>
</tr>
<tr>
<td>2027</td>
<td>$439,065</td>
</tr>
<tr>
<td>2028</td>
<td>$445,578</td>
</tr>
<tr>
<td>2029</td>
<td>$607,413</td>
</tr>
<tr>
<td></td>
<td><strong>$7,500,000</strong></td>
</tr>
</tbody>
</table>
Appendix 3: The Collective Pro Forma

**PROJECT DESCRIPTION:** The Collective

**SITE AREA:** 17 acres

**NUMBER OF FLOORS/STORIES:** 4

**BUILDING AREA (g.s.f.):** 290,000

**CONSTRUCTION PERIOD:** 2 years

**ANTICIPATED CONSTR START DATE:** Sep-12

<table>
<thead>
<tr>
<th>The Collective</th>
<th>SF # of Units</th>
<th>Total SF</th>
<th>$ per SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>826</td>
<td>326</td>
<td>269,425</td>
</tr>
<tr>
<td>Commercial</td>
<td>4,000</td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

**Income (Annual)**

- Residential Rental Income: $5,248,988
- plus misc income: $81,500
- plus commercial space: $0
- less vacancy: ($298,000)
- less expenses: ($1,790,446)

**Total Project Cost (w/o TIF): $3,242,042**

**Project Costs**

- Acquisition & demolition: $13,951,174
- Hard Cost: $21,908,783
- Soft Cost: $9,100,923
- Public costs: $2,275,000
- Partial Use of Grant Funds (private streets, affordable housing, garden/park space): $1,135,400

**Total Project Cost (incl. public): $48,371,280**

**City Assistance (current $):** $7,500,000

**Return on Cost Analysis**

- NOI/Total Project Costs
- Return on Cost Analysis (no City $): 6.70%
- Return on Cost (with City $): 7.93%

**Total Project Cost (incl. public costs):** $48,371,280
Appendix 4: Cielo Realty Partners

- The Park at Kessler, LP is affiliated with Cielo Realty Partners, based in Austin, Texas
- Cielo Realty Partners was formed in May of 2010 by Bobby Dillard and Rob Gandy.
  - Bobby Dillard was a partner for Direct Development and has participated in the development and acquisition of multiple projects prior to this project.
  - Prior to Cielo, Rob Gandy managed a portfolio of $60 million in commercial real estate loans for First National Bank in Austin.
- David Krukiel, the developer’s representative, has experience with several multi-family developments and was involved with the development of Avalon at Kessler Park.
DATE       January 13, 2012

TO           Members of the Economic Development Committee: Tennell Atkins (Chair),
              Ann Margolin (Vice Chair) Jerry R. Allen, Sheffie Kadane, Monica Alonzo

THRU        Ryan S. Evans
              Assistant City Manager

SUBJECT     Texas Horse Park Project Update

On Tuesday, January 17, 2012, the Economic Development Committee will be
briefed on the Texas Horse Park Project Update.

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-4071.

[Signature]
Paul D. Dyer, P.E., Director
Park and Recreation

C: The Honorable Mayor and Members of the City Council
   Mary K. Suhm, City Manager
   Rosa Rios, Acting City Secretary
   Tom Perkins, City Attorney
   Craig Kinton, City Auditor
   Judge C. Victor Lander, Administrative Judge Municipal Court
   A.C. Gonzalez, First Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Forest Turner, Assistant City Manager
   Joey Zapata, Assistant City Manager
   Jeanne Chipperfield, Director, Chief Financial Services
   Karl Zavitkovsky, Director, Office of Economic Development
   J. Hammond Perot, Assistant Director, Office of Economic Development
   Stephanie Pegues Cooper, Assistant to the City Manager
Texas Horse Park
Project Update

Presented to:

Economic Development Committee

January 17, 2012

City of Dallas
Park and Recreation Department
Trinity Watershed Management Department, Trinity River Corridor Project Office
Briefing Information

• Information provided in this document:
  - Project History
  - Background
  - Economic Impact
  - Revised Master Plan and Phase 1 Plan for the Texas Horse Park
  - Proposed general points for a Request for Proposals (RFP) for selection of an independent Operator/Manager for the Texas Horse Park
  - Proposed Schedule
  - Next Step
Project History

1998 Trinity River Corridor Bond Package was approved, including $2.56M for an equestrian center

2002 BRW Architects was hired for a feasibility study and master planning of the center

2006 Texas Horse Park, Inc. (THPI) received non-profit status to operate the equestrian center, Texas Horse Park, under a Development and Management Agreement with the City of Dallas
Project History - continued

2006  City Council approved the Development and Operating Agreement with THPI

City of Dallas 2006 Bond Election approved including $12M for the development of the Texas Horse Park and $2M for land acquisition

2007  Texas Horse Park Master Plan was completed and briefed to the Trinity River Corridor Project Committee
Location of Texas Horse Park
Texas Horse Park
Mission and Vision Statements

Mission
• The Texas Horse Park is a world-class equestrian facility developed in partnership with the community for education, recreation, competition and conservation

Vision
• Building upon the rich equestrian traditions of Texas, the United States and the world, the overall goal of the City of Dallas is to operate a world-class equestrian center that provides:
  – Education, conservation, therapeutic and recreational opportunities
  – Local, national and international equestrian events
  – Programs for at-risk youth and the broader community
  – Ongoing positive economic impact
  – Alternative energy systems to help preserve the Trinity River ecosystem (examples: wind, solar, geothermal, and biomass energy)
Project Benefits

