



The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, June 21, 2023 at 7:00 p.m. in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

1. Call to order.

OPEN SESSION:

2. Citizens to be heard.
The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.

CONSENT AGENDA (ITEM NOS. 3 – 4):

All Consent Agenda items listed below are considered routine by EDC Staff and are intended to be enacted by one motion. There will be no separate discussion of these items, unless a Director requests it, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.

3. Approval of the Regular Meeting Minutes dated April 19, 2023.
4. Approval of the HEDC Fiscal Year Ending (FYE) 2023 Revenue and Expense Report dated June 15, 2023.

COMMITTEE REPORTS:

5. Update from HEDC standing committees to include the following:
 - Executive Committee;
 - Finance Committee;
 - Governance Committee; and
 - Building Evaluation Committee.

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

This meeting site is wheelchair-accessible and accessible parking spaces are available in front of the office. In compliance with the Americans with Disabilities Act, the Helotes EDC will provide reasonable accommodations for persons attending the meeting. To better serve you, requests should be received seventy-two (72) hours prior to the meeting. For assistance, contact the Interim Executive Director at 210-695-5910.

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. Discussion of and action on an application made by Twin Brother's Burgerz to approve a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.
7. Discussion of and action on approval of a recommendation by the Community Arts Grant Committee to select Esther Benedict's sculpture called "Western Dance."
8. Discussion of and action on approval of an agreement with HDL Companies to provide monthly sales tax analytics, an annual audit, and recovery of misallocated sales tax.
9. Discussion of and action on approving a contract with YOLO Texas to film an episode highlighting Helotes to Shop, Dine, and Play.
10. Discussion of and action on approval to reallocate funds for the expansion of the HEDC offices to include a Visitor and Business Center.

STAFF REPORT:

11. Update on HEDC projects to include the following:
 - E-Commerce Grant;
 - Tenant Improvement Grant;
 - Arts Grant; and
 - OTH Signage.

Adjourn.

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

I certify that this Agenda was posted on June 16, 2023 at 5:00 p.m.



Glenn Goolsby
Executive Director



REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, April 19, 2023 at 7:00 p.m., in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This was an open meeting, subject to the open meeting laws of the State of Texas.

Present:

Board Members: Blaine Lopez, President John Kodosky, Vice-President
 Melody Cooper, Secretary Greg Hayden
 Joel Lutz Melissa Benavides
 Jeff Felty Marian Mendoza, Ex-Officio

Staff: *Glenn Goolsby, Executive Director*

Absent:

1. **Call to Order.**

President Lopez called the meeting to order at 7:02 p.m.

OPEN SESSION:

2. **Citizens to be heard.**

The HEDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the HEDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future HEDC Agenda.

No citizen signed up to speak.

CONSENT AGENDA (ITEM NOS. 3 – 4):

All items marked with an asterisk (*) on the consent agenda were voted on as a group. Motion was made by John Kodosky, second by Melissa Benavides to approve Items 3 and 4 as written. The motion carried unanimously.

3. ***Approval of the Regular Meeting Minutes dated March 15, 2023.**

4. ***Approval of the HEDC Fiscal Year Ending (FYE) 2023 Revenue and Expense Report dated April 14, 2023.**

COMMITTEE REPORTS:

5. **Update from the Finance Committee.**

Melody Cooper stated the committee had met to review March expenditures and unanimously approved them.

6. **Update from the Governance Committee.**

Melissa Benavides stated the committee had narrowed the design of the Old Town signage and is requesting direction from the Board of Directors.

The consensus was to move forward with option 1 as presented.

ITEMS FOR INDIVIDUAL CONSIDERATION:

7. **Presentation by Armstrong, Vaughan, & Associates, P.C. and discussion of and action on the Fiscal Year Ending (FYE) 2022 Comprehensive Annual Financial Report (CAFR) for the City of Helotes Economic Development Corporation. (Armstrong, Vaughan, & Associates, P.C., City Auditor)**

Presentation was made by Kim Roach to review the FYE 2022 HEDC Audit. She stated the HEDC has received an unmodified opinion once again with no recommendations. Mrs. Roach highlighted that revenues had increased and the HEDC was able to place approximately \$1 million in reserves.

Motion was made by John Kodosky, second by Melissa Benavides to approve the Fiscal Year Ending (FYE) 2022 Comprehensive Annual Financial Report. The motion carried unanimously.

8. **Discussion of and action on expanding the HEDC offices, including creating coworking office space. (Staff)**

Presentation was made by Glenn Goolsby to introduce ideas for creating a visitor and business center in newly available lease space. He also provided a preliminary forecast on the construction cost and revenue stream.

Motion was made by John Kodosky, second by Jeff Felty to sign a Letter of Intent in an amount not to exceed \$3,000 with the property owner and hire an architect if needed to develop plans for the next meeting. Motion carried unanimously.

9. **Discussion of and action on art pieces approved during the 2022 arts grant program.**

Motion was made by Joel Lutz, second by Jeff Felty to discuss and take action on the item as written.

The consensus was that the installed sculptures were not representative of the concept the Board approved and would like to relocate the pieces to another more appropriate place. Direction was given to amend any future agreements requiring the artist to submit progress reports and obtain Board approval before making any changes to approved artwork.

Motion was made by Jeff Felty, second by Joel Lutz to receive the final two art pieces and work with the City of Helotes to find a suitable location in the City. Motion carried unanimously.

STAFF REPORT:

10. Update on the 2023 Art Grant Program major sculpture call for artists.

Glenn Goolsby informed the Board he had extended the Call for Artists that was soliciting for a major sculpture in the Old Town traffic circle until the end of April.

President Lopez adjourned the meeting at 8:30 p.m.

Glenn Goolsby
Executive Director

DRAFT

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: JUNE 15TH, 2023

Item 4

05 -ECONOMIC DEVELOPMENT CORP
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
NON-PROPERTY TAXES	3,544,200.00	218,546.74	1,681,706.98	1,862,493.02	47.45
MISCELLANEOUS REVENUE	<u>518,985.00</u>	<u>0.00</u>	<u>84,717.63</u>	<u>434,267.37</u>	<u>16.32</u>
TOTAL REVENUES	4,063,185.00	218,546.74	1,766,424.61	2,296,760.39	43.47
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>4,063,185.00</u>	<u>365,478.22</u>	<u>1,608,902.00</u>	<u>2,454,283.00</u>	<u>39.60</u>
TOTAL EXPENDITURES	4,063,185.00	365,478.22	1,608,902.00	2,454,283.00	39.60
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(146,931.48)	157,522.61	(157,522.61)	0.00

