



**CITY OF WINDCREST ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS**

**Regular Meeting**

**March 9, 2022  
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, WINDCREST, TEXAS ON THE 9TH DAY OF MARCH, 2022 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 absent board member(s), if applicable

**II. Visitors/Presentations**

1. Executive Directors Report regarding Economic Development Activities.
2. Current Financials (Balance, Revenue & Expense) ending January, 2022.

**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 ordinance and policy.

**NOTE:** Citizens may address the WEDC on topics not on the agenda for no more than three (3) minutes. Only a maximum of four (4) members of the public will be permitted in the City Council Chambers at a time. All attendees will be required to be screened for present signs of COVID-19 prior to entering City Hall. Four (4) hours prior to the meeting, an email to the WEDC Coordinator at [knelson@windcrest-tx.gov](mailto:knelson@windcrest-tx.gov) is required to be added to the attendee list to ensure proper physical distancing seating inside and outside City Council Chambers. An email statement may be sent to the WEDC Coordinator at [knelson@windcrest-tx.gov](mailto:knelson@windcrest-tx.gov) to be read into the meeting to the WEDC Board.

#### **IV. Discuss and Act**

1. FY 2020 and FY 2021 Audits
2. East Group Tract 3 - King Arthur & WEDC Assistance and Project Approval.
3. Practicing Economic Development: A Workshop for Community Leaders.
4. Social Media Update

#### **V. Executive Session**

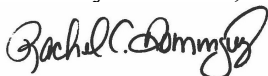
1. Govt. Code 551.072, 551.071, 551.087 Consultation with Legal Counsel regarding real estate transactions, discussion regarding purchase, lease or exchange of real property within City of Windcrest, and economic development/redevelopment of property.
2. Active and Confidential Economic Development Projects.

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

#### **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 9th day of March, 2022.

By: 

Rachel Dominguez, City Secretary

**Windcrest Economic Development Corporation**  
**Statement of Financial Position**  
As of February 28, 2022

|                                     | <u>Total</u>           |
|-------------------------------------|------------------------|
| <b>ASSETS</b>                       |                        |
| Current Assets                      |                        |
| Bank Accounts                       |                        |
| 1000 Frost - Checking 0485          | \$ 1,088,154.74        |
| Total Bank Accounts                 | <u>1,088,154.74</u>    |
| Accounts Receivable                 |                        |
| 1100 A/R Sales Tax                  | 163,476.64             |
| Total Accounts Receivable           | <u>163,476.64</u>      |
| Other Current Assets                |                        |
| 1300 Prepaid Expense                | 4,191.28               |
| 1302 Prepaid Sales Tax              | 0.26                   |
| Total 1300 Prepaid Expense          | <u>4,191.54</u>        |
| Total Other Current Assets          | <u>4,191.54</u>        |
| Total Current Assets                | <u>1,255,822.92</u>    |
| Fixed Assets                        |                        |
| 1400 Computers & Monitors           | 2,280.34               |
| 1402 Furniture & Fixtures           | 11,993.99              |
| Total Fixed Assets                  | <u>14,274.33</u>       |
| Other Assets                        |                        |
| 1600 EDC - Investment First Public  | 114,854.81             |
| 1700 Security Deposit               | 1,112.00               |
| Total Other Assets                  | <u>115,966.81</u>      |
| <b>TOTAL ASSETS</b>                 | <b>\$ 1,386,064.06</b> |
| <b>LIABILITIES AND EQUITY</b>       |                        |
| Liabilities                         |                        |
| Current Liabilities                 |                        |
| Accounts Payable                    |                        |
| 2000 A/P Sales Tax                  | \$ 63,511.79           |
| Total Accounts Payable              | <u>63,511.79</u>       |
| Credit Cards                        |                        |
| 2100 Commerce Bank 2199             | 2,759.94               |
| Total Credit Cards                  | <u>2,759.94</u>        |
| Other Current Liabilities           |                        |
| 2002 Wages Payable                  | 14,271.66              |
| 2003 Accrued Expenditures           | 5,206.44               |
| Total Other Current Liabilities     | <u>19,478.10</u>       |
| Total Current Liabilities           | <u>85,749.83</u>       |
| Total Liabilities                   | <u>85,749.83</u>       |
| Equity                              |                        |
| 3000 Net Assets                     | 1,401,041.96           |
| Net Revenue                         | (100,727.73)           |
| Total Equity                        | <u>1,300,314.23</u>    |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$ 1,386,064.06</b> |

**Windcrest Economic Development Corporation**  
**Statement of Activity**  
October 2021 - January 2022

|                                          | <u>Total</u>           |
|------------------------------------------|------------------------|
| Revenue                                  |                        |
| 4000 Revenue                             |                        |
| 4004 Other Income                        | \$ 1,545.43            |
| Total 4000 Revenue                       | <u>1,545.43</u>        |
| Total Revenue                            | <u>1,545.43</u>        |
| Gross Profit                             | <u>1,545.43</u>        |
| Expenditures                             |                        |
| 6000 Salaries, Benefits & Contract Labor |                        |
| 6001 Salaries                            | 14,412.56              |
| 6004 Social Security / Medicare Match    | 1,101.15               |
| 6005 Health Insurance-EDC                | 2,110.00               |
| 6006 Retirement--EDC                     | 1,036.24               |
| 6009 Contract Labor                      | 33,710.40              |
| Labor                                    | <u>52,370.35</u>       |
| Expenses                                 |                        |
| 6012 Collateral Material                 | 2,358.77               |
| 6013 Travel                              | 887.22                 |
| 6014 Meals & Entertainment               | 391.97                 |
| 6016 Promoting Windcrest(BRE Events)     | 4,572.41               |
| 6017 Sponsorships, Regional Marketing    | 2,191.64               |
| Front Grants                             | 9,999.99               |
| Expenses                                 | <u>20,402.00</u>       |
| 6025 Administrative & Other Expenses     |                        |
| 6026 Rent                                | 4,760.00               |
| 6029 Internet Services                   | 548.51                 |
| Website                                  | 1,291.50               |
| 6031 Accounting Services                 | 3,970.56               |
| 6032 Barcom / IT                         | 1,528.27               |
| 6033 Phone Services                      | 339.30                 |
| 6035 Public Relations                    | 1,450.00               |
| 6036 Training Staff/Board                | 79.00                  |
| 6037 Dues & Subscriptions                | 160.00                 |
| 6038 Supplies                            | 1,015.84               |
| 6040 Copier                              | 147.10                 |
| 6042 Legal Expenses                      | 6,622.18               |
| 6043 Audit                               | 5,000.00               |
| 6045 Vehicle Expenses-EDC                | 1,787.61               |
| 6046 Vehicle Fuel-EDC                    | 209.25                 |
| 6047 Contingencies                       | 651.69                 |
| Expenses                                 | <u>29,560.81</u>       |
| Total Expenditures                       | <u>102,333.16</u>      |
| Net Operating Revenue                    | <u>(100,787.73)</u>    |
| Other Revenue                            |                        |
| 4003 Revenue Income - Interest           | 60.00                  |
| Total Other Revenue                      | <u>60.00</u>           |
| Net Other Revenue                        | <u>60.00</u>           |
| Net Revenue                              | <u>\$ (100,727.73)</u> |

**Windcrest Economic Development Corporation**  
**Statement of Activity**  
January 2022

|                                                | <u>Total</u>          |
|------------------------------------------------|-----------------------|
| Revenue                                        |                       |
| Total Revenue                                  |                       |
| Gross Profit                                   | <u>\$ -</u>           |
| Expenditures                                   |                       |
| 6000 Salaries, Benefits & Contract Labor       |                       |
| 6001 Salaries                                  | 3,603.14              |
| 6004 Social Security / Medicare Match          | 275.64                |
| 6005 Health Insurance-EDC                      | 527.50                |
| 6006 Retirement--EDC                           | 259.06                |
| 6009 Contract Labor                            | 8,427.60              |
| Total 6000 Salaries, Benefits & Contract Labor | <u>13,092.94</u>      |
| 6010 BRE & Prospect Development Expenses       |                       |
| 6014 Meals & Entertainment                     | 72.61                 |
| 6016 Promoting Windcrest(BRE Events)           | 54.12                 |
| 6017 Sponsorships, Regional Marketing          | 416.66                |
| Total 6010 BRE & Prospect Development Expenses | <u>543.39</u>         |
| 6025 Administrative & Other Expenses           |                       |
| 6026 Rent                                      | 1,190.00              |
| 6029 Internet Services                         | 106.27                |
| 6030 Computer Maintenance, Software, Website   | 213.06                |
| 6031 Accounting Services                       | 992.64                |
| 6032 Barcom / IT                               | 414.29                |
| 6033 Phone Services                            | 86.19                 |
| 6035 Public Relations                          | 1,450.00              |
| 6038 Supplies                                  | 27.39                 |
| 6042 Legal Expenses                            | 1,250.00              |
| 6045 Vehicle Expenses-EDC                      | 34.00                 |
| 6047 Contingencies                             | 311.59                |
| Total 6025 Administrative & Other Expenses     | <u>6,075.43</u>       |
| Total Expenditures                             | <u>19,711.76</u>      |
| Net Operating Revenue                          | <u>\$ (19,711.76)</u> |
| Other Revenue                                  |                       |
| 4003 Revenue Income - Interest                 | 17.35                 |
| Total Other Revenue                            | <u>17.35</u>          |
| Net Other Revenue                              | <u>17.35</u>          |
| Net Revenue                                    | <u>\$ (19,694.41)</u> |

