

Joe Bonham, President
Kit Jones, Vice-President
Terry Gaul, Treasurer
Nancie Rain, Secretary



Tim Jeffcoat, Director
Becky Haas, Director
William Morefield III, Director

RICHMOND

DEVELOPMENT CORPORATION OF RICHMOND

PUBLIC NOTICE OF MEETING

A meeting of the Board of Directors of the Development Corporation of Richmond **will be held at the Commission Chamber, Richmond City Hall Annex, 600 Morton Street, Richmond, Texas, on the 12th day of July 2022 commencing at 6:00 p.m. and**

via Video Conference call
(pursuant to Texas Government Code, Section 551.127)

Join Zoom Meeting

<https://us06web.zoom.us/j/82778927270>

Meeting ID: 827 7892 7270

One tap mobile

+13462487799,,82778927270# US (Houston)

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Dial by your location

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+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 646 931 3860 US

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

Meeting ID: 827 7892 7270

Find your local number: <https://us06web.zoom.us/j/82778927270>

A quorum of the City Commission may be present at this meeting.

1. Call to Order.
2. Recite the Pledge of Allegiance to the U.S. Flag and Texas Flag.
3. Public Comments. (Public comment is limited to a maximum of 3 minutes per item. No deliberations with DCR Board. Time may not be given to another speaker.)
4. Review and consider taking action on the minutes of the regular meeting held on June 14, 2022.
5. Review Financial Reports through June 30, 2022.
6. Consider taking action on the proposed Development Corporation of Richmond Proposed 2023 budget
7. Review and Consider taking action on the Marketing Plan for Richmond and the Development Corporation of Richmond
8. Report of activities of Economic Development Director.
9. Review and Consider future Workshops for EDC
 - A. August- Development within the City and ETJ of Richmond
10. Excuse from Attendance at Regular DCR Meeting.
11. Adjourn to Executive Session, as authorized by Texas Government Code, Section 551.087, Deliberation Regarding Economic Development Negotiations.

12. EXECUTIVE SESSION

In accordance with Chapter 551, Government Code, Vernon's Texas Code Annotated (V.T.C.A.) (Open Meetings Law), "The Board of Directors may meet in a Closed Executive Meeting pursuant to provisions of the Open Meetings Law, Chapter 551, Government Code, V.T.C.A. in accordance with the authority contained in the following section"; Section 551.087, Deliberation Regarding Economic Development Negotiations.

- E1. Bend
- E2. Whale

OPEN MEETING

13. Reconvene into Open Meeting, and take action on items, if necessary.
14. Review and consider taking action the amending he time of the monthly DCR meetings.
15. Review and consider taking action on an interfund loan.
16. Adjournment

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

The Development Corporation of Richmond (DCR) meetings are available to all persons regardless of disability. This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations, should you require special assistance, must be made 48 hours prior to this meeting. Braille is not available. Please contact the City Secretary's office at (281) 342-5456 for needed accommodations.

CERTIFICATE

I certify that the above notice of meeting was posted on a bulletin board located at a place convenient to the public in the City Hall, Richmond, Texas, on the 8th day of July 2022, at ____ a.m./p.m.

 Laura Scarlato City Secretary

1. Call to Order.



DEVELOP
RICHMOND
EST. TEXAS 1837

2. Recite the Pledge of
Allegiance to the U.S. Flag and
Texas Flag.



DEVELOP
RICHMOND
EST. TEXAS 1837

The United States Pledge of Allegiance:

I pledge allegiance to the Flag of the
United States of America, and to the
Republic for which it
stands, one Nation
under God, indivisible,
with liberty and
justice for all.



The Texas Pledge of Allegiance:



Honor the Texas flag;
I pledge allegiance to
thee, Texas, one state
under God, one and
indivisible.

3. Public Comments. (Public comment is limited to a maximum of 3 minutes per item. No deliberations with DCR Board. Time may not be given to another speaker.)

DEVELOP
RICHMOND

EST. TEXAS 1837

4. Review and consider taking action on the minutes of the regular meeting held on June 14, 2022.





STATE OF TEXAS

COUNTY OF FORT BEND

CITY OF RICHMOND

The Development Corporation of Richmond convened in a regular meeting open to the public and pursuant to notice thereof duly given in accordance with Section 501.072, Local Government Code, Vernon's Texas Codes, in Richmond City Hall Annex within said City on June 14, 2022, at 6:00 p.m. Directors in attendance included the following:

President, Joe Bonham
Secretary, Nancie Rain
Becky Haas
William B. Morefield, III
City Attorney, Gary Smith
City Secretary, Laura Scarlato

Vice President, Kit Jones - Absent
Treasurer, Terry Gaul
Tim Jeffcoat – via Zoom
Terri Vela, City Manager
Economic Development Director "ED", Jerry Jones

President Joe Bonham proceeded to call the meeting to order at 6:00 p.m. The meeting was broadcast via video conference call. All members of the public may participate in the meeting and via video conference call.

There was a quorum present.

The Pledge of Allegiance to the U.S. flag and Texas flag were recited.

Agenda item A3, Public comments. There were no individuals signed up to speak therefore the agenda item was closed.

Agenda item A4, Review and consider taking action on the minutes of the regular meeting held on April 12, 2022. President Bonham asked for changes or discussion regarding the minutes. There were no changes. Director Haas made the motion to approve the minutes of April 14, 2022, with Director Gaul seconding the motion. The vote was unanimous to approve.

Agenda item A5, Review and consider taking action on the minutes of the Workshop on May 25, 2022. President Bonham asked for changes or discussion regarding the minutes. Director Haas indicated that Director Gaul should be marked present under the Development Corporation Board. Director Rain made the motion to approve the minutes of May 25, 2022, including the suggested change, with Director Morefield seconding the motion. The vote was unanimous to approve.

Agenda item A6, Review Financial Reports through May 31, 2022.

Finance Director Justin Alderete provided the details of the report with the Development Corporation balance sheet reflection \$4.28 million cash on hand. The Capitol Improvement Project balance sheet reflects \$479,319 cash on hand. The summary of revenue and expense report reflects year-to-date total revenues at \$1.397 million, the majority being attributed to sales tax. The forecast report was reviewed reflecting the monthly sales tax trending in line with the budgeted amount. This is taking into account the repayment agreement of \$89,612. There was a brief question and answer period, then the agenda item was closed.

Agenda item A7, Review and discuss the DCR draft budget for year 2023.

Finance Director Alderete reviewed the expectations for sales tax in 2023. The net collections reflected on the report are for the City of Richmond as a whole, including the DCR portion. The General Fund (GF) budgeted sales tax less the GF net sales equates to the DCR budgeted sales tax. The sales tax revenues will experience a slight dip in 2023 due to the repayment agreement. Interest rates are expected to remain in the 2% range for the remainder of the year with a slight increase in 2023. Economic Development Director Jones reviewed the base budget requests as follows:

Bella Media – Marketing.

Dataprose – Website portal shared with Planning and Zoning.

Edible Houston – Magazine highlighting restaurants.

Greater Houston Partnership – Membership funds.

Magana Media – Assists with crisis communication for COR and DCR.

N2 Publishing (Fort Bend Focus) – Community Magazine, relationship with Kaminsky's.

Speakerbox Media (Born in the Bend) – Podcast, delivering the message differently.

There was also a request for an Economic Development Coordinator followed by a lengthy discussion.

Encode Software – currently being funded by Planning and Zoning but DCR will need to assist in 2023.

Transportation – Fort Bend Transit Authority annual funding.

West Fort Bend Management District – Funding is up for discussion.

Finance Director Alderete requested feedback in order to be able to provide a proposed budget at the July meeting.

Agenda item A8, Review and consider taking action on the City of Richmond's Strategic Plan for the DCR Director.

Economic Development Director Jones stated that most of the activities listed have been done or are in the process of being done. Director Gaul inquired if there was a process to monitor the progress. There was a brief discussion, and the agenda item was closed.

Agenda item 9. Review and consider taking action on refreshing the DCR's Strategic Plan.

Economic Development Director Jones stated the process is to identify how to take the current plan and combine it in a way that compliments the City of Richmond Strategic Plan.

Agenda item 10. Review and discuss a presentation from the West Fort Bend Management District (WFBMD).

Executive Director Ellen Hughes addressed the DCR Board regarding the current status, history, and purpose of WFBMD. The main focus of the WFBMD is establishing standards for the corridors or controlling the “look of the City.” There was a lengthy discussion with additional input from Lane Ward, founding member of the district and currently serving as the secretary. It was stated that the most promising value of the district to the City is as tool to promote to developers as they approach the City. This would require a close relationship between the district and Economic Development Director.

Agenda item 11. Report of activities of Economic Development Director.

Economic Development Director Jerry Jones entertained questions regarding the report. There were no questions, the agenda item was closed.

Agenda item 12. Review and consider future Workshops for EDC.

A. July 2022 – Visit the Ion and the Cannon Facilities.

Economic Development Director Jones indicated an email would be sent out to provide dates to select for a future DCR workshop. City Manager Vela indicated transportation would be provided.

Agenda item 13. Excuse from Attendance at Regular DCR Meeting. Director Kit Jones had a death in the family.

Future agenda item request – Discuss the DCR meeting time being changed.

Agenda item 12. Adjourn to Executive Session, as authorized by Texas Government Code, Section 551.087, Deliberation Regarding Economic Development Negotiations.

Adjourned to Executive Session at 7:17 p.m.

- E1. Hanger.
- E2. Noodle.
- E3. Bend.
- E4. Whale.
- E5. Smokey.

Reconvene into Open Meeting and take action on items if necessary.

The open meeting reconvened at 7:46 p.m. with the following actions being taken.

The motion was made for item E1. Hanger, to provide construction funds of \$1500 from the Downtown Improvement Grant. Director Gaul made the motion with Director Morefield seconding the motion which was unanimous to approve.

The motion was made for item E2. Noodle, to deny funding of this project. Director Morefield made the motion with Director Rain seconding the motion which was unanimous to approve (deny funding).

There being no further business to come before the Development Corporation of Richmond, President Bonham adjourned the meeting at 7:47 p.m.

