CITY OF WINDCREST ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS

Regular Meeting

April 12, 2023
5:30 P.M.

Windcrest City Hall

NOTICE IS HEREBY GIVEN THAT A REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE WINDCREST ECONOMIC DEVELOPMENT CORPORATION (WEDC) WILL BE HELD AT WINDCREST CITY HALL, 8601 MIDCROWN DRIVE, WINDCREST, TEXAS ON THE 12TH DAY OF APRIL, 2023 STARTING AT 5:30 P.M. DURING THE MEETING, THE BOARD WILL CONSIDER, DELIBERATE AND MAY TAKE ACTION UPON ANY OF THE SUBJECTS LISTED BELOW.

"It is the intent of the Board to have a quorum physically present at the above address. Board members not physically present may participate by live two-way video and audio feed in accordance with the Texas Open Meetings Act."

Vision Statement: Nourish and develop a vibrant community that consistently pushes the limits.

Mission Statement: Facilitate interaction between business, city, and other community organizations to nourish the economic health and well-being of Windcrest, its citizens, and the region.

Request all pagers and cell phones be turned off, except emergency on-call personnel. Citizens are asked to refrain from talking during proceedings unless recognized by the Presiding Officer.

CITIZEN COMMUNICATION: AS A COURTESY TO CITIZENS IN ATTENDANCE, AND AT THE DISCRETION OF THE PRESIDING OFFICER OF THE MEETING, CITIZENS WILL BE GIVEN A REASONABLE OPPORTUNITY TO STATE THEIR COMMENTS OR ASK QUESTIONS REGARDING ANY ITEM ON THE AGENDA, AND PRIOR TO THE BOARD TAKING ACTION ON ANY ACTION ITEMS LISTED. THE BOARD REQUESTS COMMENTS BE BRIEF, TO THE POINT, AND NO LONGER THAN 6 MINUTES. TIME CANNOT BE YIELDED TO ANOTHER SPEAKER. PLEASE NOTE THAT THE BOARD MAY NOT BE PERMITTED TO RESPOND TO QUESTIONS OR COMMENTS.

Items will not necessarily be discussed or considered in the order they are printed on the agenda below. If during the course of the meeting, discussion of any item on the agenda should be held in an executive or closed session, the Board will convene in such executive or closed session as permitted by and in accordance with Texas Government Code Chapters 551 and 551.

Consistent with Windcrest City Council Resolution No. 292, the WEDC Board elects to audio and video record its meetings. The recordings are preserved electronically as the official minutes of its meetings.

I. Call To Order

1. Determination of a Quorum
2. Pledge of Allegiance
3. Prayer
4. Vote to consider the excuse of an absent board member(s), if applicable

II. Visitors/Presentations

1. Executive Directors Report regarding Economic Development Activities.
2. Current Financials (Balance, Revenue & Expense) ending February 2023.

III. Citizens to be Heard

1. Members of the public may sign up to provide public comments to the Board in accordance with Board and City ordinances and policy.

NOTE: Citizens may address the WEDC on topics not on the agenda for no more than three (3) minutes. An email statement may be sent to the WEDC Coordinator at knelson@windcrest-tx.gov to be read into the meeting to the WEDC Board.

IV. Discuss and Act

1. Billboard Project
2. WEDC Messages on Windcrest Electronic Signs at Takas Park and City Hall.
3. Strategic Plan Proposal

V. Executive Session

1. Govt. Code 551.072, 551.071, 551.087 Consultation with Legal Counsel regarding real estate transactions, discussion regarding the purchase, lease, or exchange of real property within the City of Windcrest, and economic development/redevelopment of property.
2. Active and Confidential Economic Development Projects.

VI. Resume Open Session: Consider and take possible action on matters discussed in executive session, potential purchase of real property, and economic incentive requests.

VII. General Announcements and Future Agenda Items Requested

VIII. Adjournment

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Board of Directors of the WEDC is a true and correct copy of said Notice and I posted a true and correct copy of said Notice on the bulletin board at the Windcrest City Hall in a convenient place to the public. Said Notice was posted 72 hours prior to the 12th day of April, 2023.

By: ***DATE & SIGNATURE PENDING***
Rachel Dominguez, City Secretary

Windcrest Economic Development Corporation
Statement of Financial Position
As of February 28, 2023