Windcrest Economic Development Corporation  
Budget vs. Actuals: 2022 WEDC Budget (Copy) - FY22 P&L  
October 2021 - January 2022

|                                                   | Oct 2021  |           |             |             | Nov 2021  |           |             |             | Dec 2021  |           |             |             | Jan 2022  |           |             |             | % of Budget |            |              |             | Total  |            |              |             |
|---------------------------------------------------|-----------|-----------|-------------|-------------|-----------|-----------|-------------|-------------|-----------|-----------|-------------|-------------|-----------|-----------|-------------|-------------|-------------|------------|--------------|-------------|--------|------------|--------------|-------------|
|                                                   | Actual    | Budget    | over Budget | % of Budget | Actual    | Budget    | over Budget | % of Budget | Actual    | Budget    | over Budget | % of Budget | Actual    | Budget    | over Budget | % of Budget | Actual      | Budget     | over Budget  | % of Budget | Actual | Budget     | over Budget  | % of Budget |
| Revenue                                           |           |           |             |             |           |           |             |             |           |           |             |             |           |           |             |             |             |            |              |             |        |            |              |             |
| 4000 Revenue                                      |           |           | -           |             |           |           | -           |             |           |           | -           |             |           |           | -           |             | -           | -          | -            | -           | -      | -          | -            |             |
| 4001 Income - Sales Tax                           |           | 54,166.67 | (54,166.67) | 0.00%       |           | 54,166.67 | (54,166.67) | 0.00%       |           | 54,166.67 | (54,166.67) | 0.00%       |           | 54,166.67 | (54,166.67) | 0.00%       | -           | 216,666.68 | (216,666.68) | 0.00%       |        | 216,666.68 | (216,666.68) | 0.00%       |
| 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%       |           | 9,500.00  | (9,500.00)  | 0.00%       | -           | 38,000.00  | (38,000.00)  | 0.00%       |        | 38,000.00  | (38,000.00)  | 0.00%       |
| 4004 Other Income                                 | 1,545.43  |           | 1,545.43    |             |           |           | -           |             |           |           | -           |             |           |           | -           |             | 1,545.43    | -          | 1,545.43     |             |        | -          | 1,545.43     |             |
| Total 4000 Revenue                                | 1,545.43  | 63,666.67 | (62,121.24) | 2.43%       | -         | 63,666.67 | (63,666.67) | 0.00%       | -         | 63,666.67 | (63,666.67) | 0.00%       | -         | 63,666.67 | (63,666.67) | 0.00%       | 1,545.43    | 254,666.68 | (253,121.25) | 0.61%       |        | 254,666.68 | (253,121.25) | 0.61%       |
| Total Revenue                                     | 1,545.43  | 63,666.67 | (62,121.24) | 2.43%       | -         | 63,666.67 | (63,666.67) | 0.00%       | -         | 63,666.67 | (63,666.67) | 0.00%       | -         | 63,666.67 | (63,666.67) | 0.00%       | 1,545.43    | 254,666.68 | (253,121.25) | 0.61%       |        | 254,666.68 | (253,121.25) | 0.61%       |
| Gross Profit                                      | 1,545.43  | 63,666.67 | (62,121.24) | 2.43%       | -         | 63,666.67 | (63,666.67) | 0.00%       | -         | 63,666.67 | (63,666.67) | 0.00%       | -         | 63,666.67 | (63,666.67) | 0.00%       | 1,545.43    | 254,666.68 | (253,121.25) | 0.61%       |        | 254,666.68 | (253,121.25) | 0.61%       |
| Expenditures                                      |           |           |             |             |           |           |             |             |           |           |             |             |           |           |             |             |             |            |              |             |        |            |              |             |
| 6000 Salaries, Benefits & Contract Labor          |           |           | -           |             |           |           | -           |             |           |           | -           |             |           |           | -           |             | -           | -          | -            | -           | -      | -          | -            |             |
| 6001 Salaries                                     | 3,603.14  | 3,916.67  | (313.53)    | 91.99%      | 3,603.14  | 3,916.67  | (313.53)    | 91.99%      | 3,603.14  | 3,916.67  | (313.53)    | 91.99%      | 3,603.14  | 3,916.67  | (313.53)    | 91.99%      | 14,412.56   | 15,666.68  | (1,254.12)   | 91.99%      |        | 15,666.68  | (1,254.12)   | 91.99%      |
| 6002 Admin Expenses                               |           | 83.33     | (83.33)     | 0.00%       |           | 83.33     | (83.33)     | 0.00%       |           | 83.33     | (83.33)     | 0.00%       |           | 83.33     | (83.33)     | 0.00%       | -           | 333.32     | (333.32)     | 0.00%       |        | 333.32     | (333.32)     | 0.00%       |
| 6003 EDC Overtime                                 |           | 83.33     | (83.33)     | 0.00%       |           | 83.33     | (83.33)     | 0.00%       |           | 83.33     | (83.33)     | 0.00%       |           | 83.33     | (83.33)     | 0.00%       | -           | 333.32     | (333.32)     | 0.00%       |        | 333.32     | (333.32)     | 0.00%       |
| 6004 Social Security / Medicare Match             | 274.23    | 333.33    | (59.10)     | 82.27%      | 275.64    | 333.33    | (57.69)     | 82.69%      | 275.64    | 333.33    | (57.69)     | 82.69%      | 275.64    | 333.33    | (57.69)     | 82.69%      | 1,101.15    | 1,333.32   | (232.17)     | 82.59%      |        | 1,333.32   | (232.17)     | 82.59%      |
| 6005 Health Insurance-EDC                         | 527.50    | 833.33    | (305.83)    | 63.30%      | 527.50    | 833.33    | (305.83)    | 63.30%      | 527.50    | 833.33    | (305.83)    | 63.30%      | 527.50    | 833.33    | (305.83)    | 63.30%      | 2,110.00    | 3,333.32   | (1,223.32)   | 63.30%      |        | 3,333.32   | (1,223.32)   | 63.30%      |
| 6006 Retirement--EDC                              | 259.06    | 366.67    | (107.61)    | 70.65%      | 259.06    | 366.67    | (107.61)    | 70.65%      | 259.06    | 366.67    | (107.61)    | 70.65%      | 259.06    | 366.67    | (107.61)    | 70.65%      | 1,036.24    | 1,466.68   | (430.44)     | 70.65%      |        | 1,466.68   | (430.44)     | 70.65%      |
| 6007 Workers Comp-EDC                             |           | 91.67     | (91.67)     | 0.00%       |           | 91.67     | (91.67)     | 0.00%       |           | 91.67     | (91.67)     | 0.00%       |           | 91.67     | (91.67)     | 0.00%       | -           | 366.68     | (366.68)     | 0.00%       |        | 366.68     | (366.68)     | 0.00%       |
| 6008 Unemployment Comp                            |           | 41.67     | (41.67)     | 0.00%       |           | 41.67     | (41.67)     | 0.00%       |           | 41.67     | (41.67)     | 0.00%       |           | 41.67     | (41.67)     | 0.00%       | -           | 166.68     | (166.68)     | 0.00%       |        | 166.68     | (166.68)     | 0.00%       |
| 6009 Contract Labor                               | 8,427.60  | 9,666.67  | (1,239.07)  | 87.18%      | 8,427.60  | 9,666.67  | (1,239.07)  | 87.18%      | 8,427.60  | 9,666.67  | (1,239.07)  | 87.18%      | 8,427.60  | 9,666.67  | (1,239.07)  | 87.18%      | 33,710.40   | 38,666.68  | (4,956.28)   | 87.18%      |        | 38,666.68  | (4,956.28)   | 87.18%      |
| Total 6000 Salaries, Benefits & Contract Labor    | 13,091.53 | 15,416.67 | (2,325.14)  | 84.92%      | 13,092.94 | 15,416.67 | (2,323.73)  | 84.93%      | 13,092.94 | 15,416.67 | (2,323.73)  | 84.93%      | 13,092.94 | 15,416.67 | (2,323.73)  | 84.93%      | 52,370.35   | 61,666.68  | (9,296.33)   | 84.92%      |        | 61,666.68  | (9,296.33)   | 84.92%      |
| 6010 BRE & Prospect Development Expenses          |           |           | -           |             |           |           | -           |             |           |           | -           |             |           |           | -           |             | -           | -          | -            | -           | -      | -          | -            |             |
| 6011 Consulting/Planning/Infrastructure           |           | 3,333.33  | (3,333.33)  | 0.00%       |           | 3,333.33  | (3,333.33)  | 0.00%       |           | 3,333.33  | (3,333.33)  | 0.00%       |           | 3,333.33  | (3,333.33)  | 0.00%       | -           | 13,333.32  | (13,333.32)  | 0.00%       |        | 13,333.32  | (13,333.32)  | 0.00%       |
| 6012 Collateral Material                          | 1,822.93  | 833.33    | 989.60      | 218.75%     |           | 833.33    | (833.33)    | 0.00%       | 535.84    | 833.33    | (297.49)    | 64.30%      |           | 833.33    | (833.33)    | 0.00%       | 2,358.77    | 3,333.32   | (974.55)     | 70.76%      |        | 3,333.32   | (974.55)     | 70.76%      |
| 6013 Travel                                       | 881.22    | 833.33    | 47.89       | 105.75%     | 6.00      | 833.33    | (827.33)    | 0.72%       |           | 833.33    | (833.33)    | 0.00%       |           | 833.33    | (833.33)    | 0.00%       | 887.22      | 3,333.32   | (2,446.10)   | 26.62%      |        | 3,333.32   | (2,446.10)   | 26.62%      |
| 6014 Meals & Entertainment                        | 15.00     | 416.67    | (401.67)    | 3.60%       | 289.36    | 416.67    | (127.31)    | 69.45%      | 15.00     | 416.67    | (401.67)    | 3.60%       | 72.61     | 416.67    | (344.06)    | 17.43%      | 391.97      | 1,666.68   | (1,274.71)   | 23.52%      |        | 1,666.68   | (1,274.71)   | 23.52%      |
| 6015 EDC Projects                                 |           | 13,916.67 | (13,916.67) | 0.00%       |           | 13,916.67 | (13,916.67) | 0.00%       |           | 13,916.67 | (13,916.67) | 0.00%       |           | 13,916.67 | (13,916.67) | 0.00%       | -           | 55,666.68  | (55,666.68)  | 0.00%       |        | 55,666.68  | (55,666.68)  | 0.00%       |
| 6016 Promoting Windcrest(BRE Events)              |           | 5,416.67  | (5,416.67)  | 0.00%       | 4,518.29  | 5,416.67  | (898.38)    | 83.41%      |           | 5,416.67  | (5,416.67)  | 0.00%       | 54.12     | 5,416.67  | (5,362.55)  | 1.00%       | 4,572.41    | 21,666.68  | (17,094.27)  | 21.10%      |        | 21,666.68  | (17,094.27)  | 21.10%      |
| 6017 Sponsorships, Regional Marketing             | 416.66    | 833.33    | (416.67)    | 50.00%      | 416.66    | 833.33    | (416.67)    | 50.00%      | 941.66    | 833.33    | 108.33      | 113.00%     | 416.66    | 833.33    | (416.67)    | 50.00%      | 2,191.64    | 3,333.32   | (1,141.68)   | 65.75%      |        | 3,333.32   | (1,141.68)   | 65.75%      |
| 6018 Commercial Revitalization/Store Front Grants |           | 2,500.00  | (2,500.00)  | 0.00%       |           | 2,500.00  | (2,500.00)  | 0.00%       | 9,999.99  | 2,500.00  | 7,499.99    | 400.00%     |           | 2,500.00  | (2,500.00)  | 0.00%       | 9,999.99    | 10,000.00  | (0.01)       | 100.00%     |        | 10,000.00  | (0.01)       | 100.00%     |
| 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%       |           | 9,500.00  | (9,500.00)  | 0.00%       | -           | 38,000.00  | (38,000.00)  | 0.00%       |        | 38,000.00  | (38,000.00)  | 0.00%       |
| Total 6010 BRE & Prospect Development Expenses    | 3,135.81  | 37,583.33 | (34,447.52) | 8.34%       | 5,230.31  | 37,583.33 | (32,353.02) | 13.92%      | 11,492.49 | 37,583.33 | (26,090.84) | 30.58%      | 543.39    | 37,583.33 | (37,039.94) | 1.45%       | 20,402.00   | 150,333.32 | (129,931.32) | 13.57%      |        | 150,333.32 | (129,931.32) | 13.57%      |
| 6025 Administrative & Other Expenses              |           |           | -           |             |           |           | -           |             |           |           | -           |             |           |           | -           |             | -           | -          | -            | -           | -      | -          | -            |             |
| 6026 Rent                                         | 1,190.00  | 1,250.00  | (60.00)     | 95.20%      | 1,157.00  | 1,250.00  | (93.00)     | 92.56%      | 1,223.00  | 1,250.00  | (27.00)     | 97.84%      | 1,190.00  | 1,250.00  | (60.00)     | 95.20%      | 4,760.00    | 5,000.00   | (240.00)     | 95.20%      |        | 5,000.00   | (240.00)     | 95.20%      |
| 6027 Furniture & Fixtures                         |           | 250.00    | (250.00)    | 0.00%       |           | 250.00    | (250.00)    | 0.00%       |           | 250.00    | (250.00)    | 0.00%       |           | 250.00    | (250.00)    | 0.00%       | -           | 1,000.00   | (1,000.00)   | 0.00%       |        | 1,000.00   | (1,000.00)   | 0.00%       |
| 6028 Equipment, Computers & Other                 |           | 250.00    | (250.00)    | 0.00%       |           | 250.00    | (250.00)    | 0.00%       |           | 250.00    | (250.00)    | 0.00%       |           | 250.00    | (250.00)    | 0.00%       | -           | 1,000.00   | (1,000.00)   | 0.00%       |        | 1,000.00   | (1,000.00)   | 0.00%       |
| 6029 Internet Services                            | 130.66    | 125.00    | 5.66        | 104.53%     | 155.79    | 125.00    | 30.79       | 124.63%     | 155.79    | 125.00    | 30.79       | 124.63%     | 106.27    | 125.00    | (18.73)     | 85.02%      | 548.51      | 500.00     | 48.51        | 109.70%     |        | 500.00     | 48.51        | 109.70%     |
| 6030 Computer Maintenance, Software, Website      | 59.53     | 500.00    | (440.47)    | 11.91%      | 959.38    | 500.00    | 459.38      | 191.88%     | 59.53     | 500.00    | (440.47)    | 11.91%      | 213.06    | 500.00    | (286.94)    | 42.61%      | 1,291.50    | 2,000.00   | (708.50)     | 64.58%      |        | 2,000.00   | (708.50)     | 64.58%      |
| 6031 Accounting Services                          | 992.64    | 1,166.67  | (174.03)    | 85.08%      | 992.64    | 1,166.67  | (174.03)    | 85.08%      | 992.64    | 1,166.67  | (174.03)    | 85.08%      | 992.64    | 1,166.67  | (174.03)    | 85.08%      | 3,970.56    | 4,666.68   | (696.12)     | 85.08%      |        | 4,666.68   | (696.12)     | 85.08%      |
| 6032 Barcom / IT                                  | 360.47    | 350.00    | 10.47       | 102.99%     | 383.79    | 350.00    | 33.79       | 109.65%     | 369.72    | 350.00    | 19.72       | 105.63%     | 414.29    | 350.00    | 64.29       |             |             |            |              |             |        |            |              |             |