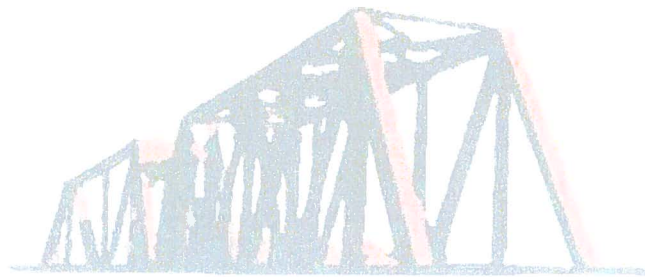
APPROVED:

Joe Bonham, President

ATTEST:

Laura Scarlato, City Secretary

5. Review Financial Reports through June 30, 2022.



DEVELOP
RICHMOND
EST. TEXAS 1837

BALANCE SHEET

AS OF: JUNE 30TH, 2022

85 -DEVELOPMENT CORPORATION

ASSETS

=====

1100	CLAIM ON CASH-DEVELOPMENT CORP	4,187,099.33
1101	Combined Securities - DCR	0.00
1105	CASH IN BANK-DEVELOPMENT CORP	0.00
1120	DCR WF - Sweep Accrued Interes	0.00
1200	INVESTMENTS	0.00
1302	SALES TAX RECEIVABLE	371,950.78
1303	OTHER RECEIVABLE	0.00
1370	ACCOUNTS RECEIVABLE - INVOICED	0.00
1500	PREPAID ASSET	0.00
1501	ACCRUED WORKERS COMP	0.00
1502	ACCRUED EXPENSES	0.00
1610	DUE TO (FROM) GENERAL	0.00
1620	DUE TO (FROM) WATER/SEWER	0.00
1621	DUE TO (FROM) METER	0.00
1622	DUE TO/FROM SURFACE WATER	0.00
1623	DUE TO/FROM RIVER PARK WEST	0.00
1625	DUE TO (FROM) CONSTRUCTION II	0.00
1626	DUE TO (FROM) FIRE SERVICE CAP	0.00
1630	DUE TO (FROM) DEBT SERVICE	0.00
1631	DUE TO (FROM) DEBT 1999 SERIES	0.00
1632	DUE TO/FROM DEBT-99 SERIES II	0.00
1640	DUE TO (FROM) WASTEWATER IMPAC	0.00
1650	DUE TO (FROM) WATER IMPACT	0.00
1660	DUE TO (FROM) PARK IMPROVEMENT	0.00
1665	DUE TO (FROM) STATE FUNDS (NARC	0.00
1666	DUE TO (FROM) FEDERAL FUNDS	0.00
1667	DUE TO (FROM) EQUIPMENT GRANT	0.00
1687	DUE TO/FROM SEED	0.00
1688	DUE TO/FROM WEED	0.00
1689	DUE TO/FROM HIGHER EDUCATION	0.00
1690	DUE TO (FROM) CDBG	0.00
1691	DUE TO/FROM TCLEOSE-FIRE	0.00
1692	DUE TO (FROM) COURT TECHNOLOGY	0.00
1693	DUE TO (FROM) COURT SECURITY	0.00
1696	DUE TO (FROM) TCLEOSE-POLICE	0.00
1697	DUE TO/FROM GEN FIXED ASSETS	0.00
1698	DUE TO/FROM DCR CASH/SWEEP	0.00

TOTAL ASSETS

4,559,050.11

=====

LIABILITIES

=====

2000	DEVELOPEMENT CORP ACCT PAYABLE	0.00
2014	RETAINAGE PAYABLE	0.00
2105	DEFERRED REVENUE	0.00
2140	ACCOUNTS PAYABLE	0.00
2199	DUE TO POOLED CASH	395.00

BALANCE SHEET

AS OF: JUNE 30TH, 2022

85 -DEVELOPMENT CORPORATION

TOTAL LIABILITIES 395.00

FUND BALANCE

=====

2900	UNAPPROPRIATED SURPLUS	3,923,531.20	
2920	RESTRICTED	457,715.93	
2921	ASSIGNED	0.00	
2922	COMMITTED	0.00	
2923	NONSPENDABLE	0.00	
2950	TRANSFER TO I & S	0.00	
2999	BALANCING ENTRY	0.00	
	SURPLUS (DEFICIT)	<u>177,407.98</u>	
	TOTAL FUND BALANCE		<u>4,558,655.11</u>

TOTAL LIABILITIES AND FUND BALANCE 4,559,050.11

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END OF REPORT

BALANCE SHEET

AS OF: JUNE 30TH, 2022

87 -DCR CAPITAL PROJECTS

ASSETS

=====

1100	CLAIM ON CASH-DCR CAPITAL PROJ	473,560.83	
1300	ACCOUNTS RECEIVABLE	0.00	
1502	ACCRUED EXPENSES	0.00	
1685	DUE TO (FROM DEVELOPMENT CORP	<u>0.00</u>	
	TOTAL ASSETS		473,560.83

=====

LIABILITIES

=====

2100	DEFERRED REVENUE	0.00	
2199	DUE TO POOLED CASH	<u>0.00</u>	
	TOTAL LIABILITIES		<u>0.00</u>

FUND BALANCE

=====

2900	UNAPPROPRIATED SURPLUS	0.00	
2950	OTHER SOURCES/USES	0.00	
2999	BALANCING ENTRY	0.00	
	SURPLUS (DEFICIT)	<u>473,560.83</u>	
	TOTAL FUND BALANCE		<u>473,560.83</u>

TOTAL LIABILITIES AND FUND BALANCE 473,560.83

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END OF REPORT

CITY OF RICHMOND
 REVENUE AND EXPENSE REPORT (UNAUDITED)
 AS OF: JUNE 30TH, 2022

85 -DEVELOPMENT CORPORATION
 FINANCIAL SUMMARY

75.00% OF FISCAL YEAR

	CURRENT BUDGET	CURRENT PERIOD	YEAR-TO-DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUE SUMMARY</u>					
ALL REVENUE	<u>1,707,600.00</u>	<u>147,289.34</u>	<u>1,544,516.10</u>	<u>90.45</u>	<u>163,083.90</u>
TOTAL REVENUES	<u>1,707,600.00</u>	<u>147,289.34</u>	<u>1,544,516.10</u>	<u>90.45</u>	<u>163,083.90</u>
=====					
<u>EXPENDITURE SUMMARY</u>					
DEVELOPMENT CORP	<u>2,434,616.00</u>	<u>242,729.71</u>	<u>1,367,108.12</u>	<u>56.15</u>	<u>1,067,507.88</u>
TOTAL EXPENDITURES	<u>2,434,616.00</u>	<u>242,729.71</u>	<u>1,367,108.12</u>	<u>56.15</u>	<u>1,067,507.88</u>
=====					
REVENUE OVER/ (UNDER) EXPENDITURES	(727,016.00)	(95,440.37)	177,407.98	24.40-	(904,423.98)
=====					

CITY OF RICHMOND
 REVENUE AND EXPENSE REPORT (UNAUDITED)
 AS OF: JUNE 30TH, 2022

85 -DEVELOPMENT CORPORATION

75.00% OF FISCAL YEAR

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR-TO-DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
3015 SALES TAX REVENUE	1,702,000.00	143,551.29	1,536,263.45	90.26	165,736.55
3055 INTEREST INCOME	600.00	3,738.05	8,252.65	1,375.44 (7,652.65)
3060 INTERGOVERNMENTAL	0.00	0.00	0.00	0.00	0.00
3070 OTHER INCOME	<u>5,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,000.00</u>
TOTAL REVENUES	1,707,600.00	147,289.34	1,544,516.10	90.45	163,083.90
	=====	=====	=====	=====	=====

CITY OF RICHMOND
REVENUE AND EXPENSE REPORT (UNAUDITED)
AS OF: JUNE 30TH, 2022

85 -DEVELOPMENT CORPORATION

75.00% OF FISCAL YEAR

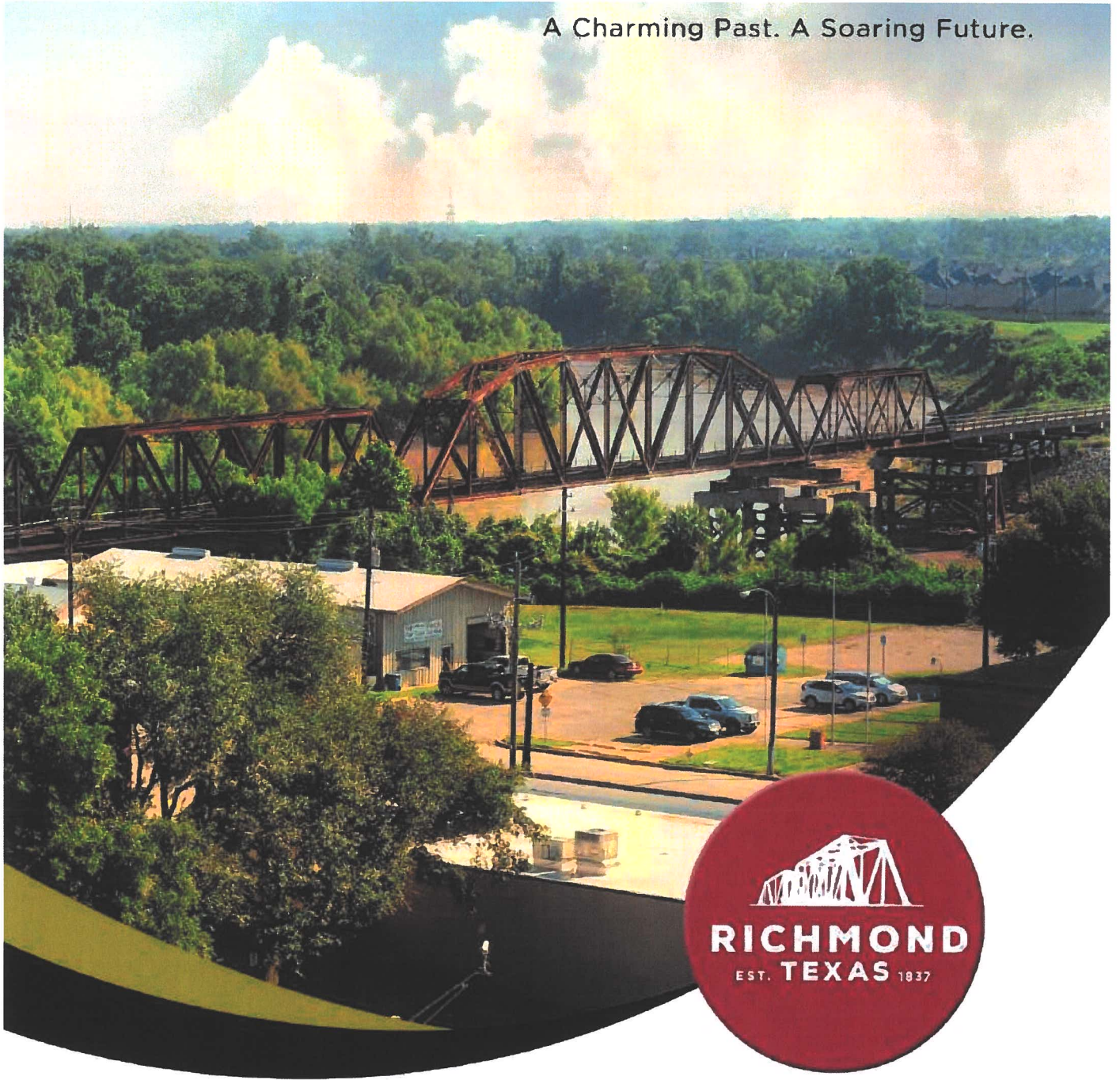
EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR-TO-DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>DEVELOPMENT CORP</u>					
5400-40650 TRAVEL AND TRAINING	13,055.00	3.00	1,798.13	13.77	11,256.87
5400-40750 OFFICE SUPPLIES	1,500.00	333.94	527.76	35.18	972.24
5400-40800 POSTAGE	0.00	0.00	0.00	0.00	0.00
5400-41650 PERIODICALS AND MEMBERSHIPS	16,500.00	40.00	515.00	3.12	15,985.00
5400-42250 CONTRACTED SERVICES	236,008.00	32,946.17	233,759.13	99.05	2,248.87
5400-42500 ADVERTISING	145,479.00	6,966.34	93,469.89	64.25	52,009.11
5400-42800 TRANSFERS OUT	47,000.00	0.00	47,000.00	100.00	0.00
5400-42850 MISCELLANEOUS EXPENSE	22,540.00	3,999.76	22,301.31	98.94	238.69
5400-42900 CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
5400-43000 BOND REDEMPTION	0.00	0.00	0.00	0.00	0.00
5400-43050 INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00
5400-43051 BANK FEES	5,000.00	0.00	3,682.75	73.66	1,317.25
5400-43100 AGENCY FEES	0.00	0.00	0.00	0.00	0.00
5400-43150 TRANSFER TO OTHER FUNDS	255,150.00	32,500.00	222,650.00	87.26	32,500.00
5400-43400 CITY OF RICHMOND REIMB ALLOC	689,384.00	164,940.52	491,357.96	71.27	198,026.04
5400-43500 RICHMOND HISTORIC DISTRICT	50,000.00	999.98	36,023.83	72.05	13,976.17
5400-43505 GATEWAY/WAYFINDING INVESTMENTS	0.00	0.00	0.00	0.00	0.00
5400-43511 PUBLIC TRANSPORTATION	75,000.00	0.00	75,000.00	100.00	0.00
5400-43521 WAYSIDE HORNS	0.00	0.00	0.00	0.00	0.00
5400-43525 TX DOT - 359 OVERPASS	0.00	0.00	0.00	0.00	0.00
5400-43530 TSTC COMMITMENT	100,000.00	0.00	100,000.00	100.00	0.00
5400-43535 LAMAR STREET EXTENSION	0.00	0.00	0.00	0.00	0.00
5400-43536 N. 10TH ST ROW ACQUISITION	0.00	0.00	0.00	0.00	0.00
5400-43537 WESSENDORFF PARK	0.00	0.00	0.00	0.00	0.00
5400-43538 DOWNTOWN IMPROVEMENT GRANT	15,000.00	0.00	0.00	0.00	15,000.00
5400-43539 2ND ST FARMERS MARKET PAVILION	0.00	0.00	0.00	0.00	0.00
5400-43540 RESERVE FOR OPPORTUNITIES	418,500.00	0.00	39,022.36	9.32	379,477.64
5400-43541 WATER TOWER LIGHTING PROJECT	0.00	0.00	0.00	0.00	0.00
5400-43542 MYRTLE STREET PROJECT	0.00	0.00	0.00	0.00	0.00
5400-43543 SIGNAGE GRANT PROJECT	25,000.00	0.00	0.00	0.00	25,000.00
5400-44251 SALES TAX INCENTIVE AGREEMENTS	5,000.00	0.00	0.00	0.00	5,000.00
5400-44999 SALES TAX RESERVE	314,500.00	0.00	0.00	0.00	314,500.00
TOTAL DEVELOPMENT CORP	2,434,616.00	242,729.71	1,367,108.12	56.15	1,067,507.88
=====					
TOTAL EXPENDITURES	2,434,616.00	242,729.71	1,367,108.12	56.15	1,067,507.88