		Total
ASSETS		
Current Assets		
Bank Accounts		
1000 Frost - Checking 0485	$	1,702,185.27
1001 Petty Cash		216.14
1002 Certificate of Deposit		250,000.00
Total Bank Accounts		**1,952,401.41**
Accounts Receivable		
1100 A/R Sales Tax		-
1101 Accrued Revenue		198,462.08
Total 1100 A/R Sales Tax		**198,462.08**
Total Accounts Receivable		**198,462.08**
Other Current Assets		
1300 Prepaid Expense		2,244.84
1302 Prepaid Sales Tax		0.26
Total 1300 Prepaid Expense		**2,245.10**
Total Other Current Assets		**2,245.10**
Total Current Assets		**2,153,108.59**
Fixed Assets		
1400 Computers & Monitors		2,280.34
1402 Furniture & Fixtures		11,993.99
1403 Building & Improvements		3,350.00
1500 Accumulated Depreciation		(6,066.91)
Total Fixed Assets		**11,557.42**
Other Assets		
1600 EDC - Investment First Public		117,781.41
Total Other Assets		**117,781.41**
TOTAL ASSETS	**$**	**2,282,447.42**
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2100 Commerce Bank 2199	$	2,305.85
Total Credit Cards		**2,305.85**
Other Current Liabilities		
2002 Wages Payable		8,615.81
2003 Accrued Expenditures		6,987.63
2007 Compensated Absences		1,775.00
Total Other Current Liabilities		**17,378.44**
Total Current Liabilities		**19,684.29**
Total Liabilities		**19,684.29**

Windcrest Economic Development Corporation
Statement of Financial Position
As of February 28, 2023

		Total
Equity		
3000 Net Assets		2,067,605.12
Prior Period Adjustment		108.67
Net Revenue		195,049.34
Total Equity		**2,262,763.13**
TOTAL LIABILITIES AND EQUITY	**$**	**2,282,447.42**

Windcrest Economic Development Corporation
Statement of Activity
February 2023

		Total
Revenue		
Total Revenue		
Gross Profit		-
Expenditures		
6000 Salaries, Benefits & Contract Labor		
6001 Salaries	$	3,561.60
6004 Social Security / Medicare Match		275.64
6005 Health Insurance-EDC		725.10
6006 Retirement--EDC		259.42
6009 Contract Labor		9,439.20
6021 Health Insurance - Life & Vision		32.28
6053 Cell Phone Allowance		41.54
Total 6000 Salaries, Benefits & Contract Labor		**14,334.78**
6010 BRE & Prospect Development Expenses		
6014 Meals & Entertainment		20.00
6016 Promoting Windcrest(BRE Events)		1,450.00
6017 Sponsorships, Regional Marketing		416.67
Total 6010 BRE & Prospect Development Expenses		**1,886.67**
6025 Administrative & Other Expenses		
6026 Rent		1,145.00
6027 Furniture & Fixtures		43.29
6029 Internet Services		170.87
6030 Computer Maintenance, Software, Website		59.53
6031 Accounting Services		1,342.64
6032 Barcom / IT		393.77
6033 Phone Services		87.56
6038 Supplies		43.68
6045 Vehicle Expenses-EDC		35.00
6046 Vehicle Fuel-EDC		73.00
Total 6025 Administrative & Other Expenses		**3,394.34**
Total Expenditures		**19,615.79**
Net Operating Revenue		**(19,615.79)**
Other Revenue		
4003 Revenue Income - Interest		4,920.90
Total Other Revenue		**4,920.90**
Net Other Revenue		**4,920.90**
Net Revenue	**$**	**(14,694.89)**

Windcrest Economic Development Corporation
Statement of Activity
October 2022 - February 2023

	Total
Revenue	
4000 Revenue	
4001 Income - Sales Tax	$ 287,534.12
Total 4000 Revenue	**287,534.12**
Total Revenue	**287,534.12**
Gross Profit	**287,534.12**
Expenditures	
6000 Salaries, Benefits & Contract Labor	
6001 Salaries	19,588.80
6004 Social Security / Medicare Match	1,516.02
6005 Health Insurance-EDC	3,988.05
6006 Retirement--EDC	1,426.81
6009 Contract Labor	37,251.00
6021 Health Insurance - Life & Vision	177.54
6053 Cell Phone Allowance	228.47
Total 6000 Salaries, Benefits & Contract Labor	**64,176.69**
6010 BRE & Prospect Development Expenses	
6013 Travel	20.00
6014 Meals & Entertainment	708.91
6015 EDC Projects	441.23
6016 Promoting Windcrest(BRE Events)	8,100.00
6017 Sponsorships, Regional Marketing	4,133.35
Total 6010 BRE & Prospect Development Expenses	**13,403.49**
6025 Administrative & Other Expenses	
6026 Rent	5,725.00
6027 Furniture & Fixtures	156.64
6028 Equipment, Computers & Other	164.98
6029 Internet Services	844.30
6030 Computer Maintenance, Software, Website	297.65
6031 Accounting Services	6,715.87
6032 Barcom / IT	2,928.20
6033 Phone Services	432.73
6037 Dues & Subscriptions	160.00
6038 Supplies	1,477.69
6040 Copier	238.52
6042 Legal Expenses	23,929.93
6045 Vehicle Expenses-EDC	581.41
6046 Vehicle Fuel-EDC	73.00
6047 Contingencies	413.18
Total 6025 Administrative & Other Expenses	**44,139.10**
Total Expenditures	**121,719.28**

Windcrest Economic Development Corporation
Statement of Activity
October 2022 - February 2023