|                                            |             |              |              |           |             |              |              |           |             |              |              |           |             |              |              |          |              |              |              |           |
|--------------------------------------------|-------------|--------------|--------------|-----------|-------------|--------------|--------------|-----------|-------------|--------------|--------------|-----------|-------------|--------------|--------------|----------|--------------|--------------|--------------|-----------|
| 6046 Vehicle Fuel-EDC                      | 127.25      | 83.33        | 43.92        | 152.71%   |             | 83.33        | (83.33)      | 0.00%     | 82.00       | 83.33        | (1.33)       | 98.40%    |             | 83.33        | (83.33)      | 0.00%    | 209.25       | 333.32       | (124.07)     | 62.78%    |
| 6047 Contingencies                         | 319.54      | 200.00       | 119.54       | 159.77%   | 20.56       | 200.00       | (179.44)     | 10.28%    |             | 200.00       | (200.00)     | 0.00%     | 311.59      | 200.00       | 111.59       | 155.80%  | 651.69       | 800.00       | (148.31)     | 81.46%    |
| 6049 General Liability Insurance           |             | 41.67        | (41.67)      | 0.00%     |             | 41.67        | (41.67)      | 0.00%     |             | 41.67        | (41.67)      | 0.00%     |             | 41.67        | (41.67)      | 0.00%    | -            | 166.68       | (166.68)     | 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%     |             | 75.00        | (75.00)      | 0.00%    | -            | 300.00       | (300.00)     | 0.00%     |
| 6051 Auto Liability Insurance              |             | 75.00        | (75.00)      | 0.00%     |             | 75.00        | (75.00)      | 0.00%     |             | 75.00        | (75.00)      | 0.00%     |             | 75.00        | (75.00)      | 0.00%    | -            | 300.00       | (300.00)     | 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%     |             | 33.33        | (33.33)      | 0.00%    | -            | 133.32       | (133.32)     | 0.00%     |
| Total 6025 Administrative & Other Expenses | 9,789.92    | 10,891.64    | (1,101.72)   | 89.88%    | 6,210.52    | 10,891.64    | (4,681.12)   | 57.02%    | 7,484.94    | 10,891.64    | (3,406.70)   | 68.72%    | 6,075.43    | 10,891.64    | (4,816.21)   | 55.78%   | 29,560.81    | 43,566.56    | (14,005.75)  | 67.85%    |
| Total Expenditures                         | 26,017.26   | 63,891.64    | (37,874.38)  | 40.72%    | 24,533.77   | 63,891.64    | (39,357.87)  | 38.40%    | 32,070.37   | 63,891.64    | (31,821.27)  | 50.19%    | 19,711.76   | 63,891.64    | (44,179.88)  | 30.85%   | 102,333.16   | 255,566.56   | (153,233.40) | 40.04%    |
| Net Operating Revenue                      | (24,471.83) | (224.97)     | (24,246.86)  | 10877.82% | (24,533.77) | (224.97)     | (24,308.80)  | 10905.35% | (32,070.37) | (224.97)     | (31,845.40)  | 14255.40% | (19,711.76) | (224.97)     | (19,486.79)  | 8761.95% | (100,727.73) | (899.88)     | (99,887.85)  | 11200.13% |
| Other Revenue                              |             |              |              |           |             |              |              |           |             |              |              |           |             |              |              |          |              |              |              |           |
| 4003 Revenue Income - Interest             | 12.10       | 41.67        | (29.57)      | 29.04%    | 12.64       | 41.67        | (29.03)      | 30.33%    | 17.91       | 41.67        | (23.76)      | 42.98%    | 17.35       | 41.67        | (24.32)      | 41.64%   | 60.00        | 166.68       | (106.68)     | 36.00%    |
| Total Other Revenue                        | 12.10       | 41.67        | (29.57)      | 29.04%    | 12.64       | 41.67        | (29.03)      | 30.33%    | 17.91       | 41.67        | (23.76)      | 42.98%    | 17.35       | 41.67        | (24.32)      | 41.64%   | 60.00        | 166.68       | (106.68)     | 36.00%    |
| Other Expenditures                         |             |              |              |           |             |              |              |           |             |              |              |           |             |              |              |          |              |              |              |           |
| 8000 Depreciation Expense                  |             | 216,333.33   | (216,333.33) | 0.00%     |             | 216,333.33   | (216,333.33) | 0.00%     |             | 216,333.33   | (216,333.33) | 0.00%     |             | 216,333.33   | (216,333.33) | 0.00%    | -            | 865,333.32   | (865,333.32) | 0.00%     |
| Total Other Expenditures                   | -           | 216,333.33   | (216,333.33) | 0.00%     | -           | 216,333.33   | (216,333.33) | 0.00%     | -           | 216,333.33   | (216,333.33) | 0.00%     | -           | 216,333.33   | (216,333.33) | 0.00%    | -            | 865,333.32   | (865,333.32) | 0.00%     |
| Net Other Revenue                          | 12.10       | (216,291.66) | 216,303.76   | -0.01%    | 12.64       | (216,291.66) | 216,304.30   | -0.01%    | 17.91       | (216,291.66) | 216,309.57   | -0.01%    | 17.35       | (216,291.66) | 216,309.01   | -0.01%   | 60.00        | (865,166.64) | 865,226.64   | -0.01%    |
| Net Revenue                                | (24,459.73) | (216,516.63) | 192,056.90   | 11.30%    | (24,521.13) | (216,516.63) | 191,995.50   | 11.33%    | (32,052.46) | (216,516.63) | 184,464.17   | 14.80%    | (19,694.41) | (216,516.63) | 196,822.22   | 9.10%    | (100,727.73) | (866,066.52) | 765,338.79   | 11.63%    |