- Promote the development of a multi-disciplinary equestrian facility as a component of the Trinity River Corridor Project
- Host local and world class equestrian events
- Establish inner-city and educational outreach programs
- Benefit the City of Dallas and its citizens economically, educationally, culturally, recreationally, and ecologically
- Foster conservation and appreciation of Texas’ historic equestrian tradition
Project Benefits – continued

• Fills need in the South Central U.S. for a major show facility
• Economic development is spurred by equestrian show facilities, since hotel, retail and restaurants support events
• Provides business and job opportunities
• Showcases Dallas as an equestrian and recreational destination
# Economic Impact - Horse Industry

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equestrian Economy:</td>
<td>$101.5 billion</td>
<td>$5.2 billion**</td>
</tr>
<tr>
<td>Number of Individuals Involved in the Horse Industry:</td>
<td>7.1 million</td>
<td>455,600</td>
</tr>
<tr>
<td>Number of Full-Time Jobs Provided by the Horse Industry:</td>
<td>1.4 million</td>
<td>32,200</td>
</tr>
<tr>
<td>Number of Horses:</td>
<td>6.9 million</td>
<td>979,000***</td>
</tr>
</tbody>
</table>

* American Horse Council 2005 Study: Economic Impact of the Horse Industry
** Texas is second, next to California, in making the most of its horse economy
*** Texas leads the nation in horse population
# Equestrian Center Owner/Operator - Comparables

<table>
<thead>
<tr>
<th>Name / State</th>
<th>Public Owner</th>
<th>Public Operator</th>
<th>Contract Operator</th>
<th>Private Owner/Operator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky Horse Park, KY</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Jersey Equestrian Center, NJ</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dream Park, NJ</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Prince Georges Equestrian Center, MD</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WestWorld, AZ</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bergen County Equestrian Center, NJ</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Georgia International Horse Park, GA</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles Equestrian Center, CA</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>The Meadow Event Park, VA</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville Horse Park, FL</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THP TARGETED MARKET & COMPARABLES
Economic Impact

• 10 Year Economic Impact of Full Build-out of the Texas Horse Park*
  – Facility staff: 14
  – Jobs created by contract concessionaires and vendors at the facility: 110
  – Indirect or spin-off jobs to be created in the community: 196
  – Revenues from programs and events: $15.0M
  – Revenues from concessions and vendors: $31.2M
  – Estimated spending in Dallas
    • Area visitors: $23.4M
    • Out-of town visitors: $214.4M
  – Estimated spending on lodging: $53.6M
• Total 10 Year Economic Impact $337.6M

* These projections are provided by Texas Horse Park, Inc. from information in the report by Impact DataSource, Austin, Texas
Texas Horse Park - Target Market

- Residents, tourist, conventioneers, and corporations
- Recreational equine boarders and riders
- Therapeutic riders
- Competition / show participants and spectators
- Law enforcement agencies (including youth-at-risk programs)
- Community service
Potential Events

- Horse shows and sales
- Hunter / jumper
- Barrel racing
- Breed shows
- Team penning
- Reining competition
- Cutting competition
- Equine clinics and symposiums
- Flat shows (merchandise)

- Dressage
- Endurance
- Horse expos
- Driving
- Dog shows
- Festivals
Community Outreach Programs and Riding School

- Life enrichment programs
- Summer camps / clinics
- Riding teams / riding lessons
- At risk youth
- Horse rescue
- School horse shows
- Horse clubs
Trail Riding

- Individual / group trail rides
- Grooming and horse care
- Tourist group riding
- Horsemanship academy
- Inner city riding program
- Carriage diving / tours
- RV campground
- Sulky race training
- University extension course
- Youth camps and racing clubs
Educational, Community and Therapeutic

- 4H and FFA events and livestock shows
- Guided group and school tours
- Environmental clubs and association tours
- Mounted police and special olympics
- University extension courses
- School and college events
- Hippo and clinical physical therapy
- Therapeutic sports riding
Background

• Texas Horse Park, Inc. received non-profit 501(c)(3) corporation status in 2006 with the goal of developing and operating the Texas Horse Park

• The City entered into a Development and Operating Agreement with Texas Horse Park, Inc. (THPI) in 2006 for the purposes of designing, constructing and operating the Texas Horse Park
  - City to provide $14.56M towards the development:
    • $2.56M was from the 1998 Trinity Corridor Project Bond Program
    • $12M from the 2006 Bond Program
  - THPI to provide a $15M match within two years
Original Agreement

• The original Agreement allowed the City to exercise the following options, in the event THPI was not able to raise their $15M share of the development costs in 24 months following contract approval:
  1) Negotiate a reduced scope for Phase I Development with THPI
  2) Delay the project until additional funds can be raised by THPI
  3) Terminate Agreement and City could proceed with one or more of the following options:
      a) Proceed with the original or modified Master Plan with a different operator
      b) Cancel project and reprogram the bond funds
Recommended Option

• The project has been delayed since February 2009 to allow THPI time to continue their fundraising efforts
• To date, THPI has raised $1M
• Due to the current economic climate and the subsequent difficulty of fundraising, it is recommended that the City proceed with Request for Proposals (RFP) for an independent Operator/Manager (Operator) in order to start development of the project
• If an independent Operator is selected, THPI has agreed they would become a support organization for Texas Horse Park and can continue with their fundraising efforts
Recommended Options – continued