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: JUNE 15TH, 2023

05 -ECONOMIC DEVELOPMENT CORP

REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>NON-PROPERTY TAXES</u>					
401-3140 SALES TAX	3,530,000.00	218,196.74	1,671,955.62	1,858,044.38	47.36
401-3150 MIXED BEVERAGE	10,000.00	0.00	6,601.36	3,398.64	66.01
401-3160 SUBLEASE HELOTES CHAMBER	<u>4,200.00</u>	<u>350.00</u>	<u>3,150.00</u>	<u>1,050.00</u>	<u>75.00</u>
TOTAL NON-PROPERTY TAXES	3,544,200.00	218,546.74	1,681,706.98	1,862,493.02	47.45
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	7,000.00	0.00	82,633.63 (75,633.63)	1,180.48
406-1011 MISCELLANEOUS	0.00	0.00	2,084.00 (2,084.00)	0.00
406-1060 TRANSFERS IN/OUT	<u>511,985.00</u>	<u>0.00</u>	<u>0.00</u>	<u>511,985.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS REVENUE	518,985.00	0.00	84,717.63	434,267.37	16.32
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TOTAL REVENUES	4,063,185.00	218,546.74	1,766,424.61	2,296,760.39	43.47
	=====	=====	=====	=====	=====

CITY OF HELOTES
REVENUE & EXPENSE REPORT - UNAUDITED
AS OF: JUNE 15TH, 2023

05 -ECONOMIC DEVELOPMENT CORP
ADMINISTRATION
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	90,000.00	3,673.18	60,961.56	29,038.44	67.74
510-5111 LONGEVITY	1,580.00	0.00	1,580.00	0.00	100.00
510-5113 BENEFITS	<u>23,994.00</u>	<u>535.18</u>	<u>14,788.79</u>	<u>9,205.21</u>	<u>61.64</u>
TOTAL PERSONNEL	115,574.00	4,208.36	77,330.35	38,243.65	66.91
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	16,000.00	0.00	14,044.88	1,955.12	87.78
510-5202 AUDIT FEES	3,600.00	0.00	3,600.00	0.00	100.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,200.00	0.00	0.00	3,200.00	0.00
510-5204 INTL. CONF. SHOPPING CENTERS	3,200.00	0.00	0.00	3,200.00	0.00
510-5205 BANK FEES	1,000.00	0.00	0.00	1,000.00	0.00
510-5206 LEGAL FEES / MDD CREATION	7,500.00	0.00	1,774.00	5,726.00	23.65
510-5207 FACADE/TENANT IMPROVEMENT	150,000.00	7,142.42	15,754.92	134,245.08	10.50
510-5208 CONC. DESIGN & LAND USE PLANS	30,000.00	0.00	0.00	30,000.00	0.00
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	546.00	2,454.00	18.20
510-5211 MARKETING / TOURISM	80,000.00	0.00	35,949.92	44,050.08	44.94
510-5212 WEBSITE DEV. & MAINTENANCE	15,000.00	0.00	6,660.00	8,340.00	44.40
510-5214 MANAGED SVCS. AGREEMENT	30,000.00	0.00	30,000.00	0.00	100.00
510-5215 DEBT SERVICE	330,661.00	0.00	330,661.00	0.00	100.00
510-5217 LAND ACQUISITION/DUE DILIGENCE	250,000.00	0.00	0.00	250,000.00	0.00
510-5223 BUSINESS IMPROVEMENT GRANTS	80,000.00	0.00	9,600.00	70,400.00	12.00
510-5224 OFFICE RENTAL	14,200.00	0.00	9,400.00	4,800.00	66.20
510-5225 OTHSD PARKING LOT LEASE	5,800.00	0.00	3,586.89	2,213.11	61.84
510-5228 VISITOR CENTER	50,000.00	0.00	0.00	50,000.00	0.00
510-5230 MARKETING/CITY EVENTS	50,000.00	0.00	50,000.00	0.00	100.00
510-5231 CAPITAL IMPROVEMENTS	25,000.00	0.00	0.00	25,000.00	0.00
510-5232 ARTS GRANT	50,000.00	0.00	0.00	50,000.00	0.00
510-5233 NEW DEVELOPMENT INCENTIVE	<u>400,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>400,000.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	1,598,161.00	7,142.42	511,577.61	1,086,583.39	32.01
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	3,000.00	0.00	39.99	2,960.01	1.33
510-5302 OPERATIONAL EXPENSES	20,000.00	0.00	4,716.44	15,283.56	23.58
510-5305 COMMUNICATION EQUIPMENT	1,200.00	0.00	978.44	221.56	81.54
510-5326 EXPENSE REIMBURSEMENT	250.00	0.00	0.00	250.00	0.00
510-5333 380 AGREEMENT REIMBURSEMENTS	<u>2,000,000.00</u>	<u>354,127.44</u>	<u>689,259.17</u>	<u>1,310,740.83</u>	<u>34.46</u>
TOTAL COMMODITIES	2,024,450.00	354,127.44	694,994.04	1,329,455.96	34.33
<u>CAPITAL OUTLAY</u>					
510-5503 TRANSFER OUT	<u>325,000.00</u>	<u>0.00</u>	<u>325,000.00</u>	<u>0.00</u>	<u>100.00</u>
TOTAL CAPITAL OUTLAY	325,000.00	0.00	325,000.00	0.00	100.00
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TOTAL ADMINISTRATION	4,063,185.00	365,478.22	1,608,902.00	2,454,283.00	39.60
<hr/>					
TOTAL EXPENDITURES	4,063,185.00	365,478.22	1,608,902.00	2,454,283.00	39.60
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REVENUES OVER/(UNDER) EXPENDITURES	0.00	(146,931.48)	157,522.61	(157,522.61)	0.00



**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: June 21, 2023**

AGENDA PLACEMENT: PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on an application made by Twin Brother's Burgerz to approve a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.

EXECUTIVE SUMMARY:

The HEDC Board of Directors approved the amended FYE 2023 Retailer and Commercial Tenant Improvement Grant Program on January 18, 2023. The program offers grant reimbursement of up to 50% for eligible improvements, not to exceed \$20,000 or \$25.00 per square foot for new and expanding businesses. To date, the Board has committed funding for \$65,354.92 out of the \$150,000 allocated in the FYE 2023 Budget.

Staff received a request from Carlos and Gabe Garcia on April 20, 2023 for remodeling a property located at 13247 Bandera Road, Helotes, Texas 78023. The brothers purchased the former Bobby J's property which is approximately 4,455 square feet. The estimated cost of improvements is \$206,000.00. The new business will be called Twin Brothers Burgerz. The eligible improvements will include; electrical, HVAC, plumbing, interior walls, interior doors, flooring, millwork, and painting.