**LEAL & CARTER, P.C.**  
CERTIFIED PUBLIC ACCOUNTANTS

Frank J. Leal, CPA  
Roberto Carter, CPA

16011 University Oak  
San Antonio, Texas 78249  
Telephone: (210) 696-6206  
Fax: (210) 492-6209

Engagement Letter

February 28, 2021

Board of Directors and  
Mr. Mario Hernandez, Executive Director  
Windcrest Economic Development Corporation  
8940 Fourwinds Dr. Ste 206  
Windcrest, TX 78239

RE: Engagement Letter to perform audit services for the Windcrest Economic Development Corporation for the fiscal year ended September 30, 2021

Dear Mr. Hernandez and Board of Directors,

We are pleased to confirm our understanding of the services we are to provide for the Windcrest Economic Development Corporation (**Corporation**) for the fiscal year ended September 30, 2021.

We will audit the financial statements of the governmental activities and the general fund including the related notes to the financial statements, which collectively comprise the basic financial statements of the Corporation as of and for the fiscal year ended September 30, 2021. Accounting standards generally accepted in the United States of America provide for certain required supplementary information (RSI), such as management's discussion and analysis (MD&A), to supplement the Corporation's basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. As part of our engagement, we will apply certain limited procedures to the Corporation's RSI in accordance with auditing standards generally accepted in the United States of America. These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express

an opinion or provide any assurance. The following RSI is required by U.S. generally accepted accounting principles and will be subjected to certain limited procedures, but will not be audited:

1. Management's Discussion and Analysis
2. Budgetary Comparison Schedules
3. Schedule of Changes in Net Pension and OPEB Liability and Related Ratios – Texas Municipal Retirement System
4. Schedule of Contributions – Texas Municipal Retirement System Pension and OPEB

### **Audit Objective**

The objective of our audit is the expression of an opinion about whether your financial statements are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit will be conducted in accordance with auditing standards generally accepted in the United States of America and will include tests of the accounting records and other procedures we consider necessary to enable us to express such an opinion. We will issue a written report upon completion of our audit of the Corporation's financial statements. Our report will be addressed to the Board of Directors of the Corporation. We cannot provide assurance that an unmodified opinion will be expressed. Circumstances may arise in which it is necessary for us to modify our opinion or add an emphasis-of-matter or other-matter paragraphs. If our opinion is other than unmodified, we will discuss the reasons with you in advance. If, for any reason, we are unable to complete the audit or are unable to form or have not formed an opinion, we may decline to express an opinion or may withdraw from this engagement.

### **Audit Procedures-General**

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; therefore, our audit will involve judgment about the number of transactions to be examined and the areas to be tested. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the Corporation or to acts by management or employees acting on behalf of the Corporation.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because we will not perform a detailed examination of all transactions, there is a risk that material misstatements may exist and not be detected by us, even though the audit is

properly planned and performed in accordance with U.S. generally accepted auditing standards. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, we will inform the appropriate level of management of any material errors, any fraudulent financial reporting, or misappropriation of assets that comes to our attention. Our responsibility as auditors is limited to the period covered by our audit and does not extend to any later periods for which we are not engaged as auditors.

Our procedures will include tests of documentary evidence supporting the transactions recorded in the accounts, and may include tests of the physical existence of inventories, and direct confirmation of receivables and certain assets and liabilities by correspondence with selected individuals, funding sources, creditors, and financial institutions. These confirmations may require the payment of fees by the Corporation. We will also request written representations from the Corporation's attorneys as part of the engagement, and they may bill you for responding to this inquiry. At the conclusion of our audit, we will require certain written representations from you about the financial statements and related matters.

### **Audit Procedures-Internal Control**

Our audit will include obtaining an understanding of the Corporation and its environment, including internal control, sufficient to assess the risks of material misstatement of the financial statements and to design the nature, timing, and extent of further audit procedures. An audit is not designed to provide assurance on internal control or to identify deficiencies in internal control. Accordingly, we will express no such opinion. However, during the audit, we will communicate to management and those charged with governance internal control related matters that are required to be communicated under AICPA professional standards.

### **Audit Procedures-Compliance**

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, we will perform tests of the Corporation's compliance with the provisions of applicable laws, regulations, contracts, and agreements. However, the objective of our audit will not be to provide an opinion on overall compliance and we will not express such an opinion.