*** END OF REPORT ***

Interim (Unaudited)
DCR Forecast
As of 6/30/2022

Type	Month	Category	FY21 Prior Actuals	FY22 Current Actuals	Forecast	Forecast Variance
Revenue	1 - October		137,712	167,710	130,802	36,908
	2 - November		176,025	204,314	142,926	61,387
	3 - December		190,862	183,817	136,940	46,877
	4 - January		143,121	205,333	129,573	75,759
	5 - February		190,576	199,473	165,754	33,719
	6 - March		142,287	149,359	121,838	27,521
	7 - April		127,130	118,326	129,838	(11,512)
	8 - May		300,592	168,896	157,631	11,265
	9 - June	Sales Tax	-	143,551	142,344	1,207
		Other	-	-	417	(417)
	Interest	-	3,738	50	3,688	
	9 - June Total		-	147,289	142,811	4,478
Revenue Total			1,408,306	1,544,516	1,258,115	286,402
Expenditure	1 - October		332,300	39,518	202,885	(163,367)
	2 - November		36,818	116,417	202,885	(86,467)
	3 - December		327,176	463,502	202,885	260,617
	4 - January		99,011	21,205	202,885	(181,680)
	5 - February		166,356	156,538	202,885	(46,346)
	6 - March		204,455	194,131	202,885	(8,754)
	7 - April		23,146	91,901	202,885	(110,984)
	8 - May		30,691	41,167	202,885	(161,718)
	9 - June	Supplies	-	334	-	334
		Purchased Services	-	43,955	31,299	12,657
	Non-Departmental	-	1,000	12,500	(11,500)	
	Transfers Out	-	197,441	78,711	118,729	
	Capital Items/Other	-	-	53,333	(53,333)	
	Non-Departmental	-	-	27,042	(27,042)	
	9 - June Total		-	242,730	202,885	39,845
Expenditure Total			1,219,953	1,367,108	1,825,962	(458,854)

A Charming Past. A Soaring Future.



CITY OF RICHMOND, TEXAS
Monthly Sales Tax Analysis

For the period ending
June 30, 2022

FY2022



Sales Tax Analysis

Summary of Performance

Quarter Label	Net Payment	SPA Collections	City Retained SPA	Gross City Collections	MUD Expense SPA	City Retained	Budget Amount	DCR Retained
Q1								
1 - October	727,363	116,464	59,772	559,695	-56,692	503,004	443,999	167,668
2 - November	902,127	172,691	87,695	697,844	-84,996	612,849	485,301	204,283
3 - December	774,155	80,878	41,788	590,389	-39,090	551,299	464,908	183,766
Total	2,403,646	370,033	189,256	1,847,929	-180,777	1,667,151	1,394,207	555,717
Q2								
4 - January	879,301	118,715	60,619	674,000	-58,097	615,903	439,813	205,301
5 - February	862,090	131,922	67,611	662,646	-64,311	598,335	563,066	199,445
6 - March	651,237	112,238	57,506	502,111	-54,732	447,379	413,460	149,126
Total	2,392,629	362,875	185,735	1,838,757	-177,140	1,661,617	1,416,339	553,872
Q3								
7 - April	521,263	111,254	56,831	404,553	-54,423	350,130	440,713	116,710
8 - May	728,840	126,378	63,189	562,427	-63,189	499,238	535,394	166,413
9 - June	644,723	141,036	70,518	501,172	-70,518	430,654	484,907	143,551
Total	1,894,826	378,669	190,538	1,468,152	-188,130	1,280,022	1,461,015	426,674
Total	6,691,101	1,111,576	565,529	5,154,838	-546,047	4,608,790	4,271,561	1,536,263



RICHMOND
EST. **TEXAS** 1837

Sales Tax Analysis

City Sales Tax

Quarter Label	Prior Year Net Payment	Net Payment	YoY Net % Chg	Prior Year City Retained	City Retained	YoY City % Chg	Budget Amount	Actual / Budget (\$)	Actual / Budget (%)
Q1									
1 - October	605,058	727,363	20.21%	413,000	503,004	21.79%	443,999	59,005	13.29%
2 - November	761,170	902,127	18.52%	527,947	612,849	16.08%	485,301	127,548	26.28%
3 - December	819,687	774,155	-5.55%	572,403	551,299	-3.69%	464,908	86,391	18.58%
Total	2,185,914	2,403,646	9.96%	1,513,351	1,667,151	10.16%	1,394,207	272,944	19.58%
Q2									
4 - January	625,390	879,301	40.60%	429,242	615,903	43.49%	439,813	176,091	40.04%
5 - February	818,404	862,090	5.34%	571,622	598,335	4.67%	563,066	35,269	6.26%
6 - March	603,792	651,237	7.86%	417,577	447,379	7.14%	413,460	33,919	8.20%
Total	2,047,586	2,392,629	16.85%	1,418,441	1,661,617	17.14%	1,416,339	245,278	17.32%
Q3									
7 - April	561,305	521,263	-7.13%	381,271	350,130	-8.17%	440,713	-90,584	-20.55%
8 - May	1,268,117	728,840	-42.53%	901,653	499,238	-44.63%	535,394	-36,156	-6.75%
9 - June	941,234	644,723	-31.50%	654,940	430,654	-34.25%	484,907	-54,254	-11.19%
Total	2,770,656	1,894,826	-31.61%	1,937,864	1,280,022	-33.95%	1,461,015	-180,993	-12.39%
Total	7,004,157	6,691,101	-4.47%	4,869,655	4,608,790	-5.36%	4,271,561	337,229	7.89%



RICHMOND
EST. **TEXAS** 1837

Sales Tax Analysis

DCR Sales Tax

Quarter Label	Prior Year Net Payment	Net Payment	YoY Net % Chg	DCR Retained	DCR Prior Retained	DCR Retained	YoY DCR % Chg	DCR Budget	DCR Act/Bud (\$)	DCR Act/Bud (%)
Q1										
1 - October	605,058	727,363	20.21%	137,667	137,667	167,668	21.79%	130,336	37,332	28.64%
2 - November	761,170	902,127	18.52%	175,982	175,982	204,283	16.08%	142,460	61,823	43.40%
3 - December	819,687	774,155	-5.55%	190,801	190,801	183,766	-3.69%	136,474	47,293	34.65%
Total	2,185,914	2,403,646	9.96%	504,450	504,450	555,717	10.16%	409,269	146,448	35.78%
Q2										
4 - January	625,390	879,301	40.60%	143,081	143,081	205,301	43.49%	129,107	76,194	59.02%
5 - February	818,404	862,090	5.34%	190,541	190,541	199,445	4.67%	165,288	34,157	20.67%
6 - March	603,792	651,237	7.86%	139,192	139,192	149,126	7.14%	121,371	27,755	22.87%
Total	2,047,586	2,392,629	16.85%	472,814	472,814	553,872	17.14%	415,766	138,107	33.22%
Q3										
7 - April	561,305	521,263	-7.13%	127,090	127,090	116,710	-8.17%	129,371	-12,661	-9.79%
8 - May	1,268,117	728,840	-42.53%	300,551	300,551	166,413	-44.63%	157,165	9,248	5.88%
9 - June	941,234	644,723	-31.50%	218,313	218,313	143,551	-34.25%	142,344	1,207	0.85%
Total	2,770,656	1,894,826	-31.61%	645,955	645,955	426,674	-33.95%	428,880	-2,206	-0.51%
Total	7,004,157	6,691,101	-4.47%	1,623,218	1,623,218	1,536,263	-5.36%	1,253,915	282,349	22.52%