Based on the scoring matrix the applicant has earned 12 points, which qualifies for a reimbursement of up to \$25.00 per square foot or the maximum grant amount of \$20,000. Approval of this request does not guarantee the applicant will receive the requested funding. The applicant must complete all work, obtain required permits, and submit paid invoices to receive the grant reimbursement.

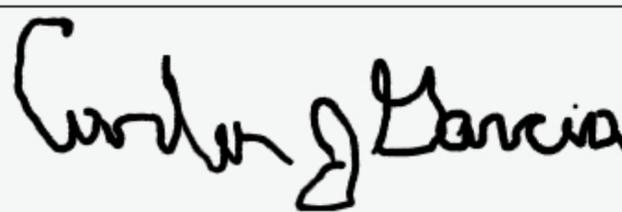
ATTACHMENTS:

Attachment A: Application

Attachment B: Score Sheet

PREPARED BY: Glenn Goolsby, Executive Director

APPLICATION DETAIL

Name	Carlos Garcia
Mailing Address	15103 BANDERA RD HELOTES, TX 78023 US
Phone	+12106958288
Fax	
Email	carlos@elchaparral.com
Federal Tax ID #	92-0906419
Building Address for which Grant is Sought:	13247 Bandera rd. Helotes, TX 78023 US
Ownership Status	I own the property
Exact size of space to be leased (sq. ft.)	4455
Type of building project	Existing businesses making improvements to their existing space, occupying new space of equal or greater size, or redeveloping commercial property.
Proposed Improvement(s) - check all that apply	Permanent interior walls and finishes Windows/doors/commercial/storefront Flooring Plumbing, Mechanical, Electrical, or HVAC equipment Exterior repair or improvements to façade Interior/exterior demolition Hazardous materials abatement, such as asbestos removal Improvements for ADA accessibility compliance Architectural/interior design/permitting fees relate to the improvements
Narrative Description of the Project Scope	scope of project renovations will consist of remodeling the former Bobby J's Burger Restaurant into the new and improved Twin Brothers Burgerz owned by the Garcia family who own El Chaparral Mexican Restaurants. The interior remodel will be new stained floors; new paint; the addition of one new restroom; ceiling improvements; new kitchen equipment; new booths, tables and chairs. The exterior will have a complete face lift with a new front entrance element or tower. The exterior will be painted grey with the fascia painted a mustard color. The improvements will provide a clean streamlined appearance.
Photos of Current Condition	Download File
Construction Schedule	three to four months
Contractor Scope of Work	all interior finish out and exterior work will be subcontracted by Carlos Garcia
Rendering and/or Architecture Plans	Download File
Contractor Cost Estimates	\$206,000 not including FF&E
Project Budget	Download File
Copy of lease or lease extension	Download File
Copy of Texas Sales Tax Permit or a Detailed Confidentiality Report from the State Comptroller's Office, if applicable.	Download File
Applicant(s) Signature	
Date	04/20/2023
Building Owner's Signature	
Date	04/20/2023

2/20/2023

Constructions Costs: Twin Brothers Burgerz

	Description of Work		COSTS
1	Leveling dugout & dining room #1 \$9,000 pd \$6,000 bal due		3,000.00
2	Stairs to pavillion & foundation for game room		8,000.00
3	Leveling of kitchen floor		4,000.00
4	Demo kitchen ceiling removal of ventahood		3,000.00
5	Raise kitchen ceiling two feet material & labor		3,000.00
6	Construction of gameroom walls, framing & ceiling roof		3,500.00
7	Construction of new patio cover steel w/metal roof		9,000.00
8	Foundation for patio		6,000.00
9	New black windows		6,000.00
10	Construction of front entrance tower with glass doors		11,000.00
11	Flatwork front entrance ramps & stairs		6,000.00
12	Railing front entrance		4,000.00
13	Playground area preparation grading		3,000.00
14	Removal & demo of concrete ramps		3,500.00
15	Fencing playground		3,500.00
16	Painting exterior		6,000.00
17	Painting interior		4,000.00
18	Demo existing tile floor original dining & entry		2,000.00
19	Construction of interior walls framing		3,000.00
20	Electrical		25,000.00
21	HUAC		25,000.00
22	Plumbing		12,000.00
23	New ceiling kitchen grid ceiling		3,000.00
24	Stainless steel kitchen		4,500.00
25	New flooring kitchen quartz		8,000.00
26	Construction of counters to-go & order counter		3,500.00
27	Landscaping		6,000.00
28	Parking lot repairs, repaving & striping		9,000.00
29	Signage		8,000.00
30	Restroom fixtures		2,500.00
31	Front entrance enclosure w/brick & new windows including demo of cylinder block wall between office		4,500.00
32	Construction of metal walkway to pavilion		3,500.00
		TOTAL	206,000.00

EVALUATION PROCESS

In order to receive a Retailer and Commercial TI Grant, an application must be determined to have a minimum of 5 points from the following list. The number of points that an application receives will correspond to the amount of money per square foot that it will be eligible to receive. The HEDC reserves the right to approve or disapprove each application for any reason.

5 points = Up to \$10 per square foot

6 points = Up to \$15 per square foot

7 points = Up to \$20 per square foot

8 or more points = Up to \$25 per square foot

	Key Consideration	Points
1.	Does the project target businesses sought by the HEDC? <ul style="list-style-type: none"> • Retail, Restaurant, Bar, Hotel (3 points) • Office or other Services (1 point) • Other Projects (0 points) 	3
2.	Building/space that has been vacant for more than 6 months (1 point)	1
3.	How many anticipated jobs will be created? <ul style="list-style-type: none"> • 1-5 FTE employees (1 point) • 6-10 FTE employees (2 points) • 11 or more FTE employees (3 points) 	3
4.	Does the project generate sales tax in Helotes? <ul style="list-style-type: none"> • Sales tax from \$1,000 to \$4,999 (1 point) • Sales tax from \$5,000 to \$9,999 (2 points) • Sales tax above \$10,000 (3 points) 	3
5.	Applications with fully executed lease that are: <ul style="list-style-type: none"> • 3 years in length from the date of application (1 point) • 5 years in length from the date of application (2 points) • Building owner and applicant (2 points) 	2
	Total Points (projects with less than 5 points will not be considered for funding.)	12

City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: June 21, 2023

Agenda Placement: PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on approval of a recommendation by the Community Arts Grant Committee to select Esther Benedict's sculpture called "Western Dance."

EXECUTIVE SUMMARY:

The HEDC Board of Directors approved the FYE 2023 Community Arts Grant Program on November 16, 2022. The initial call for projects was focused on a major art sculpture for the Old Town Helotes Traffic Circle. After receiving 9 project submissions from 5 artists the deadline closed on April 23, 2023. The Arts Grant Committee met on May 28, 2023 and June 5, 2023 to review the applications and make their final selection. The committee recommends the selection of Esther Benedict's "Western Dance" to be installed at the Old Town Helotes Traffic Circle.