• Independent Operator’s services would include:
  - Provide staff to manage the facility
  - Market the facility
  - Program events and community outreach activities
  - Operate a trail ride concession
  - Provide opportunities for boarding
  - Provide day-to-day maintenance
  - Contract with concessionaires for food service, etc.
Recommended Options – continued

• In the Development and Management Agreement with THPI, the City would contribute $14.56M to the development of the Texas Horse Park
  – 1998 Trinity Corridor Project Bond Program $2.56M
  – 2006 Bond Program $12.0M

• Recommend that the City utilize the $12M in the 2006 Bond Program for the Phase 1 development

• The $2.56M from the 1998 Bond Program is being utilized for land acquisition
General Points of the Operation and Management RFP

- Term of agreement will be 20 years with two 5-year options to renew
- The Operator will be required to dedicate the facility to the preservation and expansion of Texas’ equestrian tradition by providing a venue for education, competition and community involvement in horse-related and other agricultural activities
- City of Dallas (City) will retain ownership of the premises and all improvements
- Operator will manage the facility
General Points – continued

• Operator shall have the right to offer alternative delivery methods for the design and construction

• Operator shall have the right to provide representation on the project team or take a lead role in the design and construction if an alternative delivery method is used

• Options will be allowed for entities to propose on the operation of individual elements, such as:
  - Trail ride operation
  - School of Horsemanship
  - Boarding
  - Therapeutic riding
  - Other community service organizations
General Points – continued

- Operator can make future capital improvements subject to City approval
- City will approve all rates, fees and charges
- City will approve operating hours
- City will have the right to reserve the facility up to six dates per year, at no charge
Operator - Selection Process

• Proposing firms will be evaluated and selected based on the following criteria:
  – Experience of Proposer operating similar facilities
  – Amount of added financial contribution to the development costs
  – Financial stability
  – Preliminary operation plan
  – Proposed revenue sharing
  – Outreach and education plan
  – Proposed community services
Texas Horse Park - Revised Master Plan

Note: Plans are subject to change based on input from the selected operator.
Texas Horse Park - Revised Phase I Plan
Revised Master Plan
Conceptual Rendering
Revised Phase 1
Conceptual Rendering
Proposed Schedule

Advertise Operation and Management RFP  Feb. 2012
Receive / Evaluate Operators’ Proposals  March 2012
Award Best Value Proposer  May 2012
Design and Construction  TBD*

* Schedule is dependent on the type of design and construction scenario proposed by the Operator
Benefits of Texas Horse Park

- Positive economic impact on Southern Dallas and the City of Dallas
- Creates job and business opportunities
- Fills gap in the country’s event facility network
- Provides venue for residents and tourists to experience equestrian activities
- Benefits the City of Dallas and its citizens economically, educationally, culturally, recreationally, and ecologically
- Fosters conservation and appreciation of Texas’ historic equestrian tradition
Next Step

• Initiation of a Request for Proposals (RFP) process to select an Operator/Manager
Texas Horse Park
Project Update

Presented to:
Economic Development Committee

January 17, 2012

City of Dallas
Park and Recreation Department
Trinity Watershed Management Department, Trinity River Corridor Project Office
Appendix

• Deal Points from the 2006 Development and Management Agreement with Texas Horse Park, Inc. (THPI)
  – General Deal Points
  – City – Responsibilities and Rights – Construction and Development Phase
  – THPI – Responsibilities and Rights – Construction and Development Phase
  – City – Responsibilities and Rights – Operation Phase
  – THPI – Responsibilities and Rights – Operation Phase
Deal Points from the 2006 Development and Management Agreement with Texas Horse Park, Inc.

General Deal Points:

• Term of agreement will be 20 years with two 5-year options to renew.
• The Texas Horse Park will be dedicated to the preservation and expansion of Texas’ equestrian tradition by providing a venue for education, competition and community involvement in horse-related and other agricultural activities.
• The City of Dallas and the Texas Horse Park, Inc. (THPI) will share the cost of the development. Phase I is estimated to cost $30 million.
• City of Dallas (City) will retain ownership of the premises and all improvements.
• THPI will operate the facility.
Deal Points

General Deal Points – continued

• Construction funding must be in place prior to award of construction contracts.

• City’s total share consists of $12M in funding included in the 2006 Bond Program, with an additional $2.56M funded as a part of the Trinity River Corridor project in the 1998 Bond Program.

• THPI’s share of $15M will be from private fundraising, naming opportunities, grants, etc.

• The Agreement may be terminated by either party for cause after the “notice and opportunity to cure” period expires.