Sales Tax Analysis

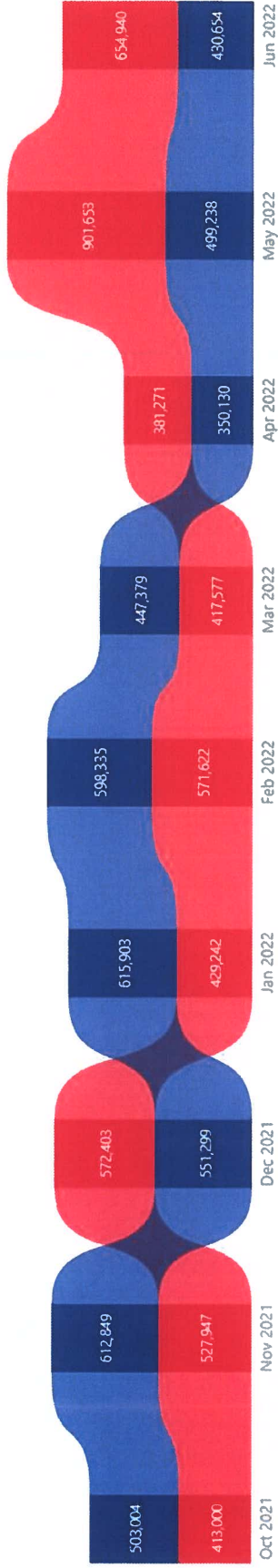
City Performance Graphs

YOY Sales Tax Performance

● Prior Year City Retained ● City Retained

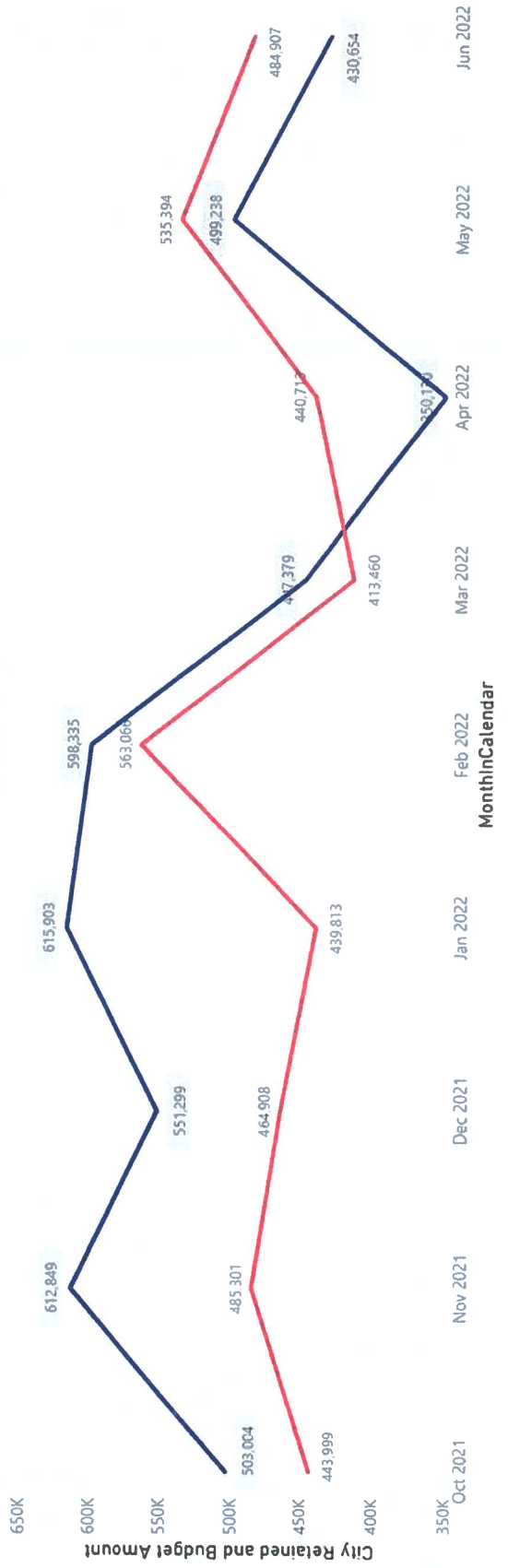
10/1/2021

6/30/2022



Sales Tax Performance Actual to Budget

● City Retained ● Budget Amount

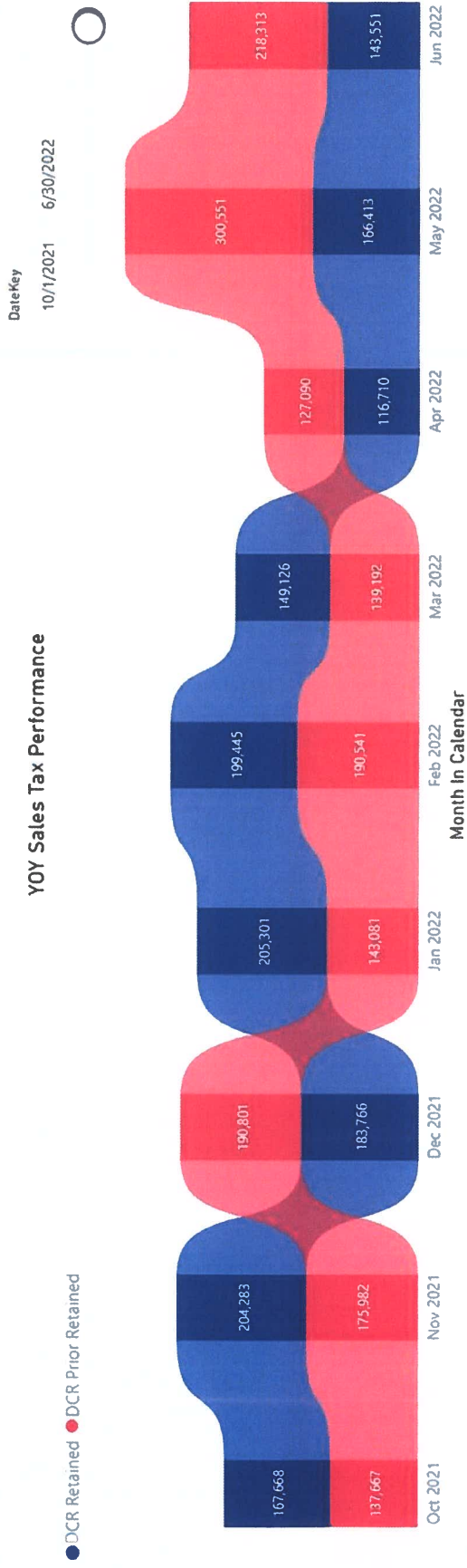




RICHMOND
EST. TEXAS 1837

Sales Tax Analysis

DCR Historical Performance





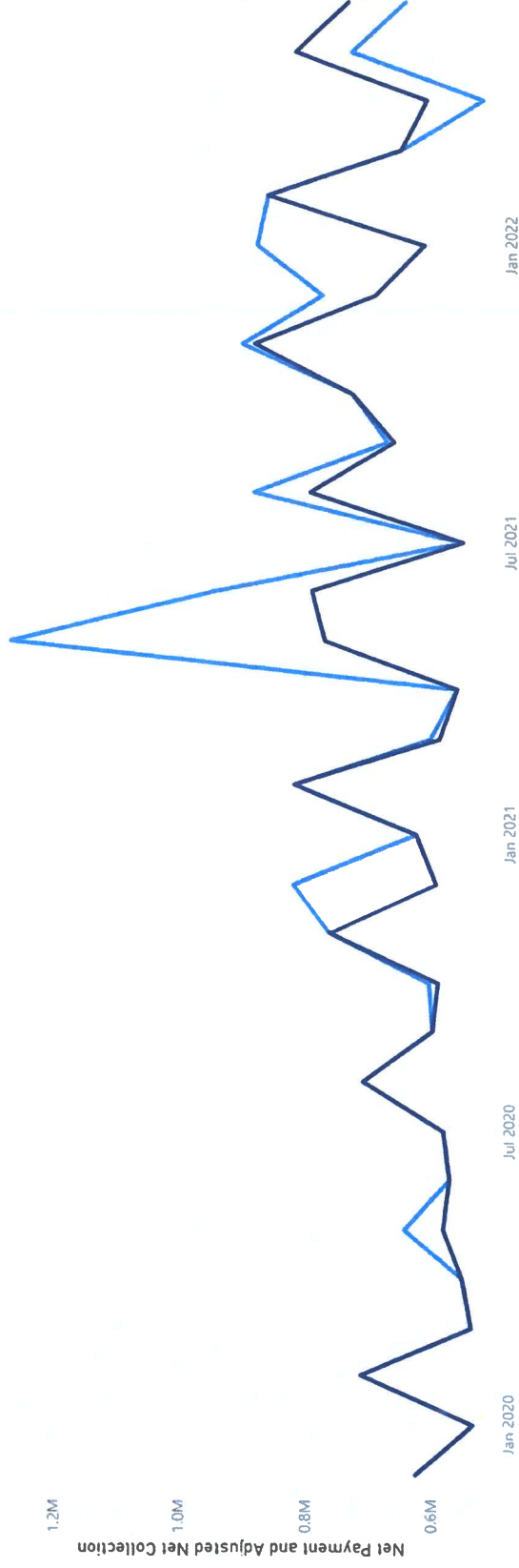
Sales Tax Analysis

Adjusted Sales Tax Figures

Adjusted Sales Tax Collections Graph

Net Payment and Adjusted Net Collection by Month in Calendar

● Net Payment ● Adjusted Net Collection





Sales Tax Analysis

Adjusted Sales Tax Table

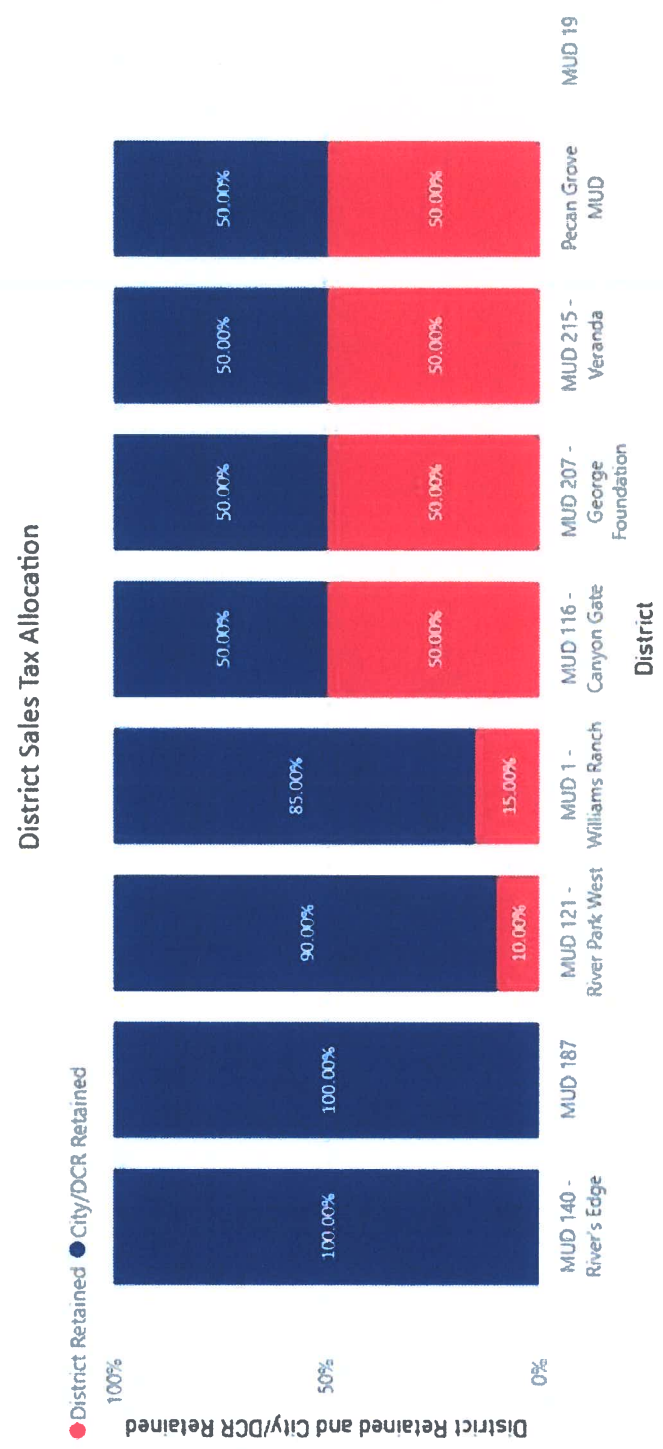
Adjusted Sales Tax Table

Month In Calendar	Net Payment	Adjustment	Adjusted Net Collection
11/1/2020	761,170	200	760,970
12/1/2020	819,687	225,491	594,196
1/1/2021	625,390	0	625,390
2/1/2021	818,404		818,404
3/1/2021	603,792	14,367	589,425
4/1/2021	561,305		561,305
5/1/2021	1,268,117	498,487	769,630
6/1/2021	941,234	150,576	790,658
7/1/2021	554,166	1,927	552,239
8/1/2021	883,774	90,033	793,741
9/1/2021	670,588	9,596	660,992
10/1/2021	727,363	795	726,568
11/1/2021	902,127	18,748	883,380
12/1/2021	774,155	83,431	690,724
1/1/2022	879,301	264,989	614,313
2/1/2022	862,090		862,090
3/1/2022	651,237		651,237
4/1/2022	521,263	-89,612	610,875
5/1/2022	728,840	-89,612	818,452
6/1/2022	644,723	-89,612	734,335
Total	15,198,729	1,089,803	14,108,926



Sales Tax Analysis

SPA Allocation Agreements Key

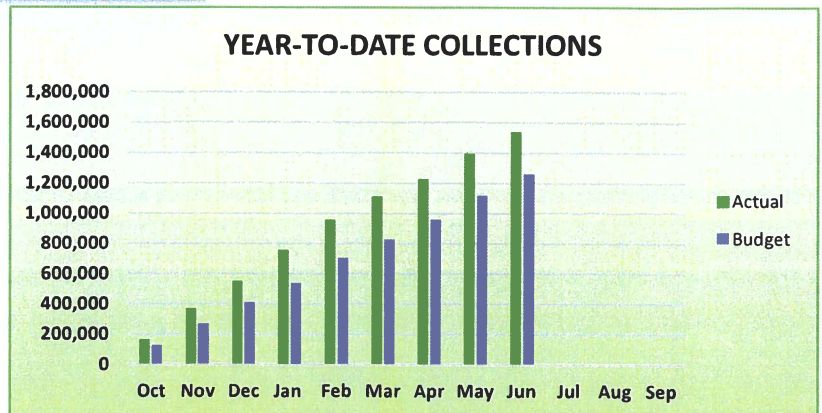
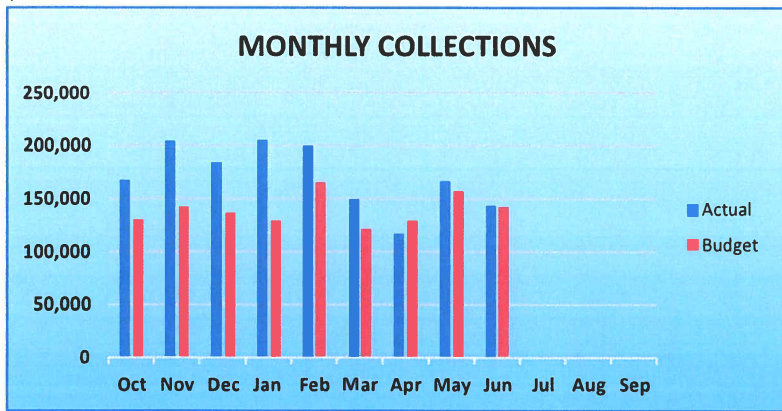


DEVELOPMENT CORPORATION OF RICHMOND
SALES TAX REVENUE

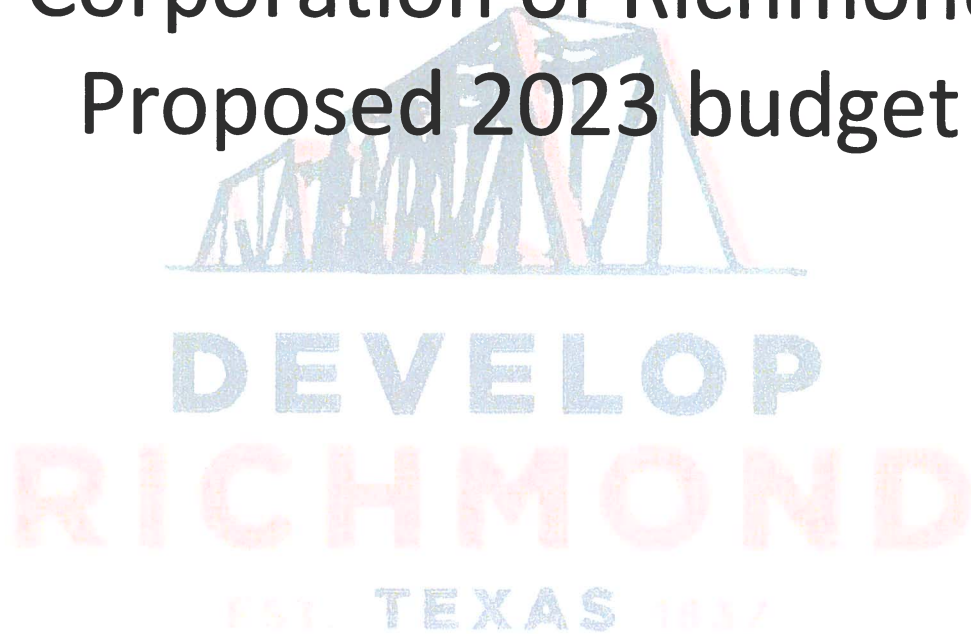
GROSS (Includes City & SPAs)		DCR ALLOCATION <i>Actual Income</i>		DCR BUDGET <i>Budgeted Income</i>		Year-to-Date Target to Budget <small>100% = Budget</small>
Total Received	Prior Year % Increase (Decrease) Month to Month	Monthly	Total Received Year-to-Date	Monthly	Total Budget Year-to-Date	

Fiscal Year 2021							
Oct	605,058	11%	137,667	137,667	128,712	128,712	106.96%
Nov	761,170	21%	175,982	313,649	139,542	268,254	116.92%
Dec	819,687	31%	190,801	504,450	136,615	404,869	124.60%
Jan	625,390	17%	143,081	647,531	126,394	531,263	121.89%
Feb	818,404	15%	190,541	838,071	163,136	694,399	120.69%
Mar	603,792	12%	139,192	977,264	118,084	812,483	120.28%