### **Other Services**

We will also assist in preparing the financial statements and related notes of the Corporation in conformity with U.S. generally accepted accounting principles based on information provided by you. Additionally, if deemed necessary, we will assist with preparing and posting entries that management has evaluated and approved to the Corporation's trial balance. We will perform the services in accordance with applicable professional standards. The other services are limited to the financial statement services previously defined if deemed necessary, services for preparing and posting entries that management has evaluated and approved to the Corporation's trial

balance. These non-attest services do not constitute an audit under *Government Auditing Standards* and such services will not be conducted in accordance with *Government Auditing Standards*.

We, in our sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities. Other services, including assistance with preparation of the financial statements and related notes, and any other services requested will be billed at our standard hourly rates as specified under “Engagement Administration, Fees and Other” section starting on Page 5.

### **Management Responsibilities**

Management is responsible for designing, implementing, and maintaining effective internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, including monitoring ongoing activities; for the selection and application of accounting principles; and for the preparation and fair presentation of the financial statements in conformity with U.S. generally accepted accounting principles.

Management is also responsible for making all financial records and related information available to us and for the accuracy and completeness of that information. You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, including identification of all related parties and all related-party relationships and transactions, (2) additional information that we may request for the purpose of the audit, and (3) unrestricted access to persons within the Corporation from whom we determine it necessary to obtain audit evidence.

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the Corporation involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the Corporation received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring the Corporation complies with applicable laws and regulations.

You agree to assume all management responsibilities for the assistance with financial statement preparation services and for any other nonattest services we provide; oversee the services by designating an individual, preferably from senior management, with suitable skill, knowledge, or experience; evaluate the adequacy and results of the services; and accept responsibility for them.

With regard to the electronic dissemination of audited financial statements, including financial statements published electronically on your website, you understand that electronic sites are a means to distribute information and, therefore, we are not required to read the information contained in these sites or to consider the consistency of other information in the electronic site with the original document.

In connection with this engagement, we may communicate with you or others via email transmission. As emails can be intercepted and read, disclosed, or otherwise used or communicated by an unintended third party, or may not be delivered to each of the parties to whom they are directed and only to such parties, we cannot guarantee or warrant that emails from us will be properly delivered and read only by the addressee. Therefore, we specifically disclaim and waive any liability or responsibility whatsoever for interception or unintentional disclosure of emails transmitted by us in connection with the performance of this engagement. In that regard, you agree that we shall have no liability for any loss or damage to any person or entity resulting from the use of email transmissions, including any consequential, incidental, direct, or special damages, such as loss of revenues or anticipated profits, or disclosure or communication of confidential or proprietary information.

### **Engagement Administration, Fees, and Other**

We understand that your employees will prepare all cash, accounts receivable, and other confirmations and schedules we request and will locate any documents selected by us for testing. We will schedule the engagement based in part on deadlines, working conditions, and the availability of your key personnel. We will plan the engagement based on the assumption that your personnel will cooperate and provide assistance by performing tasks such as preparing requested schedules, retrieving supporting documents, and preparing confirmations. If, for whatever reason, your personnel are unavailable to provide the necessary assistance in a timely manner, it may substantially increase the work we have to do to complete the engagement within the established deadlines, resulting in an increase in fees over our original fee estimate.

Frank J. Leal, CPA, is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it. We expect to begin our audit on a mutually agreeable date and to issue our reports within mutually agreeable timeframes.

We estimate that our fee for the audit for the fiscal year ended September 30, 2021 will range from \$11,000 - \$13,000. This fee estimate is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the engagement. Additional necessary services to include assistance with preparation of your

financial statements and related notes, and other requested services will be billed at our standard hourly rates, which currently are as follows: Partner - \$275; Manager - \$225; Supervisor – 200; Senior - \$175; and Staff - \$155. Our standard hourly rates vary according to the degree of responsibility involved and the experience level of the personnel assigned to your audit.

If significant additional time is necessary, or there is a significant increase in financial activity or new programs to be audited, we will discuss it with you and arrive at a new fee estimate before we incur the additional costs.

Our invoices for these fees will be rendered each month as work progresses and are payable on presentation. If we elect to terminate our services for nonpayment, our engagement will be deemed to have been completed upon written notification of termination, even if we have not completed our audit. You will be obligated to compensate us for all time expended and to reimburse us for all out-of-pocket expenditures through the date of termination.

It is mutually understood that the Windcrest Economic Development Corporation has the option to extend this agreement for the additional fiscal years ending September 30, 2022, September 30, 2023, and September 30, 2024, following satisfactory delivery of the services specified herein and at a fee to be negotiated at that time.

We appreciate the opportunity to be of service to you and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know. If you agree with the terms of our engagement as described in this letter, please provide a signature below and return the completed letter to the attention of Norma L. Little, CPA, Audit Manager. If possible, please also e-mail to [nlittle@lealcarter.com](mailto:nlittle@lealcarter.com)

Respectfully,

LEAL & CARTER, P.C.

A handwritten signature in black ink, appearing to be 'F. Leal', written over a horizontal line.

Frank J. Leal, CPA, Managing Director

(Continued)

**RESPONSE AND ACCEPTANCE:**

This letter correctly sets forth the understanding of the Windcrest Economic Development Corporation.

Management Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

EISENHAUER POINT - BLDGS 10 & 11 . SAN ANTONIO, TEXAS

SCHEME A1 - 09/01/21

M21-01-B0084

EISENHAUER  
BLDGS 10 & 11

BLDG 10: +/-67,500 S.F.  
BLDG 11: +/-88,800 S.F.  
TOTAL: +/-156,300 S.F.

PARKING

BLDG 10: +/- 180 SPACES  
BLDG 11: +/- 150 SPACES  
TOTAL: +/- 330 SPACES

SITE AREA: 10.87 ACRES  
FIRE STATION: 0.30 ACRES  
TOTAL SITE: 11.17 ACRES



BASED ON PRELIMINARY INFORMATION PROVIDED  
BY THE OWNER - SUBJECT TO CHANGE

METHOD architecture  
2118 LAMAR, SUITE 200  
HOUSTON, TEXAS 77003  
(713) 842 - 7500



SITE PLAN

NOT TO SCALE

## **PRACTICING ECONOMIC DEVELOPMENT: A WORKSHOP FOR COMMUNITY LEADERS**

This half-day workshop is designed for community leaders and board members and can be customized for your specific needs. Carlton Schwab, President/CEO of the TEDC presents this workshop at your desired location. The workshop covers the principals of economic development, why economic development is important and the common traits of successful economic development organizations.

Please contact Carlton Schwab ([carlton@texasedc.org](mailto:carlton@texasedc.org)) to enquire about hosting a Practicing Economic Development for Community Leaders workshop in your community.



# **WINDCREST ECONOMIC DEVELOPMENT CORPORATION THANKS YOU FOR VISITING OUR BUSINESS OF THE MONTH**

**Help us promote this business and WIN!**

## **TO ENTER:**

- Take a photo of yourself in a Windcrest Business
- Tag **@WindcrestEDC** on Instagram, Facebook or TikTok and add **#WindcrestWin** to enter this month's drawing for prizes
- Follow **@WindcrestEDC** to see our winners and learn about other Windcrest Businesses.

**We appreciate your support of the Windcrest community and choosing to #LiveLocalWindcrest**

Private accounts please email a screenshot of your post to **[knelson@windcrest-tx.gov](mailto:knelson@windcrest-tx.gov)** to enter.