	Total
Net Operating Revenue	**165,814.84**
Other Revenue	
4003 Revenue Income - Interest	29,234.50
Total Other Revenue	**29,234.50**
Net Other Revenue	**29,234.50**
Net Revenue	**$ 195,049.34**

Windcrest Economic Development Corpor
Budget vs. Actuals: 2023 WEDC Budget (Copy) (Cop
October 2022 - February 2023

	Oct 2022				Nov 2022				Dec 2022			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Revenue												
4000 Revenue			0.00				0.00				0.00	
4001 Income - Sales Tax	89,072.04	58,333.33	30,738.71	152.69%	65,652.23	58,333.33	7,318.90	112.55%	81,377.72	58,333.33	23,044.39	139.50%
4002 Proceeds from Reserves		9,500.00	-9,500.00	0.00%		9,500.00	-9,500.00	0.00%		9,500.00	-9,500.00	0.00%
Total 4000 Revenue	**$ 89,072.04**	**$ 67,833.33**	**$ 21,238.71**	**131.31%**	**$ 65,652.23**	**$ 67,833.33**	**-$ 2,181.10**	**96.78%**	**$ 81,377.72**	**$ 67,833.33**	**$ 13,544.39**	**119.97%**
Total Revenue	**$ 89,072.04**	**$ 67,833.33**	**$ 21,238.71**	**131.31%**	**$ 65,652.23**	**$ 67,833.33**	**-$ 2,181.10**	**96.78%**	**$ 81,377.72**	**$ 67,833.33**	**$ 13,544.39**	**119.97%**
Gross Profit	**$ 89,072.04**	**$ 67,833.33**	**$ 21,238.71**	**131.31%**	**$ 65,652.23**	**$ 67,833.33**	**-$ 2,181.10**	**96.78%**	**$ 81,377.72**	**$ 67,833.33**	**$ 13,544.39**	**119.97%**
Expenditures												
6000 Salaries, Benefits & Contract Labor			0.00				0.00				0.00	
6001 Salaries	3,561.60	4,250.00	-688.40	83.80%	5,342.40	4,250.00	1,092.40	125.70%	3,561.60	4,250.00	-688.40	83.80%
6002 Admin Expenses		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%
6003 EDC Overtime		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%
6004 Social Security / Medicare Match	275.64	333.33	-57.69	82.69%	413.46	333.33	80.13	124.04%	275.64	333.33	-57.69	82.69%
6005 Health Insurance-EDC	725.10	833.33	-108.23	87.01%	1,087.65	833.33	254.32	130.52%	725.10	833.33	-108.23	87.01%
6006 Retirement--EDC	259.42	366.67	-107.25	70.75%	389.13	366.67	22.46	106.13%	259.42	366.67	-107.25	70.75%
6007 Workers Comp-EDC		91.67	-91.67	0.00%		91.67	-91.67	0.00%		91.67	-91.67	0.00%
6008 Unemployment Comp		41.67	-41.67	0.00%		41.67	-41.67	0.00%		41.67	-41.67	0.00%
6009 Contract Labor	4,213.80	10,150.00	-5,936.20	41.52%	9,439.20	10,150.00	-710.80	93.00%	9,439.20	10,150.00	-710.80	93.00%
6021 Health Insurance - Life & Vision	32.28	41.66	-9.38	77.48%	48.42	41.66	6.76	116.23%	32.28	41.66	-9.38	77.48%
6053 Cell Phone Allowance	41.54	41.66	-0.12	99.71%	62.31	41.66	20.65	149.57%	41.54	41.66	-0.12	99.71%
Total 6000 Salaries, Benefits & Contract Labor	**$ 9,109.38**	**$ 16,316.65**	**-$ 7,207.27**	**55.83%**	**$ 16,782.57**	**$ 16,316.65**	**$ 465.92**	**102.86%**	**$ 14,334.78**	**$ 16,316.65**	**-$ 1,981.87**	**87.85%**
6010 BRE & Prospect Development Expenses			0.00				0.00				0.00	
6011 Consulting/Planning/Infrastructure		4,833.33	-4,833.33	0.00%		4,833.33	-4,833.33	0.00%		4,833.33	-4,833.33	0.00%
6012 Collateral Material		583.33	-583.33	0.00%		583.33	-583.33	0.00%		583.33	-583.33	0.00%
6013 Travel		833.33	-833.33	0.00%		833.33	-833.33	0.00%	20.00	833.33	-813.33	2.40%
6014 Meals & Entertainment	377.35	416.67	-39.32	90.56%	54.19	416.67	-362.48	13.01%	127.75	416.67	-288.92	30.66%
6015 EDC Projects	441.23	16,325.00	-15,883.77	2.70%		16,325.00	-16,325.00	0.00%		16,325.00	-16,325.00	0.00%
6016 Promoting Windcrest(BRE Events)	2,300.00	4,583.33	-2,283.33	50.18%	1,450.00	4,583.33	-3,133.33	31.64%	1,450.00	4,583.33	-3,133.33	31.64%
6017 Sponsorships, Regional Marketing	1,916.67	833.33	1,083.34	230.00%	416.67	833.33	-416.66	50.00%	966.67	833.33	133.34	116.00%
6018 Commercial Revitalization/Store Front Grants		2,500.00	-2,500.00	0.00%		2,500.00	-2,500.00	0.00%		2,500.00	-2,500.00	0.00%