The HEDC had approved up to \$35,000 in a 75% matching program. According to the artist, the sculpture is valued at \$75,000. She is asking that the HEDC separately fund any additional improvements needed to protect the sculpture, along with lighting and anchor points.

Staff is also interested in soliciting donations to assist with raising additional funds for the sculpture and is exploring a brick paver program.

ATTACHMENTS:

Attachment A: Project Proposal

PREPARED BY: Glenn Goolsby, Executive Director

“Western Dance”

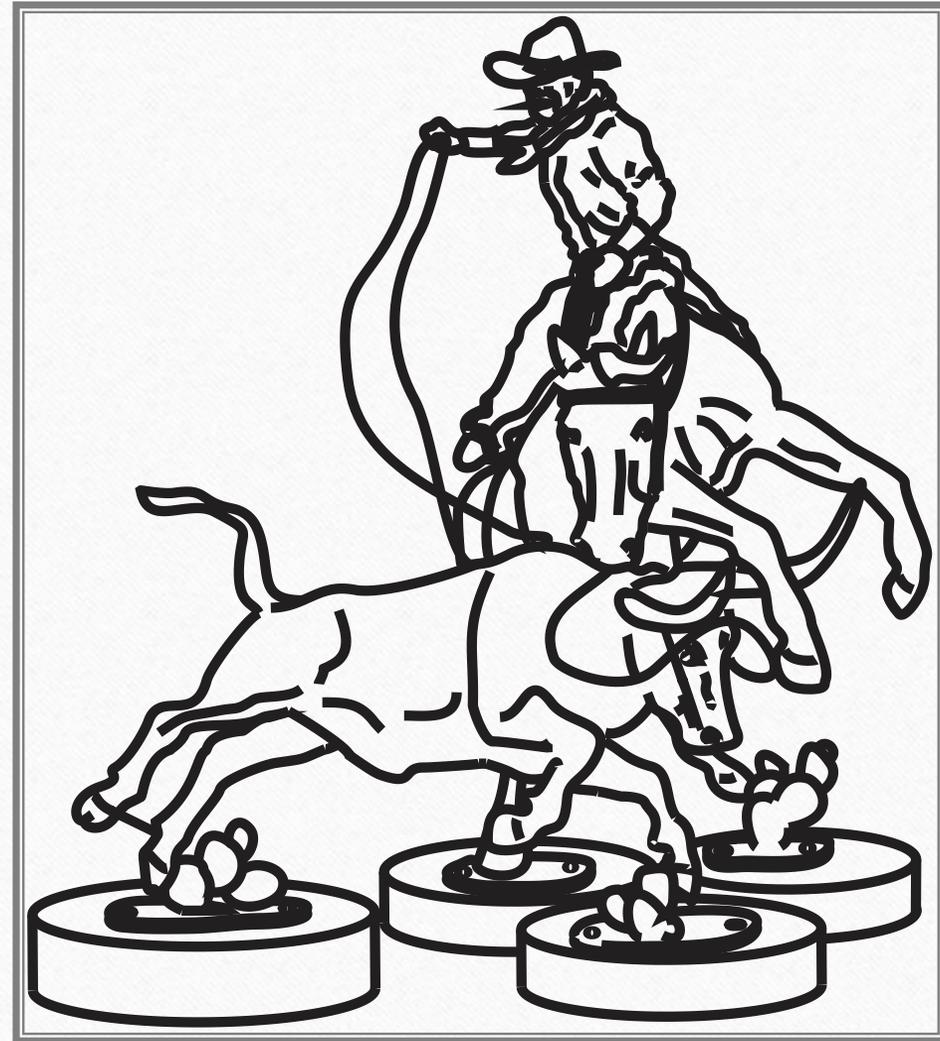
Proposed sculpture to City of Helotes Economic Development Corporation and Community Arts Grant Committee for the sculpture for the Old Town Helotes traffic circle site

“Western Dance” will be a sculpture with a nice circular flow for the traffic circle. It will include a Horse up on its hind feet and lunging sideways, with a cowboy on his back who is roping a steer that is cutting underneath. Giving the piece lots of action but contained in the traffic circle.

- Mockup drawing of proposed piece.
- I did not include all the lines here as when in a drawing the lines make the piece less clear.
- Once in the actual line sculpture the lines are very clear and easy to interpret.

The piece would be life-size horse rider and steer and all mounted on concrete bases.

The finish would be a powder coat finish unless you desired the finish to be rust.



Western Dance



For the City of Helotes
Community Arts Grant Program and Economic Development

May, 29th, 2023

Major Art Sculptural Project

I, Esther Benedict, am submitting my application for the sculpture project that will be installed in the traffic circle in Old Town Helotes.

I have emailed the historian Cynthia Massey and heard her views of what would fit as a subject in this traffic circle. After her input I want to propose a life size line sculpture to capture the Old Town Helotes days of cattle drives from the past.

The sculpture I propose would be an action-packed piece with “visual” movement. The horse would be set back on its hind feet with a cowboy on its back roping a steer that is cutting underneath the horse. If you can refer to the mockup drawing I have provided, the sculpture look will become clear. I propose this action-packed piece as it has a circular motion to it and would fit perfectly in the traffic circle setting.

My signature style is the line sculpture. I have been sculpting with this style for over 30 years. It's durable and has the nice feature for the traffic circle and that is you can see through it and so not hindering the drivers from seeing other traffic that might be in the area.

The details would have a horse with full bridle and saddle. The cowboy would have solid hands, eyes and face with the rest being in the line sculpture style. He would have hat, chaps and rope.

The steer would have eyes, muzzle, horns, and hooves that are solid, and the rest will be in the line sculpture style.

Title

“Western Dance”

Dimensions – This piece would be approximately 10-12 foot tall and approximately 10 x 10ft in radius

Durability

My sculptures are very durable. A local piece that you can observe is the rearing horse on top of the Western Trails Antique Mall in Bandera, Texas. This rearing horse sculpture was installed in 1998. It's had 25 years of wind, weather, sun and rain. I have many other pieces I can have as an example, and many are right around the corner at Iron Horse Canyon, and those sculptures have been out in the weather since the late 1990's. My sculptures are durable and because of their openness they can take wind with not issues.

Finish

I would propose this piece be powder coated for a finish.