• No termination for convenience clause will be included.
Deal Points
City – Responsibilities and Rights

Construction and Development Phase:
• City will award and manage design and construction contracts.
• City will not be obligated to proceed with construction award until THPI has transmitted to the City 100% of its full share of the development costs.
• If THPI’s $15M share of development costs and $500,000 for operating account are not raised by THPI within 24 months following contract approval, the following options can be exercised by the City:
  1) Negotiate a reduced scope for Phase I Development with THPI
  2) Delay the project until additional funds can be raised by THPI
  3) Terminate Agreement and then City could proceed with one or more of the following options:
     a) Proceed with the original or modified Master Plan with a different operator
     b) Cancel project and reprogram the bond funds
Deal Points
THPI - Responsibilities and Rights

Construction and Development Phase:
• THPI is responsible for all development costs for the project in excess of the City’s committed funds.
• THPI shall have the right to provide representation on the project team.
• THPI can make future capital improvements subject to City approval.
Deal Points
City - Responsibilities and Rights

Operation Phase:

- City will provide THPI a total of $1M, per the schedule below, to support the cost of operations, subject to appropriations and THPI having raised their $15M share of development costs
  - $250,000 – The year prior to opening (FY 2007-08)
  - $300,000 – The first year of operation (FY 2008-09)
  - $250,000 – The second year of operation (FY 2009-10)
  - $200,000 – The third year of operation (FY 2010-11)
- City will have the right to reserve the facility up to six dates per year, at no charge.
- City will approve all rates, fees and charges.
- City will approve operating hours.
- City will provide maintenance for off-site equestrian trails that connect to the THP development and on-site “hike and bike” spine trails that connect other components of the trail system to the THP.
Deal Points

THPI – Responsibilities and Rights

Operation Phase:
• THPI will maintain their 501(c)(3) tax exempt status as a not-for-profit corporation.
• THPI is responsible for payment of all maintenance and operating expenses, including all utility costs.
• THPI agrees to provide the City with a plan to provide community outreach and service activities and an annual report on these activities.
• THPI will provide daily and major maintenance of facilities, except for off-site trails that connect the facility with other components of the Great Trinity Forest or Trinity River Corridor.
• THPI will provide an Executive Director responsible for oversight of the Texas Horse Park’s, contracts, events and leasing of the facilities.
Deal Points
THPI – Responsibilities and Rights

Operation Phase – continued:

• The Executive Director will employ an on-site Manager and other necessary personnel for daily operation of the facilities and will maintain the scheduled and committed hours of operation.
• THPI will plan the promotion, marketing, advertisement and public relations at THPI’s sole expense.
• THPI will enter into concession contracts.
• THPI will purchase all materials, equipment and supplies needed to operate the facility.
• THPI will provide City with an annual budget.
• THPI will establish an operating account of $500,000.
• THPI will maintain insurance as specified in the contract.
• THPI will comply with City’s Good Faith Effort Program.
• THPI will comply with City’s indemnification provision.
Deal Points
THPI – Responsibilities and Rights

Operation Phase – continued:

• THPI will comply with all regulatory requirements.
• THPI shall pay to City 20% of any annual net revenues. Net revenues are defined as revenues remaining after operating expenses, operating reserves, major maintenance reserves, capital reserves and the requisite cash flow for the following quarter of operations are all met, as described in the business plan.
Memorandum

DATE January 13, 2012

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice-Chair), Jerry R. Allen,
Monica Alonzo, Sheffie Kadane

SUBJECT Agreements with the North Central Texas Council of Governments, the
State of Texas, and Lower Oak Lawn Investment, LP for the Edison/Hi Line
Sustainable Development Infrastructure Project, January 25, 2012 Council
Agenda

Background

In 2009, the North Central Texas Council of Governments (NCTCOG) Regional
Transportation Council (RTC) allocated $41 million for their third Sustainable
Development Program call for projects. Funding for this RTC's Sustainable
Development Program was provided by the State of Texas from surplus revenue
from a SH 121 toll project pursuant to Chapter 228 of the Texas Transportation
Code.

The Sustainable Development Program is intended to promote development types
that reduce the overall demand for transportation infrastructure and improve air
quality. The call for projects was issued on March 24, 2009 and allowed for two
types of project submissions: transportation infrastructure improvements and
planning programs. The Edison/Hi Line project was one of nine infrastructure
projects selected and approved by the RTC on June 3, 2010 for $1,151,063 in
Sustainable Development Program funds.

On August 25, 2010, City Council approved Resolution No. 10-2152 supporting
projects selected within the City of Dallas by the RTC, including the Edison/Hi Line
project, and authorizing the City Manager to negotiate agreements with NCTCOG
and private sector partners, where applicable.

The Edison/Hi Line project includes enhancements and upgrades to bicycle and
pedestrian connections between the Dallas Design District and the Victory District.
In 2006, NCTCOG funded pedestrian and bike improvements along Hi Line Drive
between the Old Trinity Meander (west of Oak Lawn Avenue) and Edison Street.
This project will build on that prior investment. The proposed improvements will help
transportation linkages by increasing access and safety to rail transit (DART Victory
Station) and City of Dallas trails (Katy Trail and Trinity Strand Trail), improve air
quality, promote sustainable development, and include:

• Widening sidewalks along Edison Street between IH 35E (Stemmons
  Freeway) and Hi Line Drive.
• Adding a new sidewalk along the southbound frontage road of IH 35E (Stemmons Freeway) from Edison Street to north of Hi Line Drive. This sidewalk is proposed to be primarily within TxDOT right-of-way. The City’s goal would be to maximize the width of the sidewalk as much as possible, ideally having at least 7 feet of clear walking area.

• Evaluation of shared-use lane markings along Hi Line Drive (City of Dallas Bike Route 210).

• Adding shade trees, landscaping, and pedestrian lighting along Hi Line Drive under IH 35E (Stemmons Freeway) from the southbound frontage road to Houston Street.