Windcrest Economic Development Corpor
Budget vs. Actuals: 2023 WEDC Budget (Copy) (Cop
October 2022 - February 2023

	Oct 2022				Nov 2022				Dec 2022			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
6019 Infrastructure/Streets		9,500.00	-9,500.00	0.00%		9,500.00	-9,500.00	0.00%		9,500.00	-9,500.00	0.00%
Total 6010 BRE & Prospect Development Expenses	**$ 5,035.25**	**$ 40,408.32**	**-$ 35,373.07**	**12.46%**	**$ 1,920.86**	**$ 40,408.32**	**-$ 38,487.46**	**4.75%**	**$ 2,564.42**	**$ 40,408.32**	**-$ 37,843.90**	**6.35%**
6025 Administrative & Other Expenses			0.00				0.00				0.00	
6026 Rent	1,145.00	1,250.00	-105.00	91.60%	1,145.00	1,250.00	-105.00	91.60%	1,145.00	1,250.00	-105.00	91.60%
6027 Furniture & Fixtures	119.06	166.66	-47.60	71.44%		166.66	-166.66	0.00%		166.66	-166.66	0.00%
6028 Equipment, Computers & Other	35.18	250.00	-214.82	14.07%		250.00	-250.00	0.00%		250.00	-250.00	0.00%
6029 Internet Services	160.82	166.66	-5.84	96.50%	170.87	166.66	4.21	102.53%	170.87	166.66	4.21	102.53%
6030 Computer Maintenance, Software, Website	59.53	500.00	-440.47	11.91%	59.53	500.00	-440.47	11.91%	59.53	500.00	-440.47	11.91%
6031 Accounting Services	1,342.64	1,333.33	9.31	100.70%	1,345.31	1,333.33	11.98	100.90%	1,342.64	1,333.33	9.31	100.70%
6032 Barcom / IT	393.77	391.67	2.10	100.54%	620.92	391.67	229.25	158.53%	1,125.97	391.67	734.30	287.48%
6033 Phone Services	85.87	83.33	2.54	103.05%	85.87	83.33	2.54	103.05%	85.87	83.33	2.54	103.05%
6035 Public Relations		500.00	-500.00	0.00%		500.00	-500.00	0.00%		500.00	-500.00	0.00%
6036 Training Staff/Board		333.33	-333.33	0.00%		333.33	-333.33	0.00%		333.33	-333.33	0.00%
6037 Dues & Subscriptions		33.33	-33.33	0.00%	160.00	33.33	126.67	480.05%		33.33	-33.33	0.00%
6038 Supplies	1,171.02	333.33	837.69	351.31%	180.89	333.33	-152.44	54.27%	13.86	333.33	-319.47	4.16%
6039 Postage		41.67	-41.67	0.00%		41.67	-41.67	0.00%		41.67	-41.67	0.00%
6040 Copier		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%
6041 Repairs & Maintenance		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%
6042 Legal Expenses	4,120.00	3,333.33	786.67	123.60%	10,718.68	3,333.33	7,385.35	321.56%	7,841.25	3,333.33	4,507.92	235.24%
6043 Audit		1,583.33	-1,583.33	0.00%		1,583.33	-1,583.33	0.00%		1,583.33	-1,583.33	0.00%
6044 Sales Tax Services		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%
6045 Vehicle Expenses-EDC	315.50	166.66	148.84	189.31%	140.91	166.66	-25.75	84.55%	55.00	166.66	-111.66	33.00%
6046 Vehicle Fuel-EDC		83.33	-83.33	0.00%		83.33	-83.33	0.00%		83.33	-83.33	0.00%
6047 Contingencies	251.59	200.00	51.59	125.80%	161.59	200.00	-38.41	80.80%		200.00	-200.00	0.00%
6049 General Liability Insurance		41.67	-41.67	0.00%		41.67	-41.67	0.00%		41.67	-41.67	0.00%
6050 E&O Liability Insurance		75.00	-75.00	0.00%		75.00	-75.00	0.00%		75.00	-75.00	0.00%
6051 Auto Liability Insurance		75.00	-75.00	0.00%		75.00	-75.00	0.00%		75.00	-75.00	0.00%
6052 Auto Physical Damage Insurance		33.33	-33.33	0.00%		33.33	-33.33	0.00%		33.33	-33.33	0.00%
Total 6025 Administrative & Other Expenses	**$ 9,199.98**	**$ 11,224.95**	**-$ 2,024.97**	**81.96%**	**$ 14,789.57**	**$ 11,224.95**	**$ 3,564.62**	**131.76%**	**$ 11,839.99**	**$ 11,224.95**	**$ 615.04**	**105.48%**
Total Expenditures	**$ 23,344.61**	**$ 67,949.92**	**-$ 44,605.31**	**34.36%**	**$ 33,493.00**	**$ 67,949.92**	**-$ 34,456.92**	**49.29%**	**$ 28,739.19**	**$ 67,949.92**	**-$ 39,210.73**	**42.29%**