Apr	561,305	2%	127,090	1,104,354	133,946	946,429	116.69%
May	1,268,117	97%	300,551	1,404,905	147,762	1,094,191	128.40%
Jun	941,234	65%	218,313	1,623,218	135,815	1,230,006	131.97%
Jul	554,166	-5%	121,640	1,744,859	135,173	1,365,179	127.81%
Aug	883,774	25%	206,403	1,951,262	157,655	1,522,834	128.13%
Sep	670,588	12%	153,030	2,104,292	142,166	1,665,000	126.38%

Fiscal Year 2022							
Oct	727,363	20%	167,668	167,668	130,336	130,336	128.64%
Nov	902,127	19%	204,283	371,951	142,460	272,795	136.35%
Dec	774,155	-6%	183,766	555,717	136,474	409,269	135.78%
Jan	879,301	41%	205,301	761,018	129,107	538,376	141.35%
Feb	862,090	5%	199,445	960,463	165,288	703,663	136.49%
Mar	651,237	8%	149,126	1,109,589	121,371	825,034	134.49%
Apr	521,263	-7%	116,710	1,226,299	129,371	954,406	128.49%
May	728,840	-43%	166,413	1,392,712	157,165	1,111,570	125.29%
Jun	644,723	-32%	143,551	1,536,263	142,344	1,253,915	122.52%
Jul	0		0		141,847	1,395,761	
Aug	0		0		161,753	1,557,514	
Sep	0		0		144,486	1,702,000	



6. Consider taking action on the
proposed Development
Corporation of Richmond
Proposed 2023 budget





RICHMOND
EST. **TEXAS** 1837

Development Corporation of
Richmond
AGENDA ITEM COVER MEMO

Staff Review:
City Manager _____
City Attorney _____
Finance _____

DATE: July 12, 2022

AGENDA ITEM: 6. Consider taking action on the proposed Development Corporation of Richmond Proposed 2023 budget

SYNOPSIS

The Development Corporation of Richmond board received the proposed draft budget proposal. We are in a review period. We are asking the board members to make the recommendations/comments to staff that will allow us to know what the board will support when we bring it before the DCR board in August for final approval.

COMPREHENSIVE PLAN 2016 GOALS ADDRESSED

This proposed budget assists with addressing the goals of the Comprehensive Plan.

BACKGROUND

In accordance with Article 7.02 of the DCR bylaws, the DCR board is hereby presented a budget for the upcoming fiscal year, on or before the 15th day of August for review, modification and approval so that the City Commission may include the budget for the Corporation in the budget for the City

SUPPORTING MATERIALS

DCR Proposed Budget Presentation for 2023

Economic Development Coordinator Job Description

STAFF'S RECOMMENDATION

Staff shared with the board their request within the upcoming budget proposal. The staff is available to answer any questions you may have.