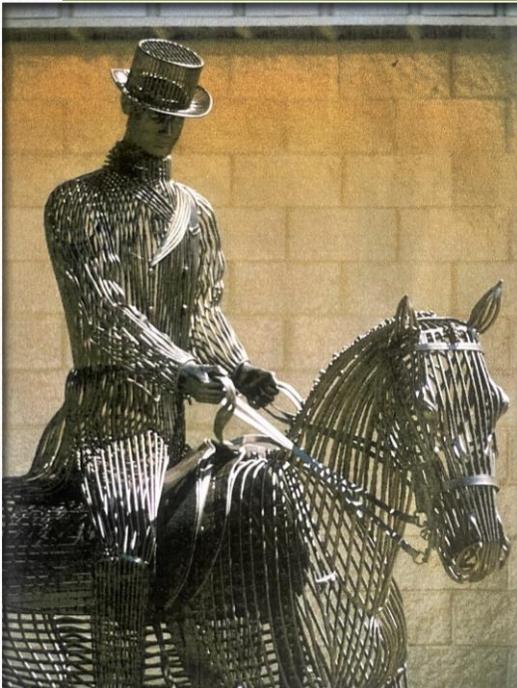
Installation

The sculptures would be mounted on concrete bases. These bases will have to be prepared before the sculpture installation delivery.

Time line – this project will take approximately 6-8 months to finish.

Cost – 35,000.00 I could meet your budget even though this proposed piece is more in the 75,000.00 range. If there could be a bit more offered and perhaps some help with the concrete bases, that would be wonderful. I would be happy to have such a piece here locally and will for that reason work with you to make it happen.

The Man Who Dances with Horses



- Installed in Urbana, OH
- This piece shows the way I capture a human. The cowboy would have a solid face and hands. The rest of his body and clothes would be in a line style.

The Man Who Dances with Horses

This picture shows the way I make
the tack (saddle and bridle) solid helping to
break up the lines so that the piece is
visually pleasing.



Cowboy boots

This slide is to show the way I can capture the attire of the cowboy



Gypsy Horse

The use of steel for hair can give the pieces action even when static.





Other Works

- Life size horse in circle
- Location Urbana, OH

Iron Horse Way Fort Worth

This installation is in a traffic circle in
Fort Worth



Texas Tradition Longhorn sculpture

Hooves, muzzle would be solid and
the horns solid.
The rest of the animal
will be line style.





Adding lights
makes the
sculpture a 24-hour
piece

Longevity of my work

The images in this slide are from Iron Horse Canyon there in Helotes and from Main Street in Bandera. These sculptures have been in place through Texas wind and weather for 25 years





I love what I do. And I am excited about this piece.
I will work with you to make this sculpture an attraction for Helotes.



Public Art Installations

Grants, NM

DeSmet, SD

Baytown, TX

Wiersdale, FL

Moline, IL

Durant, OK

Helotes, TX

Bandera, TX

Katy, TX

Fort Worth, TX

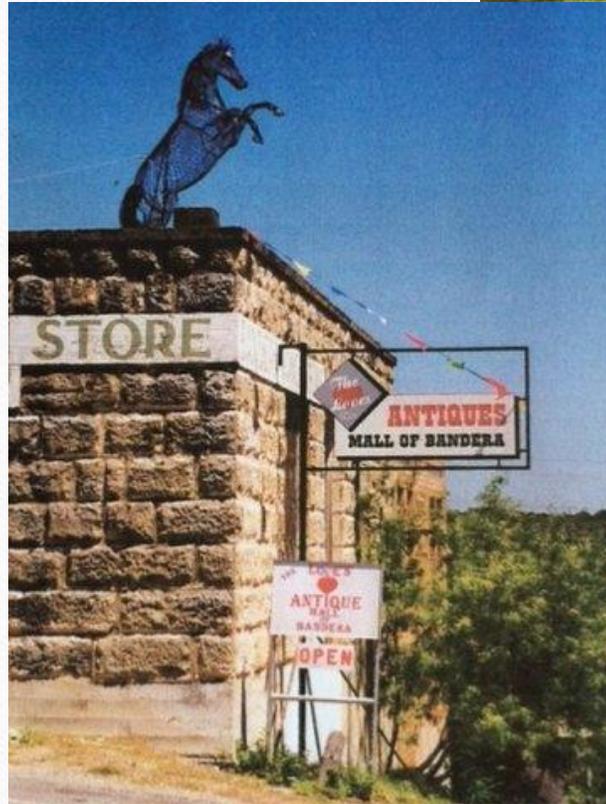
Corpus Christi, TX

Art Park, NY

Morrisville College, NY

Weatherford, TX

Chicago, cIL





**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: June 21, 2023**

AGENDA PLACEMENT: PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on approval of an agreement with HdL Companies to provide monthly sales tax analytics, an annual audit, and recovery of misallocated sales tax.

EXECUTIVE SUMMARY:

The primary source of revenue for the HEDC is a 1/4% sales tax allocated to all purchases made in the corporate city limits. Historically, staff has been able to review and analyze sales tax allocations semi-annually due to an inefficient user interface.

Staff was seeking other means of accessing the data and was referred by our auditor to HdL Companies. They partner with local governments nationwide, providing a full assortment of public agency revenue management services including misallocation recovery, tax and fee administration, economic development, indirect cost recovery, local tax software, cannabis compliance, and more. Sales, Use and Transactions Tax revenues are a vital component of local government finances, requiring effective management and detailed analysis. HdL's comprehensive approach to revenue management is trusted by over 700 local governments.

HdL granted temporary access to their software for 6 months to evaluate its usefulness. Staff has been able to be more responsive to requests and had the ability to provide rapid analyses of the state of the economy.

Staff is recommending approval to contract with HdL Companies.

ATTACHMENTS:

Attachment A: Agreement for Service

PREPARED BY: Glenn Goolsby, Executive Director

June 2, 2023

Mr. Glenn Goolsby
Executive Director
City of Helotes EDC
GGoolsby@Helotes-TX.gov

Re: Proposal for Professional Services

Dear Mr. Goolsby:

We have enjoyed engaging with you and the City staff over the last few months with our complimentary sales and use tax reports. We are glad that they have been useful, and that the City has experienced the value of information that they provide. We appreciate the opportunity to present a proposal for our Professional Services. The enclosed scope outlines the specifics regarding the services that we are offering the City. We have included, for the City's consideration, 1) full sales tax administration, which encompasses monthly data analytics reports and unlimited consultation with our Client Services Team, along with research, audit and recovery and 2) economic development solutions, which include Retail Market Analytics Reports and a Community Profile for retail attraction.

We are grateful for the opportunity to propose this information to the City, and we look forward to potentially working with you and the City Staff.

Please do not hesitate to contact me if you have any questions or require any additional information.

Regards,



Richard Fletcher
Vice President of Client Services & Operations





Proposal for Professional Services

June 2, 2023

City of Helotes



Austin Office
8700 Manchaca Rd, Suite 106
Austin, TX 78748
512.906.0429

Houston Office
9821 Katy Fwy, Suite 440
Houston, TX 77024
713.481.6975

Scope of Services

Option 1: Full-Service Sales Tax Administration

A.