• Adding a new crosswalk, ADA ramps, enhanced way-finding, and pedestrian warning for crossing Houston Street to the Katy Trail.

The related private vertical mixed-use development associated with the project is under construction at 1400 Hi Line and will include 314 residential units and 29,000 sq ft ground floor retail anticipated for completion in late 2012.

The total Edison/Hi Line infrastructure project cost is $1,438,829; the Sustainable Development Program will reimburse 80% of the total project costs ($1,151,063) and requires a local match of 20% of the total project costs ($287,766). The 20% local match for the Edison/Hi Line project will be provided by Lower Oak Lawn Investment, LP (LOL) through the eligible expenditures for design and/or construction of the public improvements.

Additionally, because the Sustainable Development Program funds are provided to the City on a reimbursement only basis, LOL will also provide upfront funding for remaining 80% of the project, to be reimbursed to LOL upon the completion of certain project milestones detailed in a development agreement with LOL and contingent upon the City’s receipt of funds from NCTCOG/State of Texas.

This action will authorize two agreements, one between the City, NCTCOG, and the State of Texas and another between the City and LOL. NCTCOG gave pre-award authorization for design up to the local match amount and LOL began the design phase in summer 2011. The two agreements must be executed in order to receive a full notice to proceed from NCTCOG and allow construction to begin on the project.
Agreements for Edison/Hi Line Sustainable Development Project
January 13, 2012
Page 3 of 4

Should you have any questions or concerns, please contact me at (214) 670-3296.

Ryan S. Evans
Assistant City Manager

Attachment

C: The Honorable Mayor and Members of the City Council
   Mary K. Suhm, City Manager
   Rosa Rios, Acting City Secretary
   Tom Perkins, City Attorney
   Craig Kinton, City Auditor
   Judge C. Victor Lander, Administrative Judge Municipal Court
   A.C. Gonzalez, First Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Forest Turner, Assistant City Manager
   Joey Zapata, Interim Assistant City Manager
   Jeanne Chipperfield, Chief Financial Officer
   Karl Zavitkovsky, Director, Office of Economic Development
   J. Hammond Perot, Assistant Director, Office of Economic Development
   Stephanie Pegues-Cooper, Assistant to the City Manager
Memorandum

DATE  January 13, 2012

TO  Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice Chair), Jerry R. Allen, Sheffie Kadane,
Monica Alonzo

SUBJECT  TRT Holdings, Inc. and/or its subsidiary TRT Old Parkland LLC; Council Agenda
Item January 25, 2012

Background

TRT Holdings, Inc. seeks City Council approval of a 90 percent real property tax
abatement for 10 years and an economic development grant in an amount not to
exceed $200,000 in consideration of the relocation of its global headquarters from
Irving, Texas to Dallas and the construction of a 170,000 square foot Class A office
building at 4001 Maple Avenue.

TRT Holdings, Inc. will make a private investment exceeding $40,000,000 for its new
corporate headquarters facility. Planned business personal property expenditures are
approximately $6,000,000. TRT Holdings, Inc. plans to relocate up to 269 jobs and
create an additional 15 jobs with this project. The company will be required to
maintain at least 200 jobs annually on the site and make a minimum investment of
$32,000,000 on land and building improvements to be eligible for a tax abatement over
the term of the agreement. The $200,000 economic development grant will offset a
portion of projects costs including development fees and relocation costs. Forgone
revenue from the 10-year tax abatement is estimated to be $2,295,360.

TRT Holdings, Inc., owns, franchises, and operates hotels in North America and
Mexico. The company owns the luxury hotel brand Omni Hotels & Resorts and Gold’s
Gym International, a global franchiser of fitness centers. In addition, the company is
involved in oil and gas exploration through Tana Exploration Company. TRT Holdings,
Inc. was founded in 1989.

The proposed development will result in a 10 year net fiscal impact after incentives of
$7,449,235 and a $19,147,460 20-year net fiscal impact.
Project Details

Project summary with fiscal impact is attached.

Owner

TRT Holdings, Inc.
James D. Caldwell, President

Staff

J. Hammond Perot, Assistant Director
Jeremiah Quarles, Analyst

Recommendation

Staff recommends approval of the subject item. Please contact me if you have any questions at 214-670-3296.

Ryan S. Evans
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
   Mary K. Suhm, City Manager
   Rosa Rios, Acting City Secretary
   Tom Perkins, City Attorney
   Craig Kinton, City Auditor
   Judge C. Victor Lander, Administrative Judge
   Municipal Court
   A.C. Gonzalez, First Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Forest Turner, Assistant City Manager
   Joey Zapata, Interim Assistant City Manager
   Jeanne Chipperfield, Chief Financial Officer
   Karl Zavitkovsky, Director, Office of Economic Development
   J. Hammond Perot, Assistant Director, Office of Economic Development
   Stephanie Pegues-Cooper, Assistant to the City Manager

"Dallas – Together, we do it better"
Attachment
Project Worksheet - TRT Holdings, Inc.
Economic Development Committee

A. Project Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Information</th>
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<tr>
<td>City Council District</td>
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<td>Project/Company Name</td>
<td>TRT Holdings, Inc.</td>
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<td>Project Location</td>
<td>4001 Maple Avenue</td>
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<td>Project Type</td>
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<td>Construction Schedule</td>
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<td>Private Improvement Investment</td>
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<td>Business Property $6,000,000</td>
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<td>City Incentive Summary</td>
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<td>Other - Grant $200,000</td>
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B. Economic Impact Estimates (Dallas City Economy Only, $ Million)