Windcrest Economic Development Corpor
Budget vs. Actuals: 2023 WEDC Budget (Copy) (Cop
October 2022 - February 2023

	Oct 2022				Nov 2022				Dec 2022			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Net Operating Revenue	**$ 65,727.43**	**-$ 116.59**	**$ 65,844.02**	**-56374.84%**	**$ 32,159.23**	**-$ 116.59**	**$ 32,275.82**	**-27583.18%**	**$ 52,638.53**	**-$ 116.59**	**$ 52,755.12**	**-45148.41%**
Other Revenue												
4003 Revenue Income - Interest	332.75	83.33	249.42	399.32%	4,150.75	83.33	4,067.42	4981.10%	14,245.92	83.33	14,162.59	17095.79%
Total Other Revenue	**$ 332.75**	**$ 83.33**	**$ 249.42**	**399.32%**	**$ 4,150.75**	**$ 83.33**	**$ 4,067.42**	**4981.10%**	**$ 14,245.92**	**$ 83.33**	**$ 14,162.59**	**17095.79%**
Other Expenditures												
8000 Depreciation Expense		120.00	-120.00	0.00%		120.00	-120.00	0.00%		120.00	-120.00	0.00%
Total Other Expenditures	**$ 0.00**	**$ 120.00**	**-$ 120.00**	**0.00%**	**$ 0.00**	**$ 120.00**	**-$ 120.00**	**0.00%**	**$ 0.00**	**$ 120.00**	**-$ 120.00**	**0.00%**
Net Other Revenue	**$ 332.75**	**-$ 36.67**	**$ 369.42**	**-907.42%**	**$ 4,150.75**	**-$ 36.67**	**$ 4,187.42**	**-11319.20%**	**$ 14,245.92**	**-$ 36.67**	**$ 14,282.59**	**-38848.98%**
Net Revenue	**$ 66,060.18**	**-$ 153.26**	**$ 66,213.44**	**-43103.34%**	**$ 36,309.98**	**-$ 153.26**	**$ 36,463.24**	**-23691.75%**	**$ 66,884.45**	**-$ 153.26**	**$ 67,037.71**	**-43641.17%**