1. Sales Tax Report & Consultation Fee

Report and consultation fee includes monthly access to Sales Tax Analysis Report Service (STAR- Summary & STAR-Detail) through online portal access, unlimited consultation on taxpayers or general sales tax matters, as well as assistance with budget and forecast as needed.

2. Sales Tax Audit & Recovery Fee

An audit and recovery fee of **30%** will be billed in those situations where our work results in sales tax revenue improvements to the City from recovered, future, or increased taxes. Recovered taxes are taxes incorrectly paid to another jurisdiction which are subsequently re-allocated to the City as a result of HdL recommendations or work. Future taxes are taxes received by the City as a result of HdL finding and fixing errors which result in taxes received going forward from the error correction. Increased taxes are taxes received by the City as a result of HdL finding and fixing errors which result in an increase in tax received above historic levels from the point of error correction. Audit and recovery fees for future or increased taxes are limited to a 24- month billing period from the date the City first realizes the sales tax improvement.

B. Sales/Use Tax Compliance Consulting Services

In providing CLIENT comprehensive sales/use tax review, compliance and recovery services HDL will:

Serve as the primary contact point for CLIENT with the TCPA and businesses collecting sales/use tax for benefit of CLIENT,

1. Provide coordination and information as appropriate with and to the TCPA and businesses in order for CLIENT to receive its correct sales/use tax payments,
2. Research and review businesses reporting sales tax to CLIENT to assure they should be and are collecting and paying sales tax appropriately to CLIENT,
3. Research new businesses established in CLIENT's locale and fix any not registered appropriately to collect sales tax for the City,
4. Develop the requisite information and work with certain out-of-jurisdiction services and sales providers to assure the appropriate tax is collected and reported for CLIENT,
5. Review monthly details of CLIENT's sales tax receipts and research any anomalies which could result in missing tax,
6. Provide CLIENT monthly a series of reports, individually or aggregated in a package,

as listed below. HDL may from time-to-time include additional reports, modify reports, or eliminate reports.

- a. Monthly Sales Tax Graphic (MSTG)
- b. Sales Tax Payment Detail (STPD)
- c. Sales Tax Snapshot (STS)
- d. Top 100 Taxpayers (TOP100)
- e. Top 30 Taxpayers (TOP 30)
- f. Monthly Variance (MVAR)
- g. Fiscal Year-to-Date Variance (FYTDVAR)
- h. Industry Segment Rank and Distribution (ISRD)
- i. Industry Segment Rank and Change (ISRC)
- j. Industry Segment Trend (IST)
- k. STAR Summary Package (all reports above in a pdf file)
- l. Taxpayer Payment History (TPH)
- m. NAICS Range Report (NRR)
- n. Business Group Sales Tax Forecast
- o. STAR Detail (all reports below in an Excel workbook)
 - i. Major Taxpayers Historic Rank
 - ii. Major Jurisdiction Taxpayers Rank
 - iii. Jurisdictional Large Company Location Cross Reference
 - iv. Top 100 Taxpayers Rank
 - v. NAICS Major Taxpayers Rank
 - vi. NAICS Segments Analysis
7. Provide special reports and analyses of issues not included in the above reports but are within the scope of the Agreement,
8. Provide CLIENT’s governing officials and management consultations as appropriate.

Option 2: Economic Development Solutions

A.

1. RETAIL MARKET ANALYTICS REPORTS AND CONSULTATION

- a. Consumer Demographic Profile – An HdL profile uses Synergos Technologies, Inc. (STI) PopStats database with over 1,200 variables with a bottom-up methodology to deliver the highest accuracy level and dependable demographic data. The side-by-side comparison helps users visualize consumer changes as the market size differs.
- b. Household Segmentation Profile – An HdL profile provides a deep understanding of consumer preferences, behaviors, and habits. Utilizing Personix Lifestage database the report segments 70 household clusters into one of 21 Lifestage Groups and ranks the top 10 individual clusters allowing the user to identify the most concentrated groups with ease. The document includes links to the Personix Online Guide, which provides an in-depth summary of each group and cluster.
- c. Employment Profile – An HdL profile provides insight on the employment

market located within a specific trade area. The profile breaks down industry groups, as well as Occupational sectors, to allow an accurate evaluation of the daytime population and workforce for the defined region. Understanding the types of businesses and the types of workers that are positioned near key areas of interest can greatly influence decisions.

- d. Consumer Demand and Market Profile (GAP Analysis) – An HdL profile examines opportunity-surplus gaps across 31 retail segments and 40 major product and service lines to provide insight on potential opportunities within a defined market. The assessment evaluates the overall trade area, not just jurisdictional boundaries, making it a more useful tool to assist in development planning, recruitment strategies, and overall market analysis.
- e. Void Analysis (Solutions Set with Match Scores) – An HdL analysis provides trade area supply and demand (surplus and leakage) data for nearly 60 retail store and product categories to identify which goods and services are in demand in your trade area. Unlike traditional approaches that only look at which tenants are missing from the trade area, an HdL void analysis also scores your site against the typical location profile of thousands of potential brands. The tool enables quick evaluation opportunities to show prospects that a site presents a strong business opportunity. The void analysis also determines which co-tenants they co-locate with and whether your location is a logical fit for their network, which leads to more vibrant retail trade areas and an optimized sales tax base.

2. COMMUNITY PROFILE—Updated annually.

Option 3: Bundled Package of Services (Includes Both Options 1 & 2)

Price Proposal

Option 1: Full Sales Tax Administration Services

1. Monthly Sales Tax Reports via HdL Portal
2. Administrative Review
3. *Unlimited* Consultation—full access to our Client Services Team for any questions regarding the City’s sales taxpayers or general sales tax inquiries.
4. HdL Consensus Texas Forecast and Forecast Tool—updated 2-4 times per year
5. Audit
6. Research and Recovery

\$6,000 annually (+30% recovery component for any sales tax improvements recovered by HdL on behalf of City – only on improvements.)

Option 2: Economic Development Services

1. Retail Market Analytic Reports—Updated 1-2 times per year
 - a. Consumer Demographic Profile
 - b. Household Segmentation
 - c. Employment Profile
 - d. GAP Report (Leakage Report)
 - e. VOID Analysis (Solutions Set with Match Scores)
2. Community Profile (updated annually)
3. Consultation with our Economic Development Team

\$4,000 annually

Option 3: Bundled Package of Services (All of the Above)

1. Monthly Sales Tax Reports via HdL Portal
2. Administrative Review
3. *Unlimited* Consultation—full access to our Client Services Team for sales tax questions
4. HdL Consensus Texas Forecast and Forecast Tool—updated 2-4 times per year
5. Audit
6. Research and Recovery
7. Retail Market Analytic Reports—Updated 1-2 times per year
 - a. Consumer Demographic Profile
 - b. Household Segmentation
 - c. Employment Profile
 - d. GAP Report (Leakage Report)
 - e. VOID Analysis (Solutions Set with Match Scores)
8. Community Profile (updated annually)
9. Economic Development Consultation with our Economic Development Team

\$8,500 annually (+30% recovery component for any sales tax improvements recovered by HdL on behalf of City – only on improvements.)