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<th>10-Year</th>
<th>20-Year</th>
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<td></td>
<td>Jobs</td>
<td>Economic Output</td>
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<tr>
<td>Direct Impact</td>
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<td>Total Impact</td>
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C. City of Dallas General Fund Fiscal Impact ($ Million)

(From direct, indirect and induced economic impacts)

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<tr>
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<th>10-Year</th>
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<td>Total City GF Revenue Generated</td>
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<td>Total City GF Service Costs</td>
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<td>Net Impact Before Incentives</td>
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<td>City Incentives</td>
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<td><strong>Net City Fiscal Impact</strong></td>
<td><strong>$7,249,235</strong></td>
<td><strong>$18,947,460</strong></td>
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</table>

* Indirect impacts represent supplier effects, induced impacts represent spin-off household effects.
Memorandum

DATE January 13, 2012

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice Chair), Monica Alonzo, Sheffie Kadane, Jerry Allen

SUBJECT Progressive Steel and Wire LLC; Council Addendum Item January 25, 2011

Background

On Wednesday, January 25th City Council will be asked to consider economic development incentives for Progressive Steel and Wire LLC.

For the past several months, city staff has negotiated with Primesource Building Products regarding a new nail manufacturing operation for its subsidiary, Progressive Steel and Wire LLC. The operation will occupy an 80,000 s. f. existing, vacant facility located at 8330 Lovett Avenue in Dallas, Texas. The nails produced in the proposed operation will replace nails that are currently purchased and imported from other countries. Other company sites around the country were considered for this expansion project.

The company plans to invest approximately $2.5 million in new business personal property and create between 60 and 100 net new jobs, with an average salary of $50,000. The current condition of the plant will require only minimal improvements to real property, estimated to be between $200,000 and $400,000. Master Halco Inc., the owner of the building, is also a subsidiary of PrimeSource Building Products. There is no other relationship between Progressive Steel and Wire LLC and Master Halco Inc. According to state law, as the owner of the real property, Master Halco must be a party to the tax abatement agreement.

Progressive Steel and Wire LLC and Master Halco seek City Council approval of a five-year, 50 percent business personal property tax abatement on the value of new business personal property and an economic development grant of $40,000 to offset associated project costs. Forgone revenue from the five year tax abatement is estimated to be $59,775.

In consideration of the incentives proposed, Progressive Steel and Wire LLC will maintain a minimum of 60 new jobs in Dallas and invest a minimum of $200,000 in real property improvements. Also, the company will execute a lease of no less than 10 years.
Project Details
Project summary with fiscal impact is attached.

Owner
Master Halco Inc.

Staff
J. Hammond Perot, Assistant Director
Christopher O’Brien, Sr. Coordinator

Recommendation
Staff recommends approval of the subject item. Please contact me if you have any questions at 214-670-3296.

Ryan Evans
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
   Ryan S. Evans, Assistant City Manager
   Mary K. Suhm, City Manager
   Forest Turner, Assistant City Manager
   Rosa Rios, Interim City Secretary
   Jill A. Jordan, P.E., Assistant City Manager
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   Karl Zavitkovsky, Director, OED
   A.C. Gonzalez, First Assistant City Manager
   J. Hammond Perot, Assistant Director, OED
   Stephanie Pegues-Cooper, Assistant to the City Manager

"Dallas – Together, we do it better"
Attachment
Project Information Worksheet
Economic Development Committee

A. Project Summary

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<th>City Council District</th>
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<tr>
<td>Project/Company Name</td>
<td>Progressive Steel and Wire, LLC</td>
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<td>Facilities (Square Feet)</td>
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<td>Average Wage Rate</td>
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<td>Hourly</td>
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<td>City Incentive Summary</td>
<td>Tax Abatement 5 yr, 50% on BPP</td>
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<td>Infrastructure</td>
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<td>Other - Grant $40,000</td>
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B. Economic Impact Estimates  (Dallas City Economy Only, $ Million)

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<th>20-Year</th>
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<tbody>
<tr>
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<td>Jobs</td>
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<td>Direct Impact</td>
<td>60</td>
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<td>Indirect and Induced Impact*</td>
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<td>Total Impact</td>
<td>108</td>
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C. City of Dallas General Fund Fiscal Impact ($ Million)
(From direct, indirect and induced economic impacts)

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<tr>
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<tr>
<td>Total City GF Revenue Generated</td>
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<td>Total City GF Service Costs</td>
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<tr>
<td>Net Impact Before Incentives</td>
<td>$305,000</td>
<td>$1,080,984</td>
</tr>
<tr>
<td>City Incentives</td>
<td>$99,775</td>
<td>$99,775</td>
</tr>
<tr>
<td><strong>Net City Fiscal Impact</strong></td>
<td><strong>$205,225</strong></td>
<td><strong>$981,209</strong></td>
</tr>
</tbody>
</table>

* Indirect impacts represent supplier effects, induced impacts represent spin-off household effects.
Memorandum

DATE January 13, 2012

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice-Chair), Jerry R. Allen,
Monica Alonzo, Sheffie Kadane

SUBJECT Potential Infrastructure Improvements that might be funded by Stratford
Land Fund’s $1 million deposit into the Davis Garden TIF District Increment
Fund

Background

In order to satisfy the terms of an amended Development Agreement between
the City of Dallas and Stratford Land Fund (SLF), SLF contributed $1,000,001 to
the Davis Garden TIF District Fund to be used on open space, streetscape,
pedestrian, bicycle and other related improvements. These funds were received
in December 2011.