# Social Media Insights

01 Feb 22 - 28 Feb 22

-  Windcrest EDC
-  windcrestedc
-  Windcrestedc

# Community growth



159

+4.61%

Likes

159

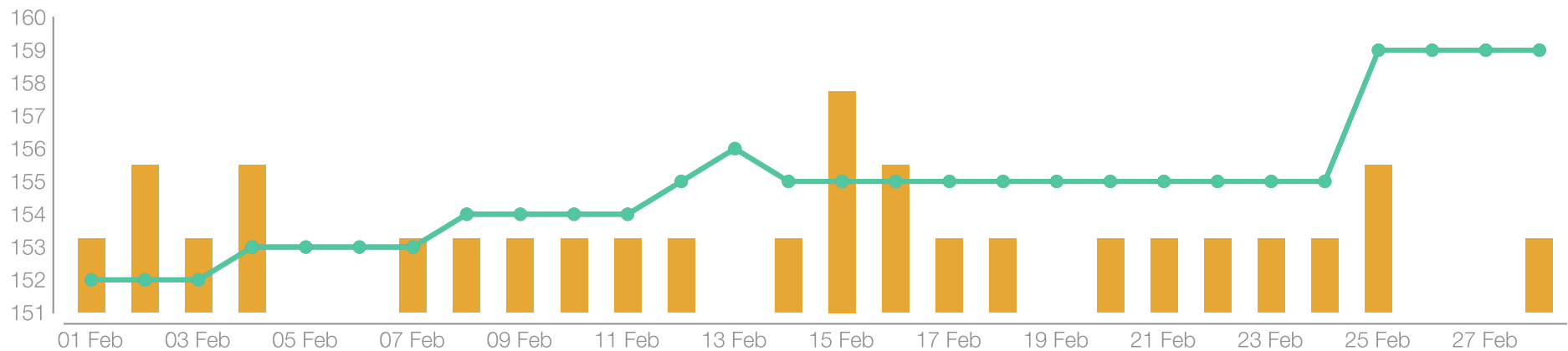
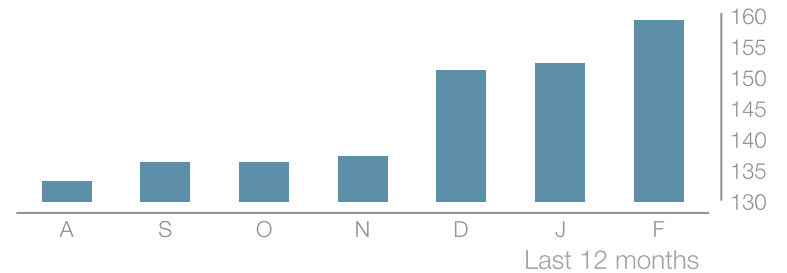
+4.61%

Followers

28

+7.69%

Posts



8

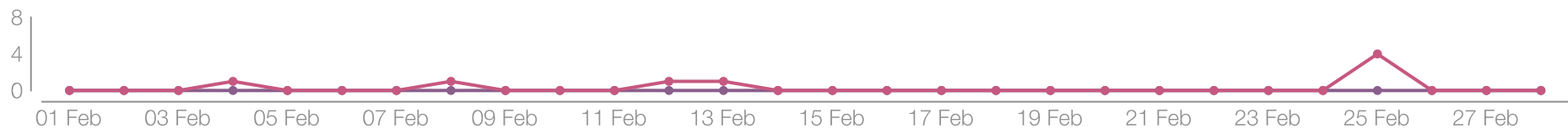
+300%

Acquired

0

-100%

Lost

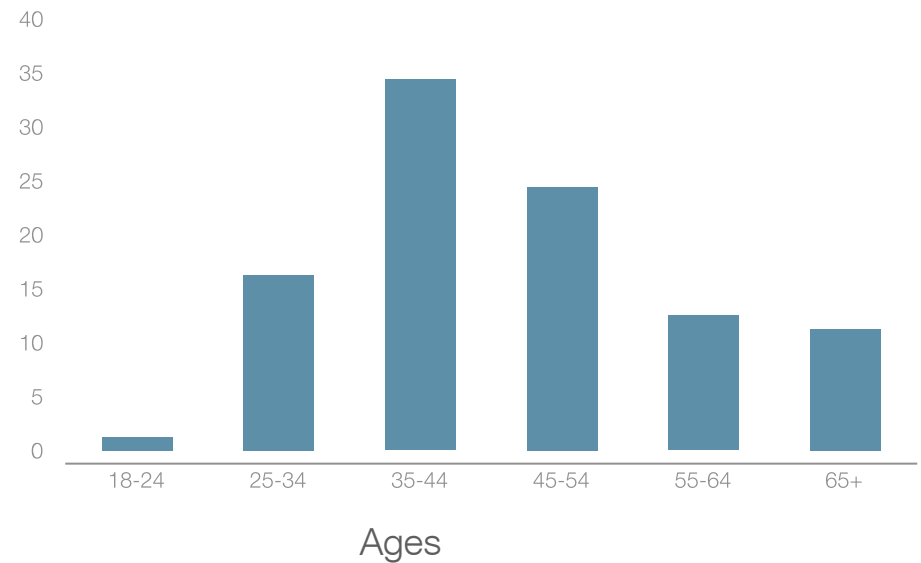
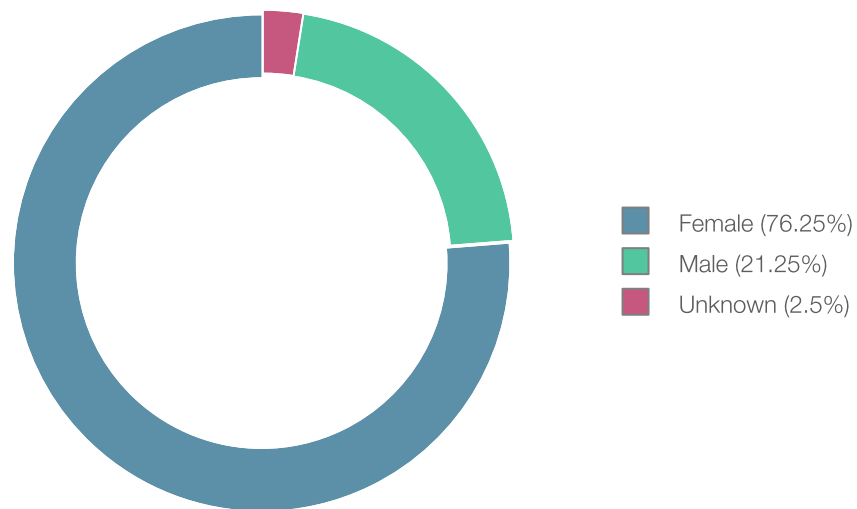


01 Feb - 28 Feb



# Demographics: gender and age

 Windcrest EDC



01 Feb - 28 Feb

# Demographics: countries and cities



## Top 10 countries

|               |         |
|---------------|---------|
| United States | 100.00% |
|---------------|---------|

## Top 10 cities

|                 |        |
|-----------------|--------|
| San Antonio, TX | 56.25% |
|-----------------|--------|

|               |        |
|---------------|--------|
| Windcrest, TX | 20.00% |
|---------------|--------|

|              |       |
|--------------|-------|
| Live Oak, TX | 3.13% |
|--------------|-------|

|           |       |
|-----------|-------|
| Kirby, TX | 1.88% |
|-----------|-------|

|            |       |
|------------|-------|
| Seguin, TX | 1.88% |
|------------|-------|

|              |       |
|--------------|-------|
| Converse, TX | 1.25% |
|--------------|-------|

|             |       |
|-------------|-------|
| Schertz, TX | 1.25% |
|-------------|-------|

|             |       |
|-------------|-------|
| Addison, TX | 0.63% |
|-------------|-------|

|                   |       |
|-------------------|-------|
| Alamo Heights, TX | 0.63% |
|-------------------|-------|

|           |       |
|-----------|-------|
| Boise, ID | 0.63% |
|-----------|-------|

01 Feb - 28 Feb



# Page impressions



4,916

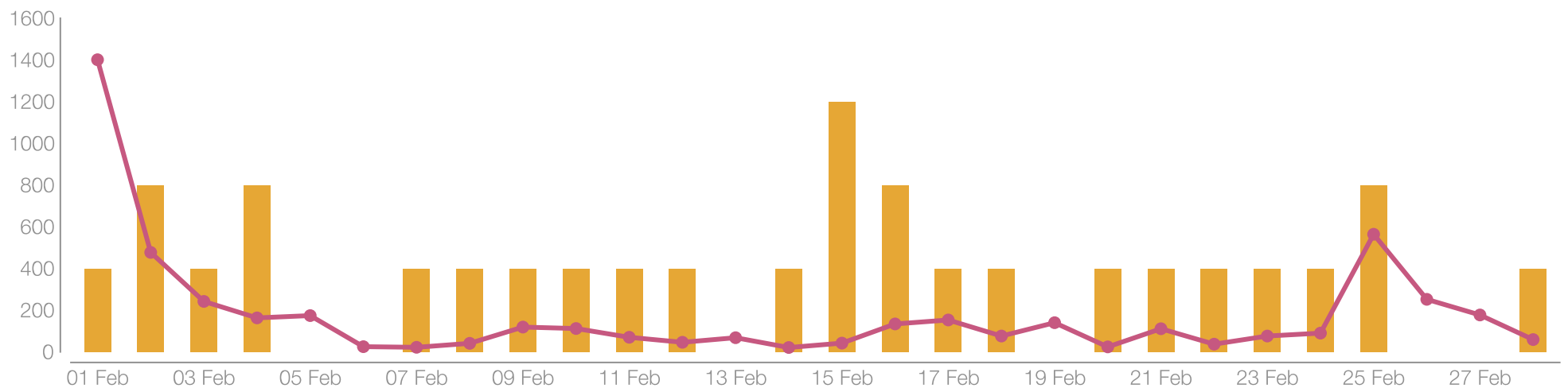
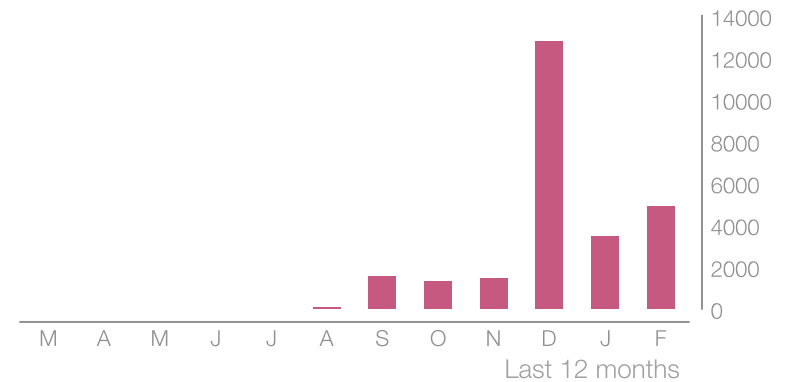
+41.88%