References

- City of Missouri City
Allena Portis – Assistant City Manager
Allena.Portis@MissouriCityTX.gov
281.403.8614
- City of Pearland
Rachel Wynslow – Budget Officer
RWynslow@PearlandTX.gov
281.652.1672

- City of Rosenberg
Luis Garza – Finance Director
LGarza@RosenbergTX.gov
832.595.3368
- City of Shenandoah
Lisa Wasner – Finance Director
LWasner@ShenandoahTX.us
832.585.8174
- City of Waller
Jon Isom – City of Waller EDC – EDC Director
JIsom@WallerEDC.org
936.931.5151
- Additional HdL references can be provided upon request.



**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: June 21, 2023**

AGENDA PLACEMENT: PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion and action on approving a contract with YOLO Texas to film an episode highlighting Helotes to Shop, Dine, and Play.

EXECUTIVE SUMMARY:

Last year the HEDC Board approved contracting with YOLO Texas, a statewide travel show, to film an entire episode about Helotes. The original episode was 22-minutes and featured the Helotes MarketPlace, Floore's Country Store, El Chaparral, Texas Grounds Coffee, B-Daddy BBQ, Addie Grace, Wine 101, and Busted Sandal. The full production cost was \$18,000 plus an extra \$800 for the B-roll footage. We were able to partner with the City of Helotes to assist with splitting the cost by utilizing the hotel occupancy tax.

Staff has received nothing but positive feedback from participating businesses and is recommending contracting with YOLO once again to do a special feature on Helotes sometime in September or October. This year the proposed contract is \$18,000 for production and \$1,000 for B-roll. If approved staff will request consideration from City Council to provide matching funds through the hotel occupancy tax.

ATTACHMENTS:

Attachment A – Proposal

PREPARED BY: Glenn Goolsby, Executive Director

STATEWIDE TV SHOW: YOLO TX Segment Lengths and Agreement:

Attachment A



STATEWIDE TV SHOW

1x, YOLO TX Full Show takeover 20-22 minutes: **\$18,000 net** (airs 2x) *Approx. 20-22-minutes) Valued at \$50,000*

Film Days: _____ TBD

Air Date: _____ TBD

Includes 6 social media postings and posted to Yolo YouTube and website

Optional Add-ons to TV feature:

- :30 sec tv spots (*creative provided by client*) to air on all stations: \$2,000 net
 - B-Roll (*additional footage from film day*), excluding talent in shots: \$1000 net
 - Digital Banners on YOLOTX.com website: \$500 per month
 - Video services: \$3,200 net: Option A 2x :30 Second spots from footage shot from Yolo segment
- Or \$6,225 net: Option B 2x :30 Second spots from footage shot with before Yolo segment, with provided Talent



***Travel Cost:** Destinations 4+ hours from YOLOTX Studios will incur a cost of \$200 each way per hour

***Hotel/Accommodations:** Client provides lodging for the YOLO TX crew if an overnight stay is required, a maximum of 5 (five) including the host. Lodging destination will be mentioned in show for their complimentary rooms. (4-5 hotel rooms for 1-2 nights-determined by producer & client based on # of days for filming)

By signing, I agree to the non-cancellable sponsorship package above and the terms below:

- All client sponsorships are non-cancellable once a YOLO TX production contract is signed. Filming: 2022-2023 segment filming dates not available are Dec 21, 2023 - Jan 2, 2024
- Prices above are based on net pricing non agency. Multiple segment options may be spread out over 12-months from date of first airing of segment.
- Client provides: Lodging for the YOLO TX crew if an overnight stay is required, a maximum of 5 (five) including the host. Lodging destination will be mentioned in show for their complimentary rooms. (typically, 4-5 double rooms for 1-2 nights-determined by producer & client based on # of days for filming)
- Full length segments will include up to maximum 3-4 topics for 8min segment; 2-3 topics for 6-minutes, 1-2 topics for 4-minute features. For an entire episode, we can cover approx. 8-10 businesses depending on the type of business and/or locations. Please keep in mind that the more topics/places we feature, the less airtime each place receives. If clients would like more topics covered, sponsor may purchase additional segment for that show or additional segment for future show.
- Any YOLO TX shoot schedules submitted to client will be considered approved if we get no response 7 days prior to shooting. All DECISIONS & FINAL APPROVAL of YOLO TX segments remain with the executive producer/Quarter Moon Productions at all times to ensure the continuity and integrity of the show.
- Due to programming being on Network Affiliates, program may and can be preempted due to Live Breaking News, Breaking Network News and/or Station's Programming changes. In this event, YOLO TX will endeavor to make good segment in an upcoming week. In the event that your segment is date specific and/or promoting an event, YOLO TX may not be able to re-air segment in specific market with programming changes due to time sensitive audio in segment. Please ask a YOLO TX representative for further explanation.
- We will endeavor to honor all segment sponsors wishes within the capabilities of the show and the production crew timelines and on-site filming & audio recording capabilities.
- Raw footage without talent will remain property of Quarter Moon Production and will not be available for release unless purchased at the above cost.
- Payment- net 30 terms: Segments will be billed 50% before filming which must be paid before crew is sent out. Additional 50% will be billed before airing and must be paid in full before airdate. Please Make Checks Payable to Quarter Moon Productions and send checks to 7550 IH 10 West, Suite 100 San Antonio, TX 78229 [W9 Available]

Client Approval/Title

Company Name

Date

Erika Grimm, VP Marketing

06/13/2023
Date

For more information please contact:
Erika Grimm | PHONE: 210-771-0083 | erika.grimm@3qmp.com





**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: June 21, 2023**

AGENDA PLACEMENT: PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on approval to reallocate funds for the expansion of the HEDC offices to include a Visitor and Business Center.

EXECUTIVE SUMMARY:

During the April 19, 2023 Board Meeting staff presented a plan to expand the HEDC offices to include the development of a Helotes Visitor and Business Center. Direction was given to create a Building Committee to further develop a plan. Based on the current floor plan, staff anticipates the following renovation expenditures.

- Renovation: \$150,000 - \$200,000
- A/V Equipment: \$27,000
- Contingency: \$20,000

The Committee has discussed and reviewed rental rates and is utilizing the following for projections.