The Davis Garden TIF Board of Directors reviewed the potential uses of the
funds and made the following recommendation on the best utilization of the
money to encourage continued redevelopment of the Davis Street Corridor:

• Matching Funds for the Kessler Theater’s infrastructure improvements -
  $60,000 (this expenditure will leverage approximately $180,000 in
  NCTCOG grant funding bringing the total improvement investment to
  approximately $240,000)
• Rosemont Plaza - $201,512
• Rosemont Safe Routes to School Project - $36,272
• Davis Corridor/7th Street Bicycle Facilities - $223,844
• Davis Corridor (Mary Cliff Road to Zang Boulevard) Urban Design Study
  by City Design Studio - $35,880
• King’s Plaza - $442,493

Subject to approval by the City of Dallas Economic Development Committee,
staff will begin the process of selecting design consultants for these projects.
Staff intends to require significant public input into the design of the open spaces
and streetscape design and improvements, including potentially installing
temporary improvements to test the effectiveness of the design. Any future
Council actions will be related to construction projects for this work. In addition,
some of the planned bicycle improvements may require amendments to the
City’s Thoroughfare Plan.

Final construction documents have not been prepared for any of these proposed
projects. The appendix for this memo contains the general concepts for the work.
City staff will work with local non-profit groups and businesses to secure ongoing
maintenance agreements for the planned open space improvements as part of
the public input and design process.
Staff will continue to investigate ways to leverage the $1,000,001 funding as a matching component for various grants and donations.

Should you have any questions or concerns, please contact me at (214) 670-3296.

[Signature]
Ryan S. Evans
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
   Mary K. Suhm, City Manager
   Rosa Rios, Acting City Secretary
   Tom Perkins, City Attorney
   Craig Kinton, City Auditor
   Judge C. Victor Lander, Administrative Judge Municipal Court
   A.C. Gonzalez, First Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   Forest Turner, Assistant City Manager
   Joey Zapata, Interim Assistant City Manager
   Jeanne Chipperfield, Chief Financial Officer
   Karl Zavitkovsky, Director, Office of Economic Development
   Hammond Perot, Assistant Director, Office of Economic Development
   Stephanie-Pegues-Cooper, Assistant to the City Manager
Appendix A

Potential Infrastructure Improvements that might be Funded by SLF’s $1M Deposit into the Davis Garden TIF District Increment Fund
Davis Garden TIF District Boundary Map

Sub-District A – The Canyon

Sub-District B – Davis Garden

City of Dallas

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SLF's Phase I Development Agreement

- SLF's Phase I development agreement consisted of the following components:

<table>
<thead>
<tr>
<th>TIF Improvement Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Remediation</td>
<td>$1,575,612.70</td>
</tr>
<tr>
<td>Demolition</td>
<td>$1,432,633.30</td>
</tr>
<tr>
<td>Median Improvements, Streetscape &amp; Other Public Improvements</td>
<td>$1,000,001.00</td>
</tr>
<tr>
<td>TIF Eligible Project Costs</td>
<td>$4,008,247.00</td>
</tr>
</tbody>
</table>

- The project's environmental remediation and demolition components are complete and documentation for the work approved by city staff.

- On June 22, 2011 City Council authorized an amendment to the development agreement that allowed SLF to deposit $1,000,001 into the Davis Garden District Tax Increment Fund for open space, pedestrian, bicycle and streetscape improvements that benefit the District.
Potential Infrastructure Improvements

- Matching Funds for Kessler Theater Infrastructure
  - $60,000 in TIF funding will leverage $179,200 in matching funds from TxDOT (NCTCOG Sustainable Development Grant)
  - The funding will be used to make streetscape improvements around the theater, including converting the alley located on the eastern edge of the theater into a pedestrian walkway
## Potential Infrastructure Improvements

- **Kessler Theater landscape construction estimate:**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>COST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Hardscape/Pedestrian Amenities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrian Amenities Construction</td>
<td>$129,381.00</td>
<td></td>
</tr>
<tr>
<td>Pedestrian Amenities PS&amp;E and Design</td>
<td>$12,938.10</td>
<td></td>
</tr>
<tr>
<td><strong>B Landscaping</strong></td>
<td></td>
<td>$142,319.10</td>
</tr>
<tr>
<td>Landscaping Construction</td>
<td>$66,088.00</td>
<td></td>
</tr>
<tr>
<td>Landscaping PS&amp;E and Design</td>
<td>$8,808.80</td>
<td></td>
</tr>
<tr>
<td><strong>C Intersection Improvements</strong></td>
<td></td>
<td>$72,698.80</td>
</tr>
<tr>
<td>Intersection Improvements Construction</td>
<td>$2,000.00</td>
<td></td>
</tr>
<tr>
<td>Intersection Improvements PS&amp;E and Design</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td><strong>D Other (Demolition of curbs &amp; sidewalks)</strong></td>
<td></td>
<td>$2,200.00</td>
</tr>
<tr>
<td>Other Construction</td>
<td>$6,803.00</td>
<td></td>
</tr>
<tr>
<td>Other Construction PS&amp;E and Design</td>
<td>$680.30</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td>$7,483.30</td>
</tr>
<tr>
<td><strong>Construction Costs</strong></td>
<td>$204,272.00</td>
<td></td>
</tr>
<tr>
<td><strong>PS&amp;E and Design</strong></td>
<td>$20,427.20</td>
<td></td>
</tr>
<tr>
<td>Environmental Assessment</td>
<td>$5,000.00</td>
<td></td>
</tr>
<tr>
<td>4.5% of Total Construction Hard Costs</td>
<td>$9,192.24</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>$238,891.44</td>
</tr>
</tbody>
</table>