DCR Proposed Budget

Fiscal Year 2023



City of Richmond, Texas

Background

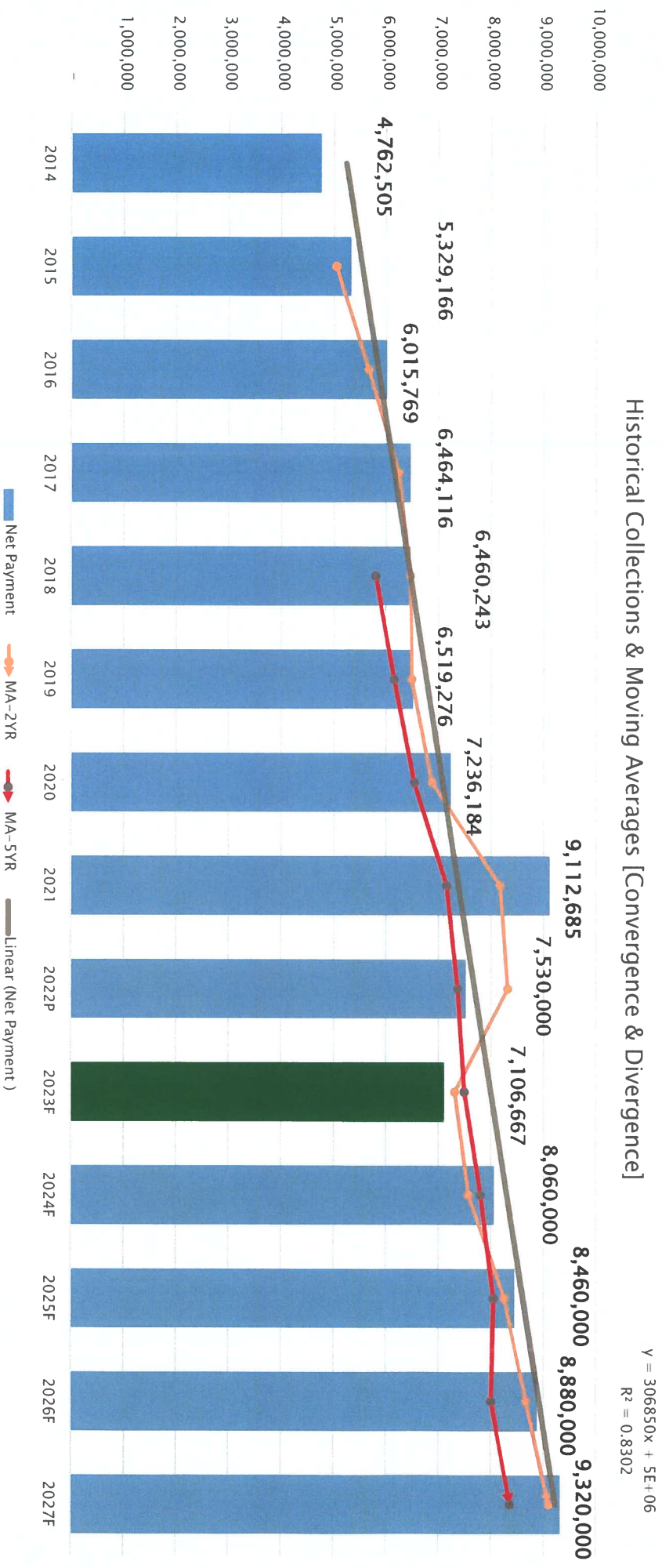
- ▶ In accordance with Article 7.02 of the DCR bylaws, the DCR board is hereby presented a budget for the upcoming fiscal year, on or before the 15th day of August for review, modification and approval so that the City Commission may include the budget for the Corporation in the budget for the City

Revenues



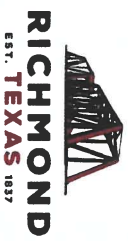
City of Richmond, Texas

Sales Tax



Sales Tax

Collection Type	FY22 Budget	FY22 Projection	FY23 Forecast
Sales Tax Collections	7,500,000	7,530,000	7,106,667
SPA Sales Tax Expense	692,000	812,074	836,000
Net of SPA	6,808,000	6,717,926	6,270,667
GF Budgeted Sales Tax	5,798,000	5,850,519	5,539,000
GF Net Sales Tax	5,106,000	5,038,444	4,703,000
DCR Budgeted Sales Tax	1,702,000	1,679,481	1,567,667



Sales Tax

Preparing the Sales Tax Budget

- ▶ Assumptions
 - Normal sales tax growth with inflation (7.6% increase from FY22 budget)
 - Less sales tax repayment agreement of ~\$89,612 per month
 - Repayment agreement ends July 1, 2023
- ▶ Budget assumptions may change as new datapoints are collected this year

Interest & Other

- ▶ Interest
 - Interest rates have increased significantly and are expected to remain in the 2% range for the remainder of the year and possibly increase in the next year, but uncertainty remains with the economy and market yields.
- ▶ Other
 - Other funds are typically grants received from CenterPoint Energy



Expenditures

City of Richmond, Texas

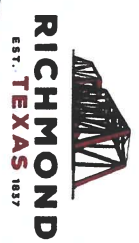
Development Corporation: Base Budget

Description	FY22 Budget	FY23 Proposed	Change
Supplies	\$-	\$3,000	\$3,000
Purchased Services	375,582	578,736	203,154
Sales Tax Incentive Agreements	5,000	5,000	-
Transfers Out	944,534	1,060,902	116,368
Non-Departmental	469,500	155,000	(314,500)
Capital Items/Other	640,000	565,000	(75,000)
Grand Total	\$2,434,616	\$2,367,638	\$(66,978)



Development Corporation: Base Adjustments

Description	One-Time	Recurring	Total
Bella Media	-	48,746	48,746
Dataprose	-	3,708	3,708
Edible Houston	-	7,000	7,000
Greater Houston Partnership	-	5,000	5,000
Magana Media	-	43,200	43,200
N2 Publishing (Fort Bend Focus)	-	2,000	2,000
Speakerbox Media (Born in the Bend)	-	7,000	7,000
Total Expenditures	-	116,654	116,654



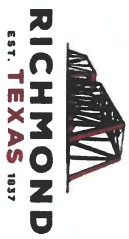
Development Corporation: Budget Requests

Description	One-Time	Recurring	Total
Assistant Director of Economic Development	-	115,868	115,868
Encode Software	-	9,500	9,500
Transportation	75,000	-	75,000
West Fort Bend Management District	40,000	-	40,000
Total Expenditures	115,000	125,368	240,368



Development Corporation: Total Requests

Description	One-Time	Recurring	Total
Base Adjustments	-	116,654	116,654
Budget Requests	115,000	125,368	240,368
Total Expenditures	115,000	242,022	357,022



FY23 Budget Summary

Description	FY23 Budget
Revenue	\$1,648,267
Expenditures	2,367,638
Revenues Over/(Under) Expenditures	(\$719,371)
Beginning Fund Balance	5,088,533
Ending Fund Balance	\$4,369,161
Accrued Taxes	(313,649)
Net Available Fund Balance	\$4,055,512





QUESTIONS?

City of Richmond, Texas



POSITION DESCRIPTION

DRAFT

POSITION TITLE: ECONOMIC DEVELOPMENT COORDINATOR

DEPARTMENT	Economic Development	POSITION #	
PROGRAM #	100	SALARY RANGE	G-07
REPORTS TO	ECONOMIC DEVELOPMENT DIRECTOR	FLSA STATUS	Exempt
SUPERVISES	None	DATE OF REVISION	06/2021

POSITION FUNCTION SUMMARY:

Responsible for the direct support of the Economic Development Department by providing managerial and administrative support to Economic Development Director. The position is responsible for monitoring and participating in Economic Development Strategic Projects, conducting, and summarizing research and analysis on the Fort Bend/Richmond/Houston market, and assist in budget development and maintenance. The position will assist with managing retail development, small/business and entrepreneurial support and lead special projects at the direction of the Economic Development Director. This position may interact and work directly with all City departments, the City Commission, Development Corporation of Richmond Board, the business community, the general public, statewide organizations/associations and various governmental agencies.

ESSENTIAL DUTIES AND RESPONSIBILITIES: THE STATEMENTS BELOW ARE INTENDED TO DESCRIBE THE GENERAL NATURE AND LEVEL OF WORK BEING PERFORMED BY INDIVIDUAL(S) ASSIGNED TO THIS POSITION. THEY ARE NOT INTENDED TO BE AN EXHAUSTIVE LIST OF ALL RESPONSIBILITIES, DUTIES AND SKILLS REQUIRED OF PERSONNEL SO CLASSIFIED IN THIS POSITION. THE POSITION DESCRIPTION IS SUBJECT TO CHANGE BY THE CITY AS THE NEEDS OF THE CITY AND REQUIREMENTS OF THE POSITION CHANGE.

- Utilizing gathered research and business/real estate data applications, develop data factsheets and other collateral including maps for target industries, case studies, RFP responses and other collateral to communicate Richmond specific value proposition.

ECONOMIC DEVELOPMENT COORDINATOR

- Coordinate with the Economic Development Director to conduct surveys and research economic trends, demographic trends, and infrastructure issues relative to Richmond in order to effectively promote economic development analyses such as employment trends, demographics, new businesses, commercial building vacancy rates, sales tax collection, availability of land sites, etc. Research and maintain information on relevant rankings, statistics, and industry needs as information is made available.
- Maintain a comprehensive contact list for businesses throughout Richmond as well as the Extraterritorial Jurisdiction Limits. Create a calendar for visitation to the business site and assist the director with any additional support needed before or after the meeting with businesses.
- Assures special events are planned and executed efficiently and effectively, including activities with the Central Fort Bend Chamber of Commerce for marketing activities and business appreciation luncheons.
- Provide retail industry support to retail brokers, shopping center owners, property managers and retailers. May include, but not limited to, analyzing data and developing factsheets of key Richmond retail data information; coordinating quarterly roundtable meetings with brokers and retailers; utilizing social media to regularly communicate and share information on new leases, store openings/expansions/closings, upcoming projects and retail events.
- Maintain knowledge of the Richmond Development Corporation and assist in the preparation of agenda items, reports, budgets and presentations.
- Special Projects – Assist with Community Vision implementation by coordinating strategic and special projects that are desired by Economic Development Director, City Management, or the Department.
- Maintain strategic project documents and works to ensure information is completed and documented in a timely manner while also assisting staff in meeting desired goals and deadlines.
- Assist in and support creative approaches to improve aging retail centers and redevelopment efforts.
- Assist and promote programs that support entrepreneurship & start-up businesses within the city.
- Prepare various financial and narrative economic development reports for presentation to the Development Review Board, City Commissions, the public, etc. with assistance from the Director of Economic Development.
- Perform other duties and responsibilities as needed or assigned.
- Respond to surveys from universities, students, and other professional associations with assistance.
- Assist in the management of Economic Development social media accounts and website development/maintenance.
- Assist in the efforts of Business Retention and Recruitment as directed.

ECONOMIC DEVELOPMENT COORDINATOR

- Required to work as an essential employee before, during, and after an emergency or disaster, whether natural or acts of war.
- Performs other job-related functions as assigned or apparent.