- Private Office: \$500 per month
- Executive Office: \$800 per month
- Zoom Room: \$35 per hour
- Meeting Room: \$45 per hour

Staff applied this information to create several forecasts. The first scenario assumes revenues for all offices leased on a monthly basis and hourly spaces being leased for 18 hours per month. The estimated annual revenue would be \$61,000 with anticipated expenses being \$52,000. When factoring in current expenses the breakeven point would be approximately 6 years.

Staff is recommending approval of leasing 2,500 square feet of property located at 12682 FM 1560, Suites 104 & 105 from Douglas E Deptuch for the development of a Helotes Visitor and Business Center and authorize the Executive Director with direction from the Building Evaluation Committee to take all necessary steps to implement the project.

Staff is also recommending the transfer of \$250,000 from 05-510-5217: *Land Acquisition* to 05-510-5228: *Visitor Center*.

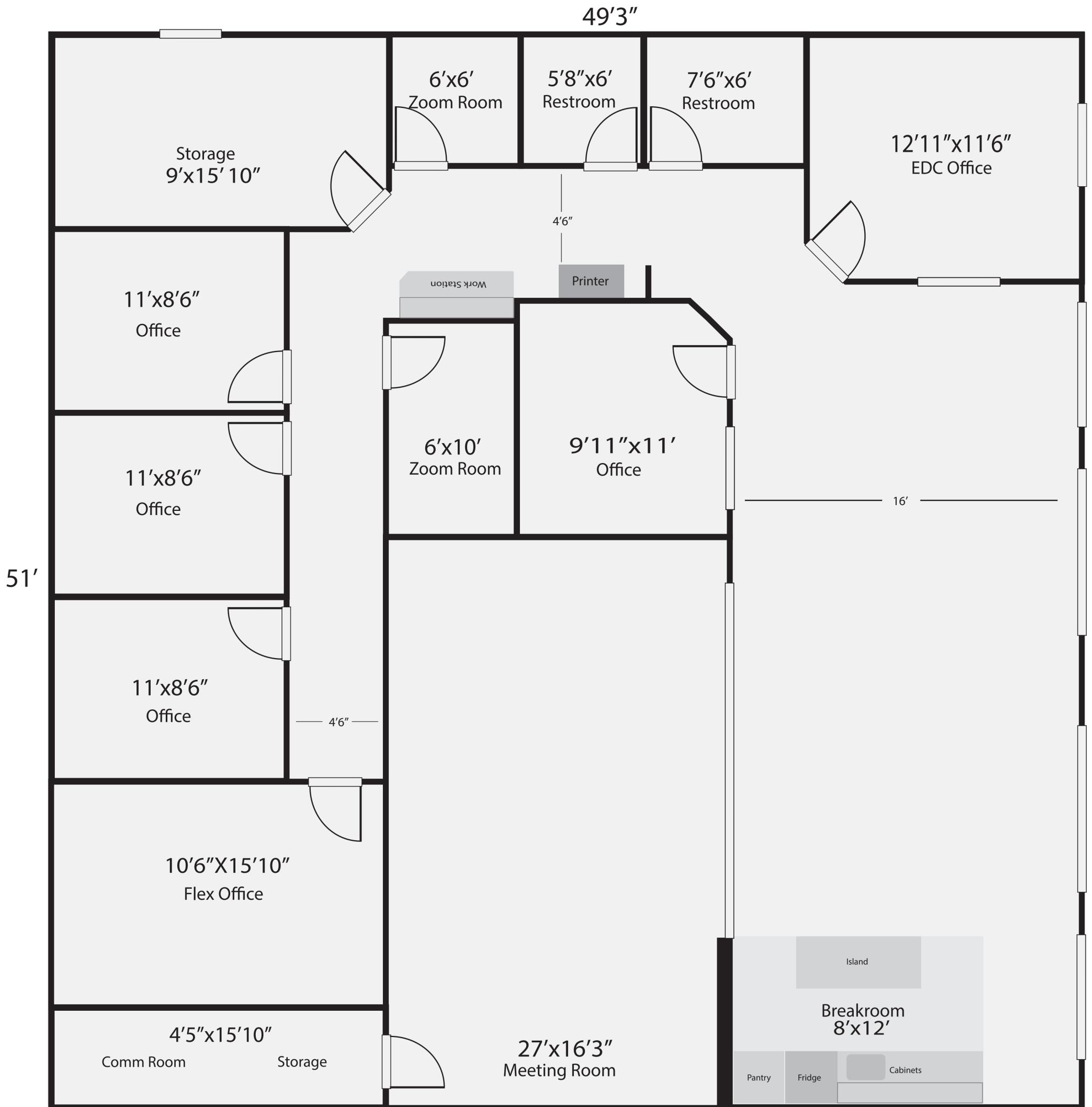


ATTACHMENTS:

Attachement A: Floor Plan and Proposed Budget

PREPARED BY: Glenn Goolsby, Executive Director

Proposed Floor Plan



Proposed Budget and Forecast

	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	10 Year Total
Current Revenues											
Rent	\$500.00	\$500.00	\$550.00	\$550.00	\$600.00	\$600.00	\$650.00	\$650.00	\$700.00	\$700.00	\$6,000.00
Current Expenses											
	\$25,980.00	\$27,480.00	\$28,680.00	\$29,880.00	\$31,080.00	\$32,280.00	\$33,480.00	\$34,680.00	\$35,880.00	\$37,080.00	\$316,500.00
Current Net	-\$25,480.00	-\$26,980.00	-\$28,130.00	-\$29,330.00	-\$30,480.00	-\$31,680.00	-\$32,830.00	-\$34,030.00	-\$35,180.00	-\$36,380.00	-\$310,500.00

Future Revenues											
10% Utilization	\$60,840.00	\$62,056.80	\$63,297.94	\$64,563.89	\$65,855.17	\$67,172.28	\$68,515.72	\$69,886.04	\$71,283.76	\$72,709.43	\$666,181.03
Future Expenses											
	\$51,660.00	\$54,360.00	\$57,360.00	\$58,560.00	\$60,360.00	\$61,560.00	\$62,760.00	\$64,560.00	\$65,760.00	\$66,960.00	\$603,900.00
Net	\$9,180.00	\$7,696.80	\$5,937.94	\$6,003.89	\$5,495.17	\$5,612.28	\$5,755.72	\$5,326.04	\$5,523.76	\$5,749.43	\$62,281.03

Proposed Construction Costs

Contractor	\$100,000.00	\$125,000.00
Electrical	\$30,000.00	\$40,000.00
HVAC	\$25,000.00	\$40,000.00
IT	\$25,000.00	\$30,000.00
Contingency	\$20,000.00	\$20,000.00
Total	\$200,000.00	\$255,000.00