- **TxDOT Funding – 75%**
- **TIF Funding – 25%**

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TxDot Funding</td>
<td>$179,200.00</td>
</tr>
<tr>
<td>TIF Funding</td>
<td>$59,691.44</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$238,891.44</td>
</tr>
</tbody>
</table>

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Potential Infrastructure Improvements

- Rosemont Plaza – convert roadway connecting Davis to 7th Street to a pedestrian plaza
Potential Infrastructure Improvements

- Rosemont Safe Route
  - Reduce 38’, 3-lane road to 24’, 2-lane road with 14’ dedicated bicycle path
  - Reduce width of intersections to ease crossing
  - Reduce width of slip lane by adding cycle track
Potential Infrastructure Improvements

- Rosemont Safe Route (cont.)
  - Increase safety
  - Increase ridership
  - Physically separate cars from bicycle traffic
  - Ease crossing distance for pedestrians
  - Decrease accident rates for all modes of transit
Potential Infrastructure Improvements

- Davis Street Corridor Bicycle Improvements – Early Implementation (2011-12)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Facility Type</th>
<th>Length</th>
<th>Approx. Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bagley St. to Chalk Hill Rd.</td>
<td>Buffered Bike Lanes</td>
<td>3,150 ft</td>
<td>$24,000</td>
</tr>
<tr>
<td>Chalk Hill Rd. to Ft. Worth Ave.</td>
<td>Bike Lanes</td>
<td>7,000 ft</td>
<td>$40,000</td>
</tr>
<tr>
<td>Ft. Worth Ave. to Westmoreland Rd.</td>
<td>Buffered Bike Lanes</td>
<td>1,800 ft</td>
<td>$14,000</td>
</tr>
<tr>
<td>Westmoreland Rd. to Hampton Rd.</td>
<td>Shared Lane Markings</td>
<td>5,300 ft</td>
<td>$15,000</td>
</tr>
<tr>
<td>Hampton Rd. to Mary Cliff Rd.</td>
<td>Buffered Bike Lanes</td>
<td>2,800 ft</td>
<td>$20,000</td>
</tr>
<tr>
<td>Mary Cliff Rd. to Zang Blvd.</td>
<td>Shared Lane Markings</td>
<td>7,400 ft</td>
<td>$21,000</td>
</tr>
<tr>
<td>Zang Blvd. to Patton Ave.</td>
<td>Shared Lane Markings</td>
<td>900 ft</td>
<td>$2,500</td>
</tr>
<tr>
<td>Patton Ave. to 6th St. Corrory</td>
<td>Shared Lane Markings</td>
<td>8,000 ft</td>
<td>$22,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>~36,000 ft</td>
<td>~$59,000</td>
</tr>
</tbody>
</table>

This Segment is replaced by the 7th Bicycle Facility (approximate cost - $85,844)
Potential Infrastructure Improvements

- King’s Highway Plaza –
  convert existing roadway to a pedestrian plaza

Office of Economic Development
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Potential Infrastructure Improvements

- Potential King’s Highway improvements located north of Davis Street –
  additional parking for businesses and Plaza
Potential Infrastructure Improvements

- Staff recommendations for proposed Infrastructure Improvements:

<table>
<thead>
<tr>
<th>Project</th>
<th>Est. Cost</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matching funds for the Kessler Theater's NCTCOG Grant</td>
<td>$60,000</td>
<td>100% OED; leverages approx. $180K in outside funds</td>
</tr>
<tr>
<td>Rosemont Plaza</td>
<td>$201,512</td>
<td>100% OED</td>
</tr>
<tr>
<td>Rosemont Safe Route</td>
<td>$36,272</td>
<td>100% OED</td>
</tr>
<tr>
<td>Davis Corridor Bicycle Facility (Mary Cliff Rd to Zang Blvd segment replaced by the 7th Street Bicycle Facility)</td>
<td>$223,844</td>
<td>100% OED</td>
</tr>
<tr>
<td>City of Dallas Design Studio – Concept for reconfiguration of W. Davis Street from Montclair to Zang Boulevard</td>
<td>$35,880</td>
<td>100% OED</td>
</tr>
<tr>
<td>King's Plaza (Demonstration Plaza, Permanent Plaza and Parking)</td>
<td>an amount not to exceed $442,492</td>
<td>100% OED</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,000,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Additional amenities that could be funded through other funding sources including grants and private donations:

<table>
<thead>
<tr>
<th>Project</th>
<th>Est. Cost</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Art for King's Permanent Plaza / Additional Amenities</td>
<td>$393,916</td>
<td>Unfunded</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$393,916</strong></td>
<td></td>
</tr>
</tbody>
</table>