Impressions

28

+7.69%

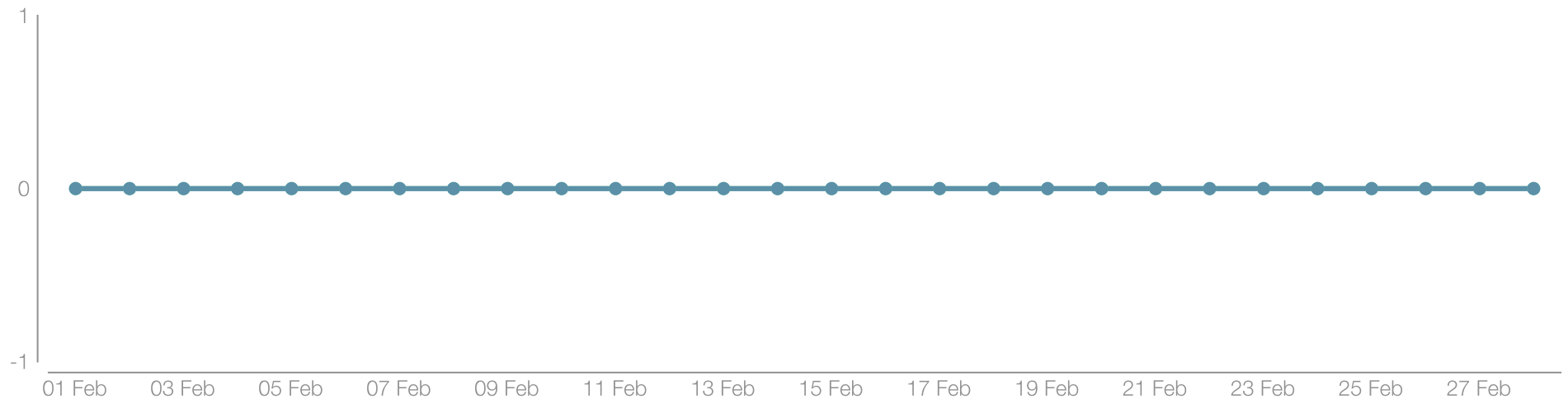
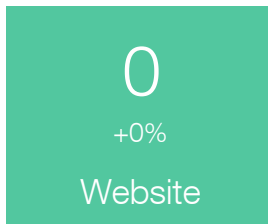
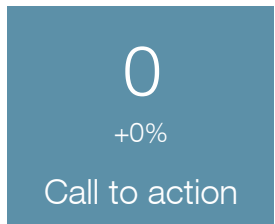
Posts



01 Feb - 28 Feb



# Clicks on page



01 Feb - 28 Feb



# Posts



139.45

-8.9%

Engagement

339

-7.88%

Interactions

86.82

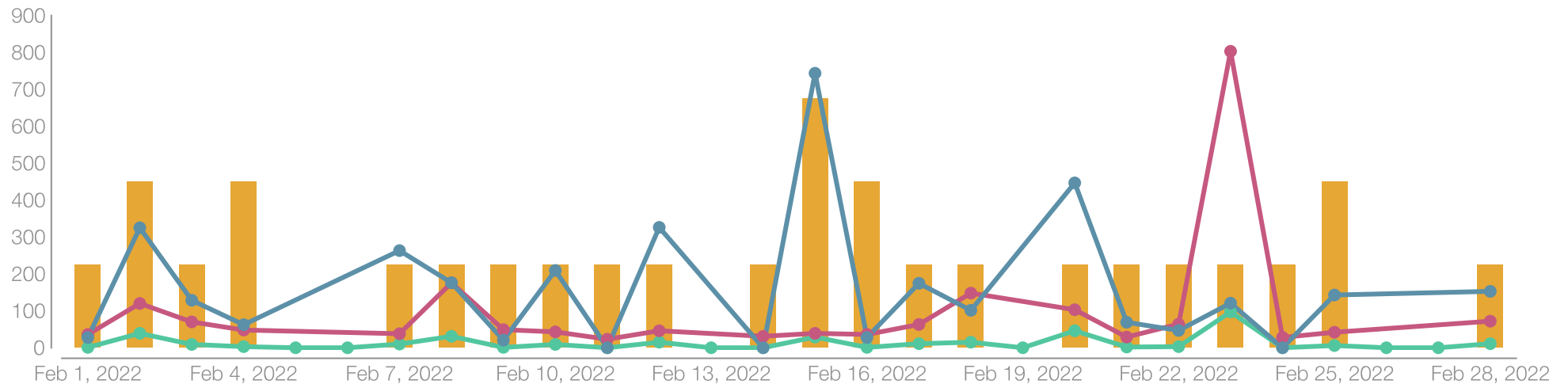
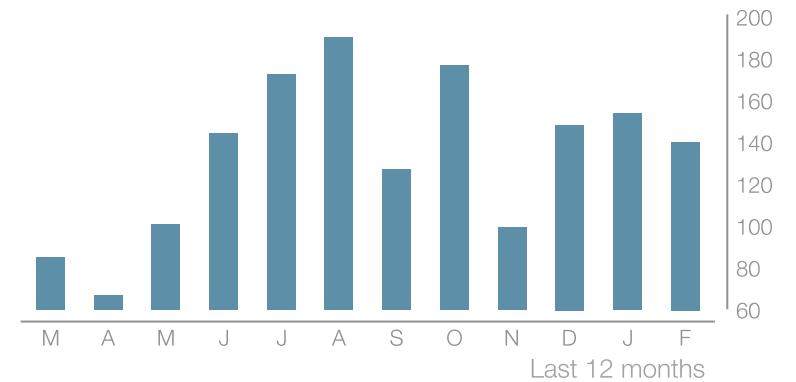
-6.1%

Avg reach per  
post

28

+7.69%

Posts



01 Feb - 28 Feb



# Interactions



123

-10.87%

Reactions

9

-78.05%

Comments

14

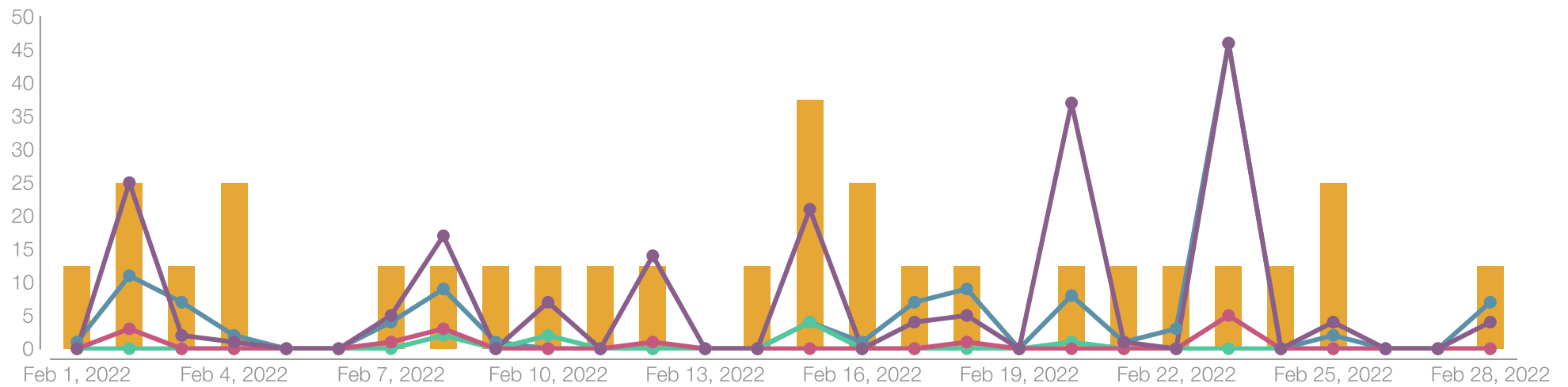
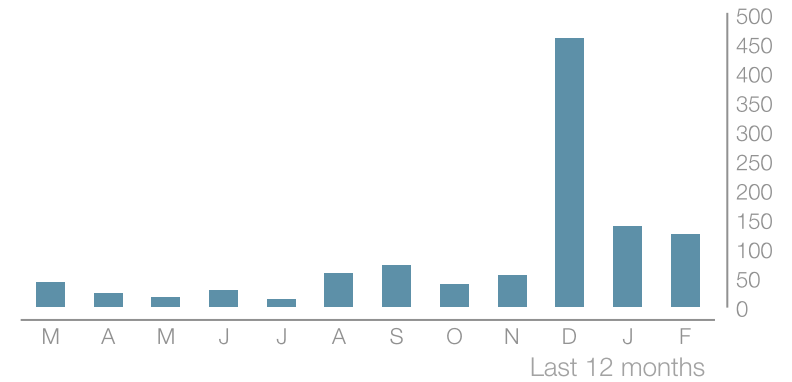
-6.67%