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	Jan 2023				Feb 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Revenue												
4000 Revenue			0.00				0.00		0.00	0.00	0.00	
4001 Income - Sales Tax	51,432.13	58,333.33	-6,901.20	88.17%		58,333.33	-58,333.33	0.00%	287,534.12	291,666.65	-4,132.53	98.58%
4002 Proceeds from Reserves		9,500.00	-9,500.00	0.00%		9,500.00	-9,500.00	0.00%	0.00	47,500.00	-47,500.00	0.00%
Total 4000 Revenue	**$ 51,432.13**	**$ 67,833.33**	**-$ 16,401.20**	**75.82%**	**$ 0.00**	**$ 67,833.33**	**-$ 67,833.33**	**0.00%**	**$ 287,534.12**	**$ 339,166.65**	**-$ 51,632.53**	**84.78%**
Total Revenue	**$ 51,432.13**	**$ 67,833.33**	**-$ 16,401.20**	**75.82%**	**$ 0.00**	**$ 67,833.33**	**-$ 67,833.33**	**0.00%**	**$ 287,534.12**	**$ 339,166.65**	**-$ 51,632.53**	**84.78%**
Gross Profit	**$ 51,432.13**	**$ 67,833.33**	**-$ 16,401.20**	**75.82%**	**$ 0.00**	**$ 67,833.33**	**-$ 67,833.33**	**0.00%**	**$ 287,534.12**	**$ 339,166.65**	**-$ 51,632.53**	**84.78%**
Expenditures												
6000 Salaries, Benefits & Contract Labor			0.00				0.00		0.00	0.00	0.00	
6001 Salaries	3,561.60	4,250.00	-688.40	83.80%	3,561.60	4,250.00	-688.40	83.80%	19,588.80	21,250.00	-1,661.20	92.18%
6002 Admin Expenses		83.33	-83.33	0.00%		83.33	-83.33	0.00%	0.00	416.65	-416.65	0.00%
6003 EDC Overtime		83.33	-83.33	0.00%		83.33	-83.33	0.00%	0.00	416.65	-416.65	0.00%
6004 Social Security / Medicare Match	275.64	333.33	-57.69	82.69%	275.64	333.33	-57.69	82.69%	1,516.02	1,666.65	-150.63	90.96%
6005 Health Insurance-EDC	725.10	833.33	-108.23	87.01%	725.10	833.33	-108.23	87.01%	3,988.05	4,166.65	-178.60	95.71%
6006 Retirement--EDC	259.42	366.67	-107.25	70.75%	259.42	366.67	-107.25	70.75%	1,426.81	1,833.35	-406.54	77.83%
6007 Workers Comp-EDC		91.67	-91.67	0.00%		91.67	-91.67	0.00%	0.00	458.35	-458.35	0.00%
6008 Unemployment Comp		41.67	-41.67	0.00%		41.67	-41.67	0.00%	0.00	208.35	-208.35	0.00%
6009 Contract Labor	4,719.60	10,150.00	-5,430.40	46.50%	9,439.20	10,150.00	-710.80	93.00%	37,251.00	50,750.00	-13,499.00	73.40%
6021 Health Insurance - Life & Vision	32.28	41.66	-9.38	77.48%	32.28	41.66	-9.38	77.48%	177.54	208.30	-30.76	85.23%
6053 Cell Phone Allowance	41.54	41.66	-0.12	99.71%	41.54	41.66	-0.12	99.71%	228.47	208.30	20.17	109.68%
Total 6000 Salaries, Benefits & Contract Labor	**$ 9,615.18**	**$ 16,316.65**	**-$ 6,701.47**	**58.93%**	**$ 14,334.78**	**$ 16,316.65**	**-$ 1,981.87**	**87.85%**	**$ 64,176.69**	**$ 81,583.25**	**-$ 17,406.56**	**78.66%**
6010 BRE & Prospect Development Expenses			0.00				0.00		0.00	0.00	0.00	
6011 Consulting/Planning/Infrastructure		4,833.33	-4,833.33	0.00%		4,833.33	-4,833.33	0.00%	0.00	24,166.65	-24,166.65	0.00%
6012 Collateral Material		583.33	-583.33	0.00%		583.33	-583.33	0.00%	0.00	2,916.65	-2,916.65	0.00%
6013 Travel		833.33	-833.33	0.00%		833.33	-833.33	0.00%	20.00	4,166.65	-4,146.65	0.48%
6014 Meals & Entertainment	129.62	416.67	-287.05	31.11%	20.00	416.67	-396.67	4.80%	708.91	2,083.35	-1,374.44	34.03%
6015 EDC Projects		16,325.00	-16,325.00	0.00%		16,325.00	-16,325.00	0.00%	441.23	81,625.00	-81,183.77	0.54%
6016 Promoting Windcrest(BRE Events)	1,450.00	4,583.33	-3,133.33	31.64%	1,450.00	4,583.33	-3,133.33	31.64%	8,100.00	22,916.65	-14,816.65	35.35%
6017 Sponsorships, Regional Marketing	416.67	833.33	-416.66	50.00%	416.67	833.33	-416.66	50.00%	4,133.35	4,166.65	-33.30	99.20%
6018 Commercial Revitalization/Store Front Grants		2,500.00	-2,500.00	0.00%		2,500.00	-2,500.00	0.00%	0.00	12,500.00	-12,500.00	0.00%