KNOWLEDGE, SKILLS & ABILITIES: TO PERFORM THIS POSITION SUCCESSFULLY, AN INDIVIDUAL(S) MUST BE ABLE TO PERFORM EACH ESSENTIAL DUTY AND RESPONSIBILITY SATISFACTORILY. THE REQUIREMENTS LISTED BELOW ARE REPRESENTATIVE OF THE KNOWLEDGE, SKILL, AND/OR ABILITY REQUIRED.

- To use market research methodologies and public relations principles and practices.
- Knowledge of principles of land use, business development, and economic development.
- Knowledge of common business, governmental, and real estate terminology and practices, as well as current innovations in business and economic development activities.
- Knowledge of pertinent federal, state and local laws, codes and regulations relating to economic development in general
- Knowledge of word processing, spreadsheet, and professional presentation software, such as Word, Excel, and PowerPoint.
- Knowledge of Internet and e-mail software and systems.
- Knowledge of municipal government functions and inter-governmental relations.
- Networking and leadership skills and the ability to work effectively with the business community, government, officials and community, regional, and state organizations are imperative. Must demonstrate excellent customer service skills.
- Skills in establishing a rapport and eliciting cooperation from co-workers, the business community, and citizens.
- Skills in effective communication both orally and in writing.
- Skills in effective time management and resource utilization.
- Ability to handle confidential matters, use discretion, and make independent judgments.
- Ability to work effectively with all levels of employees and management and assist in providing solutions to projects and tasks.
- Ability to establish and maintain effective working relationships within the community and organization.
- Must be available for night and weekend events and meetings, some of which may involve overnight travel.

ECONOMIC DEVELOPMENT COORDINATOR

- Stay abreast of, and comply with, all City and departmental policies and procedures.

EDUCATION, EXPERIENCE AND TRAINING: THE MINIMUM KNOWLEDGE, SKILLS AND ABILITIES TO PERFORM THE ESSENTIAL DUTIES AND RESPONSIBILITIES OF THIS POSITION ARE LISTED BELOW.

Formal Education:

- Bachelor's degree in Marketing, Business Administration, Accounting & Computer Information Systems, Urban Planning, or Public Administration.

Relatable Work Experience:

- Two plus years of experience in economic development, business retention, real estate brokerage, retail development or municipal government. Advanced education above a Bachelor's degree may be substituted for up to two years of experience.
- The candidate should have a proven track record of researching, coordinating, and assisting in the implementation of a wide range of economic development programs, projects, and initiatives (or projects similar in nature and execution).
- Experience or knowledge of Texas economic development incentive programs (Type B Corporations, Tax Abatements, Chapter 380s, Direct Incentives, Enterprise Zones, Skills Development, etc.) and an understanding of the restrictions associated with the usage of funds derived from these sources is preferred.
- Municipal experience is a plus.

Training (License and/or Certification):

- Valid Texas Driver's License
- Recognized Economic Development Industry training is a plus, but not a requirement. Certifications may include:
- Certified Economic Developer (CED)
- Economic Development Finance Professional (EDFP)
- Certified Commercial Investment Member (CCIM)

PHYSICAL DEMANDS: THE PHYSICAL DEMANDS DESCRIBED HERE ARE REPRESENTATIVE OF THOSE THAT MUST BE MET BY AN EMPLOYEE TO SUCCESSFULLY PERFORM THE ESSENTIAL FUNCTIONS OF THIS POSITION. REASONABLE ACCOMMODATIONS MAY BE MADE TO ENABLE INDIVIDUALS TO PERFORM THE ESSENTIAL FUNCTIONS.

ECONOMIC DEVELOPMENT COORDINATOR

STAND/WALK	Occasional walking within City Hall and City Departments.
SIT	For most tasks (desk chair 19" high, desk top high, keyboard 28" high).
TALK/LISTEN	Communicate with the public and staff in person and on the telephone.
DEXTERITY	Ability to write and use a computer.
CLIMB/BALANCE	To get files on top shelf of lateral filing cabinet (65" high) and supplies from top shelf of supply closet (75" high).
STOOP/CRAWL/ KNEEL/CROUCH	To obtain files and paper from lower drawers and books from shelves up to 65" high. To change toner cartridge in copier; obtain files and paper from lower drawers and shelves (paper as low as 4" from floor).
LIFT/MOVE/ PUSH/PULL	Ability to move boxes weighing up to 25 lbs.
VISION	Ability to use a computer at least 50% of workday; ability to read and write.

WORK ENVIRONMENT: THE WORK ENVIRONMENT CHARACTERISTICS DESCRIBED HERE ARE REPRESENTATIVE OF THOSE AN EMPLOYEE ENCOUNTERS WHILE PERFORMING THE ESSENTIAL FUNCTIONS OF THIS JOB. REASONABLE ACCOMMODATIONS MAY BE MADE TO ENABLE INDIVIDUALS TO PERFORM THE ESSENTIAL FUNCTIONS.

NORMAL HOURS/ DAYS OF WORK	8:00 a.m. to 5:00 p.m., Monday through Friday (May require some weekends and evenings).
DESCRIPTION OF DAILY WORK ENVIRONMENT	Work area is located in a climate-controlled environment that is shielded from direct public access. Work site may be an open-design space, a cubicle, or a private office.

This Job Description does not constitute an employment agreement between the City of Richmond and the employee. This position is subject to change by the employer as the needs of the employer and requirements of the job change.

Signature

Date

7. Review and Consider taking
action on the Marketing Plan
for Richmond and the
Development Corporation of
Richmond





Development Corporation of
Richmond
AGENDA ITEM COVER MEMO

Staff Review:
City Manager _____
City Attorney _____
Finance _____

DATE: July 12, 2022

AGENDA ITEM: 7. Review and Consider taking action on the Marketing Plan for Richmond and the Development Corporation of Richmond

SYNOPSIS

The Development Corporation of Richmond staff has a scope of work that would allow a plan that would cover the DCR and City in its marketing efforts. Please review the scope and provide comment. Staff will then compile the final scope of work and then bid the project out. We will bring it before the board for final approval.

COMPREHENSIVE PLAN 2016 GOALS ADDRESSED

J. (Page 87) Strengthen the awareness and image of the community throughout the region.

Collaborative marketing and branding of Richmond's assets

Increase the City's awareness and positive image through intergovernmental, institutional, and Public-private communication channels. As part of this effort, the City should partner with a public relations and marketing firm to implement a strategic marketing and community relations strategy with a multi-year budget. This initiative may entail:

- Developing a branding and wayfinding strategy with a short-, mid-, and long-range action plan.
- Determining the most cost-effective platforms for marketing: website development, brand ads, billboards and signage, housing 'welcome' packages, and other associated collateral.
- Guiding and assisting City staff and elected officials with training on media relations, social media, and community outreach.
- Partnering with the City's Economic Development Director to identify target markets within and outside of Fort Bend County and the Houston-Galveston region to cross-promote community attractions and events.

BACKGROUND

In accordance with our Comprehensive Masterplan as well as feedback from the business community we are excited about this opportunity. Staff consistently meets with developers, investors and business owners within the region who share that they are seeing our efforts to increase our presence on Social Media. We are wanting to maximize our dollars and ensure that the best return is met on our investment by studying who we target and how what we are portraying connects with them.

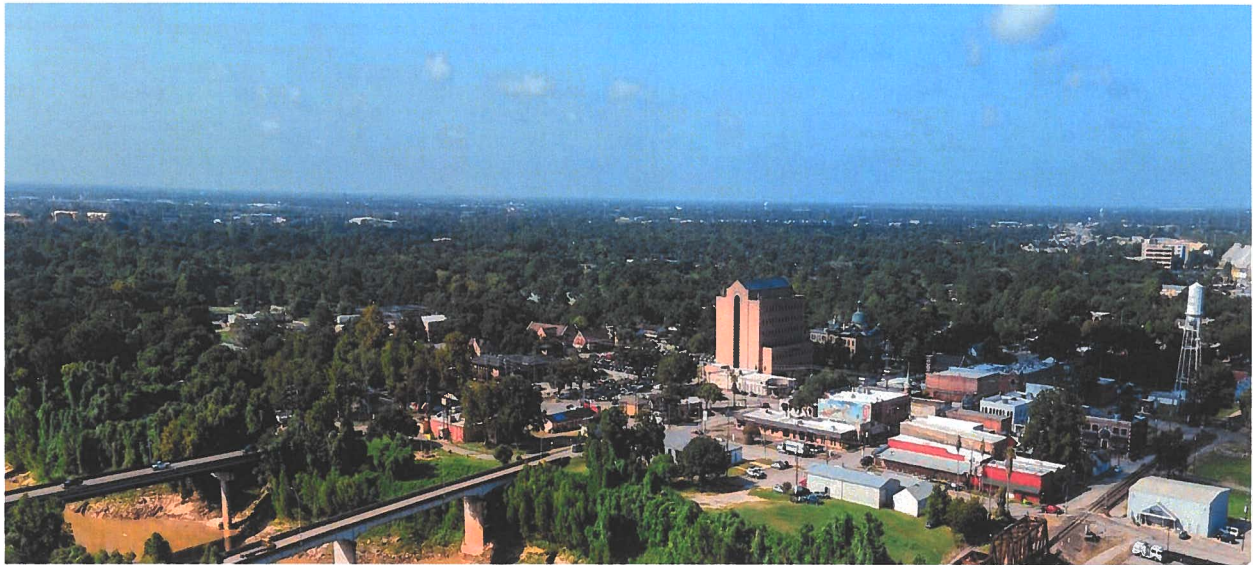
SUPPORTING MATERIALS

Scope of work for the Marketing Plan Consultancy

STAFF'S RECOMMENDATION

Staff would like for you to review the scope of work and make recommendations

Development Corporation of Richmond TX issues a Marketing RFP



The Development Corporation of Richmond (DCR) seek a qualified firm to provide marketing services including Public Relations, Advertising, Digital Marketing, Experiential Marketing, & Media Planning Services. The DCR is seeking a qualified firm to manage its annual marketing program directed at primary businesses which includes business attraction, retention and expansion and tourism promotions. This request for qualifications (RFP) is designed to help DCR select a marketing firm who can adequately demonstrate it has the resources, experience, and qualifications to provide professional marketing services. Our goal is to find a marketing partner whom we can build a business relationship and grow alongside our mutual progress. Although we ask for experience, we are also open to ambitious firms that have evidence of a commitment to excellent work.

Basic services required either directly from the selected firm or subcontractors to the firm include:

- Public relations
- Marketing strategy
- Market research
- Creative
- Digital marketing/media including strategy, and analytics
- Media planning and buying
- Potential experiential marketing

Background:

Scope of Work:

Due Date:

Address:

Background:

Founded in 1837, City of Richmond, Texas, offers a unique blend of Texas history and small-town charm. Home to award winning master-planned residential communities, retail centers and business designed to complement each other. As one of the oldest cities in Texas, it also happens to be the county seat for Fort Bend County, one of the fastest growing and most diverse counties in the nation.