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	Jan 2023				Feb 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
6019 Infrastructure/Streets		9,500.00	-9,500.00	0.00%		9,500.00	-9,500.00	0.00%	0.00	47,500.00	-47,500.00	0.00%
Total 6010 BRE & Prospect Development Expenses	**$ 1,996.29**	**$ 40,408.32**	**-$ 38,412.03**	**4.94%**	**$ 1,886.67**	**$ 40,408.32**	**-$ 38,521.65**	**4.67%**	**$ 13,403.49**	**$ 202,041.60**	**-$ 188,638.11**	**6.63%**
6025 Administrative & Other Expenses			0.00				0.00		0.00	0.00	0.00	
6026 Rent	1,145.00	1,250.00	-105.00	91.60%	1,145.00	1,250.00	-105.00	91.60%	5,725.00	6,250.00	-525.00	91.60%
6027 Furniture & Fixtures	-5.71	166.66	-172.37	-3.43%	43.29	166.66	-123.37	25.98%	156.64	833.30	-676.66	18.80%
6028 Equipment, Computers & Other	129.80	250.00	-120.20	51.92%		250.00	-250.00	0.00%	164.98	1,250.00	-1,085.02	13.20%
6029 Internet Services	170.87	166.66	4.21	102.53%	170.87	166.66	4.21	102.53%	844.30	833.30	11.00	101.32%
6030 Computer Maintenance, Software, Website	59.53	500.00	-440.47	11.91%	59.53	500.00	-440.47	11.91%	297.65	2,500.00	-2,202.35	11.91%
6031 Accounting Services	1,342.64	1,333.33	9.31	100.70%	1,342.64	1,333.33	9.31	100.70%	6,715.87	6,666.65	49.22	100.74%
6032 Barcom / IT	393.77	391.67	2.10	100.54%	393.77	391.67	2.10	100.54%	2,928.20	1,958.35	969.85	149.52%
6033 Phone Services	87.56	83.33	4.23	105.08%	87.56	83.33	4.23	105.08%	432.73	416.65	16.08	103.86%
6035 Public Relations		500.00	-500.00	0.00%		500.00	-500.00	0.00%	0.00	2,500.00	-2,500.00	0.00%
6036 Training Staff/Board		333.33	-333.33	0.00%		333.33	-333.33	0.00%	0.00	1,666.65	-1,666.65	0.00%
6037 Dues & Subscriptions		33.33	-33.33	0.00%		33.33	-33.33	0.00%	160.00	166.65	-6.65	96.01%
6038 Supplies	68.24	333.33	-265.09	20.47%	43.68	333.33	-289.65	13.10%	1,477.69	1,666.65	-188.96	88.66%
6039 Postage		41.67	-41.67	0.00%		41.67	-41.67	0.00%	0.00	208.35	-208.35	0.00%
6040 Copier	238.52	83.33	155.19	286.24%		83.33	-83.33	0.00%	238.52	416.65	-178.13	57.25%
6041 Repairs & Maintenance		83.33	-83.33	0.00%		83.33	-83.33	0.00%	0.00	416.65	-416.65	0.00%
6042 Legal Expenses	1,250.00	3,333.33	-2,083.33	37.50%		3,333.33	-3,333.33	0.00%	23,929.93	16,666.65	7,263.28	143.58%
6043 Audit		1,583.33	-1,583.33	0.00%		1,583.33	-1,583.33	0.00%	0.00	7,916.65	-7,916.65	0.00%
6044 Sales Tax Services		83.33	-83.33	0.00%		83.33	-83.33	0.00%	0.00	416.65	-416.65	0.00%
6045 Vehicle Expenses-EDC	35.00	166.66	-131.66	21.00%	35.00	166.66	-131.66	21.00%	581.41	833.30	-251.89	69.77%
6046 Vehicle Fuel-EDC		83.33	-83.33	0.00%	73.00	83.33	-10.33	87.60%	73.00	416.65	-343.65	17.52%
6047 Contingencies		200.00	-200.00	0.00%		200.00	-200.00	0.00%	413.18	1,000.00	-586.82	41.32%
6049 General Liability Insurance		41.67	-41.67	0.00%		41.67	-41.67	0.00%	0.00	208.35	-208.35	0.00%
6050 E&O Liability Insurance		75.00	-75.00	0.00%		75.00	-75.00	0.00%	0.00	375.00	-375.00	0.00%
6051 Auto Liability Insurance		75.00	-75.00	0.00%		75.00	-75.00	0.00%	0.00	375.00	-375.00	0.00%
6052 Auto Physical Damage Insurance		33.33	-33.33	0.00%		33.33	-33.33	0.00%	0.00	166.65	-166.65	0.00%
Total 6025 Administrative & Other Expenses	**$ 4,915.22**	**$ 11,224.95**	**-$ 6,309.73**	**43.79%**	**$ 3,394.34**	**$ 11,224.95**	**-$ 7,830.61**	**30.24%**	**$ 44,139.10**	**$ 56,124.75**	**-$ 11,985.65**	**78.64%**
Total Expenditures	**$ 16,526.69**	**$ 67,949.92**	**-$ 51,423.23**	**24.32%**	**$ 19,615.79**	**$ 67,949.92**	**-$ 48,334.13**	**28.87%**	**$ 121,719.28**	**$ 339,749.60**	**-$ 218,030.32**	**35.83%**

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	Jan 2023				Feb 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Net Operating Revenue	**$ 34,905.44**	**-$ 116.59**	**$ 35,022.03**	**-29938.62%**	**-$ 19,615.79**	**-$ 116.59**	**-$ 19,499.20**	**16824.59%**	**$ 165,814.84**	**-$ 582.95**	**$ 166,397.79**	**-28444.09%**
Other Revenue												
4003 Revenue Income - Interest	5,584.18	83.33	5,500.85	6701.28%	4,920.90	83.33	4,837.57	5905.32%	29,234.50	416.65	28,817.85	7016.56%
Total Other Revenue	**$ 5,584.18**	**$ 83.33**	**$ 5,500.85**	**6701.28%**	**$ 4,920.90**	**$ 83.33**	**$ 4,837.57**	**5905.32%**	**$ 29,234.50**	**$ 416.65**	**$ 28,817.85**	**7016.56%**
Other Expenditures												
8000 Depreciation Expense		120.00	-120.00	0.00%		120.00	-120.00	0.00%	0.00	600.00	-600.00	0.00%
Total Other Expenditures	**$ 0.00**	**$ 120.00**	**-$ 120.00**	**0.00%**	**$ 0.00**	**$ 120.00**	**-$ 120.00**	**0.00%**	**$ 0.00**	**$ 600.00**	**-$ 600.00**	**0.00%**
Net Other Revenue	**$ 5,584.18**	**-$ 36.67**	**$ 5,620.85**	**-15228.20%**	**$ 4,920.90**	**-$ 36.67**	**$ 4,957.57**	**-13419.42%**	**$ 29,234.50**	**-$ 183.35**	**$ 29,417.85**	**-15944.64%**
Net Revenue	**$ 40,489.62**	**-$ 153.26**	**$ 40,642.88**	**-26418.91%**	**-$ 14,694.89**	**-$ 153.26**	**-$ 14,541.63**	**9588.21%**	**$ 195,049.34**	**-$ 766.30**	**$ 195,815.64**	**-25453.39%**

HdL Companies

March 31, 2023

Rafael Castillo, Jr.
City Manager
City of Windcrest
rcastillo@windcrest-tx.gov

Re: Proposal for Strategic Plan

Dear Mr. Castillo:

Our proposal for a strategic plan is attached for your review. We are grateful for the opportunity to submit this information to the City of Windcrest for consideration. We look forward to potentially serving and working with you and the City Staff to provide this scope of work and information.

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

Regards,

Richard Fletcher

Richard Fletcher
Vice President of Client Services & Operations

Proposal for
Strategic Plan

March 31, 2023

City of Windcrest

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

The scope of work for the proposed strategic plan consists of the following objectives:

Project Review/Scope Meeting - The consultant will conduct a working session and subsequent interviews with City and EDC staff to define the scope of project and intended outcomes. The Consultant will also review past and current economic development programs and analyze targeted sites for redevelopment/reinvestment.

Target Area Assessment - This qualitative and quantitative assessment shall include key demographic, socioeconomic, labor and workforce, educational and employment development, and financial trends and forecasts. A competitive outlook of existing development/redevelopment efforts should be assessed along major corridors, including Walzem Rd and I-35 Frontage Road.

Benchmarking Analysis – The Consultant will undertake benchmarking analysis of economic development programs that serve comparable sized communities. The Consultant should identify "Best in Class" or "Best Practices" economic development plans throughout the state.

Community Visioning Workshop & Stakeholder Outreach – The Consultant will facilitate a community visioning workshop (SWOT Analysis) and will work with Windcrest staff to identify stakeholders in the area possibly to include, but not limited to, City, EDC, and County government representatives, local Chamber of Commerce, business owners, and property owners within the target areas. The Consultant will also conduct stakeholder interviews to determine challenges and opportunities for development/redevelopment. This process will result in a defined Community Vision Statement.

Branding, Marketing, & Incentive Strategies – Goals and objectives shall include recommendations on marketing practices/tools, brand development and incentive programs. The analysis shall also include a review of current incentives and related policies and assumptions with associated recommendations for aligning incentives with the achievement of goals and objectives and increasing the City's competitive position. This will include an analysis of available programs with other agencies such as the Green Ribbon Program and Governor's Achievement Award through TxDOT.

Action/Implementation Plan – The Consultant will assist in developing an implementation plan that incorporates all elements into an operational economic development program. Recommend immediate course of action to implement plan and set out first-year strategy by quarter, and a second – 4-year plan implementation strategy. The strategies will address short-term and long-term goals and achievable milestones to facilitate program creation and to coincide with the implementation plan. Finally, the Consultant shall provide budget estimates and implementation schedule for the program.

Key Personnel – Project Manager

Jason Moore - Principal (TX)

Jason Moore has served public agencies for the last fifteen years. Most recently, he joined the Mansfield Economic Development Corporation as Executive Director in October 2021. In this role, he is responsible for the overall strategy and implementation of business recruitment, retention and expansion, marketing and research, and workforce development activities for the MEDC. He is an active participant in developing strategic connections among and between business leaders, community leaders and the city's development partners.

Jason began his public career with the city of North Richland Hills, where he managed major capital projects for various departments. He then took those skills to Richland Hills and later Lewisville, where he was active in city administration and economic development, respectively. In both cities he led efforts in recruiting and working with unique developers and targeted businesses to deliver a more diversified tax base, and thus, more resilient economies for his respective cities.

Jason received his B.S. in Recreation, Park and Tourism Sciences from Texas A&M University and later his Master of Public Administration from the University of North Texas.

Price Proposal

We trust that this proposal is responsive to the needs of the City of Windcrest. We are prepared and welcome an additional discussion with the City to ensure that the proposed scope outlined in our proposal meets the needs and expectations of the City. Our personnel stand ready to undertake this assignment immediately if authorized by the City Council and Staff. Following approval and execution of this proposal, HdL and the designated City of Windcrest Project Manager would agree on and finalize a proposed project timeline. If you have any questions or concerns, please do not hesitate to contact us directly.

- Project Review/Scope
- Target Area Assessment
- Benchmarking Analysis
- Community Visioning Workshop & Stakeholder Outreach
- Branding, Marketing, & Incentive Strategies
- Action/Implementation Plan

Total Project Cost: $18,500.00