What makes Richmond so attractive is its location. Strategically located along U.S. Highway 59/IH-69, SH-99 the Grand Parkway, and U.S. 90 Alternate, Richmond is in a prime position for both commercial and residential expansion. Located less than 45 minutes from Downtown Houston and the world's leading medical district, the Texas Medical Center, Richmond offers attractive incentive packages, and trained & talented workforce to attract businesses and promote progress.

It's got a little bit of everything... a historic downtown district, well-developed parks and trail system connecting key destination points throughout the 4.47 square mile city, a high performing school district, award winning master planned communities, and a vibrant local economy.

DEVELOPMENT CORPORATION OF RICHMOND

The Development Corporation of Richmond, also branded as Develop Richmond Tx, is a political subdivision of the State of Texas. The City of Richmond, Texas Mayor and a Commissioner serve alongside five other community leaders selected to serve on the Development Corporations Board of Directors. The mission of Develop Richmond TX seeks to attract new jobs, make sound infrastructure investments, and improve the quality of life for the community. Develop Richmond TX works in partnership with the City of Richmond to undertake critical economic development projects and achieve these essential goals. To learn more about the DCR, please visit www.RichmondEcoDev.com.

Scope of Work:

DCR is seeking responses from marketing firms who can adequately demonstrate they have the resources, experience, and qualifications to provide the DCR with quality marketing professional services. Only firms submitting for this RFP and meeting qualifications based on the review from the selection committee will be considered for the project. This RFP is designed to aid in selecting the most qualified marketing firm to enter a partnership to deliver ongoing marketing services including:

1. Public Relations / Earned Media

- a. Create press releases for unique and quality Richmond business and travel stories utilizing key messages and overall brand standards
- b. Distribute and follow up on newsworthy content to generate placement
- c. Brand reputation management

2. Marketing Strategy

- a. Development of annual marketing plan that includes at minimum goals with metrics, proposed advertising placements, and budget

3. Market Research

- a. Identify the current trends and opportunities and how to best position DCR
- b. Conduct annual high-level competitive analysis that reviews competitor strategies

4. Creative

- a. Develop creative materials and concepts for City and DCR programs as outlined in the marketing strategy and/or as needed.
- b. Provide graphic design and content development for digital, print, and collateral material, as requested.

Of note, the City of Richmond and DCR intends to own and have the rights to use any creative work for the future as it deems necessary.

5. Digital Marketing/Media

- a. Develop and implement a thorough search engine marketing plan that may include pay per click, website conversion, and landing page optimization to increase the number and quality of inquiries generated by search engines
- b. Perform Search Engine Optimization (SEO) to improve the ranking of DCR and DCR's sites in search results (organically); acquire more qualified inbound (one-way) links

6. Media Planning and Buying

- a. As part of the marketing strategy, recommend, secure space, create ad, and report metrics for media purchase and placement for both digital (web, social, etc.) with a focus more on digital than print

7. Experiential Marketing (Potential)

- a. Open to recommendations on how to generate positive momentum for brand recognition

Due Date:

July 29, 2022

Address:

Development Corporation of Richmond
Jerry W. Jones Jr., Director
402 Morton Street
Richmond, Texas 77469

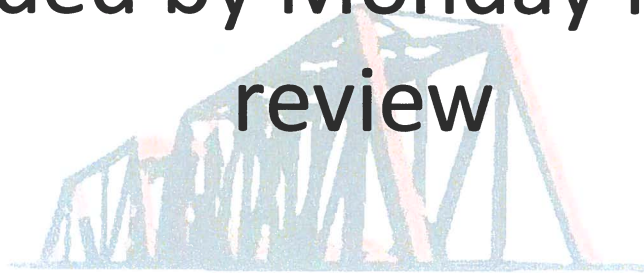
Contact Jerry Jones with any questions at jjones@richmondtx.gov

8. Report of activities of Economic Development Director.



DEVELOP
RICHMOND
191 TEXAS 1817

Director's Report will be
provided by Monday for your
review



DEVELOP

RICHMOND

EST. TEXAS 1837

9. Review and Consider future
Workshops for EDC
A. August- Development
within the City and ETJ
of Richmond





Development Corporation of
Richmond
AGENDA ITEM COVER MEMO

Staff Review:
City Manager _____
City Attorney _____
Finance _____

DATE: July 12, 2022

AGENDA ITEM: 9. Review and Consider future Workshops for EDC Development within the City and ETJ of Richmond

SYNOPSIS

The Development Corporation of Richmond seeks to attract retail, commercial and restaurants within the city of Richmond. Retail Coach has served as the firm who provides market research services and the assessment, development and execution of a targeted retail recruitment and development strategy that they will implement with the advisement of the ED Director and City Manager.

Update: Staff have held conversations with Aaron Farmer, CEO of Retail Coach recently on where we are in the retail and commercial development industry. We will either have a workshop or include Retail Coach and Commercial Development presentation and conversation within our August meeting. I am looking for feedback on which one you would prefer.

COMPREHENSIVE PLAN 2016 GOALS ADDRESSED

Diversify Richmond's business and employer mix through innovation and strategic recruitment.

BACKGROUND

Prior to the City Council meeting that will be held on May 17, 2021, the Development Corporation of Richmond (DCR) held its Monthly meeting on February 9, 2021. During the meeting, the Directors approved the selection of Retail Coach.

The Consultant (The Retail Coach) specializes in recruiting retail type uses to specific locations. Staff has met with The Retail Coach and identified our current areas that have the most visibility and opportunity to attract more Retail, Commercial and Restaurant uses in the City (see attached Scope of Work). The DCR held a public hearing at their meeting on March 9th in which feedback can be given on the selection of Retail Coach and the budget revision that was approved for this initiative.

Following the presentation and public hearing, the DCR sees this as a marketing opportunity for the city and for the purpose of engaging The Retail Coach to work on attracting retail, commercial and restaurant uses throughout Richmond.

However, funds cannot be expended until the City Commission authorizes the expenditure and approves the purchase.

10. Excuse from Attendance at
Regular DCR Meeting.



DEVELOP
RICHMOND
EST. TEXAS 1837

Jerry Jones

From: Tim Jeffcoat <tdjme@yahoo.com>
Sent: Monday, June 13, 2022 1:40 PM
To: Jerry Jones
Subject: Re: June DCR 2022 Executive Session Agenda items and Supporting Docs

Yes I believe I can on Zoom. Am starting to feel better but not out of the woods. Please send zoom link.

Sent from my iPhone

On Jun 13, 2022, at 10:02 AM, Jerry Jones <jjones@richmondtx.gov> wrote:

Tim,

I am sorry to hear this. Are you able to attend via Zoom? If you are not I completely understand.

Thanks,
Jerry

From: Tim Jeffcoat <tdjme@yahoo.com>
Sent: Saturday, June 11, 2022 6:23 PM
To: Jerry Jones <jjones@richmondtx.gov>
Subject: Re: June DCR 2022 Executive Session Agenda items and Supporting Docs

Good morning Jerry. I am COVID positive and must quarantine next week. Sorry.

Sent from my iPhone

On Jun 10, 2022, at 8:50 AM, Jerry Jones <jjones@richmondtx.gov> wrote:

Good Morning DCR Board Members,

I am submitting the attached Executive Session documents for your review. We have already exhausted the funds in the line item for many of these incentive applications. We do have funds in our budget in a different line item.

We can have additional conversations concerning this in executive sessions or one-on-one calls on Monday. Please let me know if you need a call on Monday or if you are okay with discussing it in Executive Session.

Please remember to always click on reply and not reply all when responding.

Thanks,

Jerry W. Jones Jr.

Economic Development Director

Develop Richmond TX

402 Morton Street

Richmond, Texas 77469

Direct (281)342-5456

<http://www.richmondecodev.com/>



Excuse

Kit Jones experienced a loss in his family. June 14, 2022 meeting.

11. Adjourn to Executive Session, as authorized by Texas Government Code, Section 551.087, Deliberation Regarding Economic Development Negotiations.

DEVELOP
RICHMOND
EST. TEXAS 1837

OPEN MEETING

13. Reconvene into Open Meeting, and take action on items, if necessary.

DEVELOP
RICHMOND
BY TEXAS

14. Review and consider taking action the amending of the time of the monthly DCR meetings.



DEVELOP
RICHMOND
EST. TEXAS 1847

Proposed Times:

4:00 PM

4:30 PM

5:00 PM

5:30 PM



DEVELOP

RICHMOND

EST. TEXAS 1837

15. Review and consider taking action on an interfund loan.



DEVELOP

RICHMOND

EST. TEXAS 1837



Development Corporation of
Richmond
AGENDA ITEM COVER MEMO

Staff Review:
City Manager _____
City Attorney _____
Finance _____

DATE: July 12, 2022

AGENDA ITEM: 15. Review and consider taking action on an interfund loan.

SYNOPSIS

This will be a interfund loan to the Development Corporation of Richmond for the office space within the Myrtle Street development. The total cost share for the space is \$450,000.00.

COMPREHENSIVE PLAN 2016 GOALS ADDRESSED

Downtown redevelopment plan

The unique development form of Richmond's Downtown warrants a sub-area plan focusing on more customized, highly specific strategies above and beyond those provided by the Comprehensive Master Plan. The special area plan contains a much higher level of design and strategy at the block or site level, providing a directed and nuanced approach toward implementation. These plans include general lot and block arrangements, typical building footprints to reflect general character and scale, public spaces, and contextual relationships with existing uses and adjacent properties. Key considerations may include:

- Historic preservation.

BACKGROUND

The City of Richmond (City) and the Development Corporation of Richmond (DCR) are working on a joint project to provide additional office space for City and DCR purposes in the building located at 1116 Myrtle Street. To complete the build-out of the office space for the DCR, the DCR has requested the loan of Four Hundred Fifty Thousand Dollars (\$450,000) from the City. The City Commission had determined that it has sufficient funds in the General Fund to make an Interfund loan to the DCR. The DCR has agreed to repay the Interfund loan over the course of five (5) years at the annual interest rate of four percent (4%) on balance of any unpaid principal.

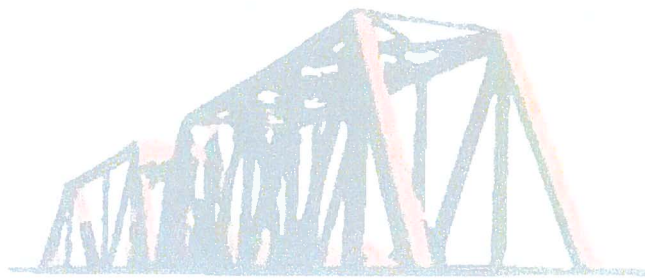
SUPPORTING MATERIALS

No documentation at this time. This is a discussion item.

STAFF'S RECOMMENDATION

Staff supports this joint effort at a repayment period of 10 years.

16. Adjournment



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RICHMOND
EST. TEXAS 1837