Shares

193

+10.92%

Clicks



01 Feb - 28 Feb



# Ranking of posts



Showing 20 posts sorted by engagement.

| Published    |                                                                                     | Text                      |  | Reactions             | Comments | Shares | Clicks | Reach | Engagement |
|--------------|-------------------------------------------------------------------------------------|---------------------------|--|-----------------------|----------|--------|--------|-------|------------|
| 20 Feb 09:41 |    |                           |  | <a href="#">Go</a> 8  | 1        | 0      | 37     | 103   | 446.60     |
| 15 Feb 10:01 |    | Raise your hand if you... |  | <a href="#">Go</a> 1  | 2        | 0      | 15     | 48    | 375.00     |
| 12 Feb 10:01 |    | GIVEAWAY TIME! Ca...      |  | <a href="#">Go</a> 0  | 0        | 1      | 14     | 46    | 326.09     |
| 07 Feb 12:01 |    | A little more about ou... |  | <a href="#">Go</a> 4  | 0        | 1      | 5      | 38    | 263.16     |
| 10 Feb 12:01 |   | Looking for a quick bi... |  | <a href="#">Go</a> 0  | 2        | 0      | 7      | 43    | 209.30     |
| 15 Feb 11:42 |  | Who would like discoun... |  | <a href="#">Go</a> 3  | 2        | 0      | 6      | 60    | 183.33     |
| 02 Feb 14:01 |  | Do you know what the W... |  | <a href="#">Go</a> 10 | 0        | 3      | 24     | 202   | 183.17     |
| 08 Feb 10:02 |  | What is there to do in... |  | <a href="#">Go</a> 9  | 2        | 3      | 17     | 176   | 176.14     |
| 17 Feb 14:01 |  | Got that entrepreneuri... |  | <a href="#">Go</a> 7  | 0        | 0      | 4      | 63    | 174.60     |

01 Feb - 28 Feb



| Published    |                                                                                     | Text                      |                    | Reactions | Comments | Shares | Clicks | Reach | Engagement |
|--------------|-------------------------------------------------------------------------------------|---------------------------|--------------------|-----------|----------|--------|--------|-------|------------|
| 28 Feb 08:01 |    | Did you know: The sun ... | <a href="#">Go</a> | 7         | 0        | 0      | 4      | 72    | 152.78     |
| 03 Feb 10:01 |    | There are many reasons... | <a href="#">Go</a> | 7         | 0        | 0      | 2      | 70    | 128.57     |
| 23 Feb 11:01 |    | Check out Windcrest Bu... | <a href="#">Go</a> | 46        | 0        | 5      | 46     | 803   | 120.80     |
| 18 Feb 10:01 |    | Have you heard of Alam... | <a href="#">Go</a> | 9         | 0        | 1      | 5      | 148   | 101.35     |
| 25 Feb 10:27 |    | Do you know where this... | <a href="#">Go</a> | 0         | 0        | 0      | 3      | 31    | 96.77      |
| 21 Feb 12:01 |    | What are some of your ... | <a href="#">Go</a> | 1         | 0        | 0      | 1      | 29    | 68.97      |
| 25 Feb 11:01 |    | Are you a business in ... | <a href="#">Go</a> | 2         | 0        | 0      | 1      | 53    | 56.60      |
| 02 Feb 10:59 |   |                           | <a href="#">Go</a> | 1         | 0        | 0      | 1      | 38    | 52.63      |
| 22 Feb 13:01 |  | Headed to the rodeo? W... | <a href="#">Go</a> | 3         | 0        | 0      | 0      | 64    | 46.88      |
| 04 Feb 11:01 |  | It's Thank Your Mailma... | <a href="#">Go</a> | 2         | 0        | 0      | 0      | 46    | 43.48      |
| 01 Feb 11:01 |  | Which one would you ch... | <a href="#">Go</a> | 1         | 0        | 0      | 0      | 36    | 27.78      |

01 Feb - 28 Feb

# Community growth



231

+22.22%

Followers

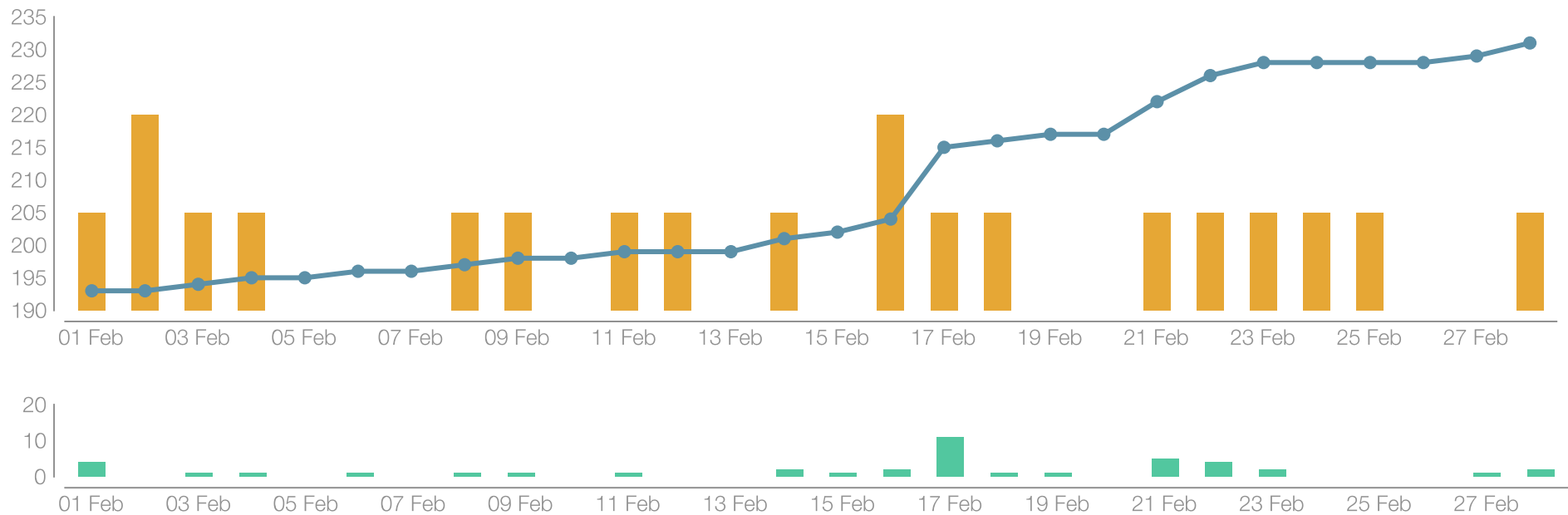
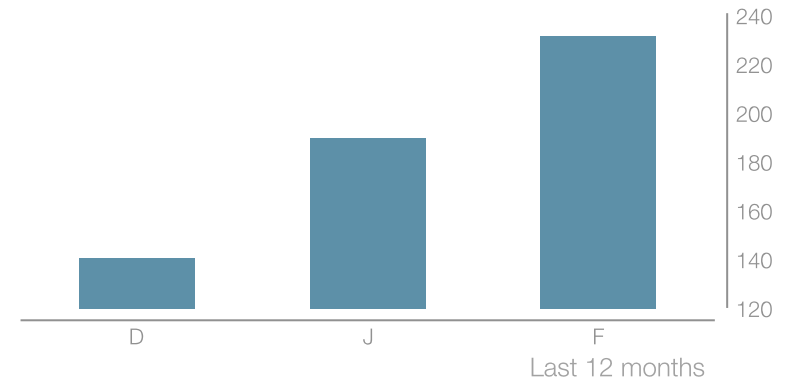
42

Growth

20

-4.76%

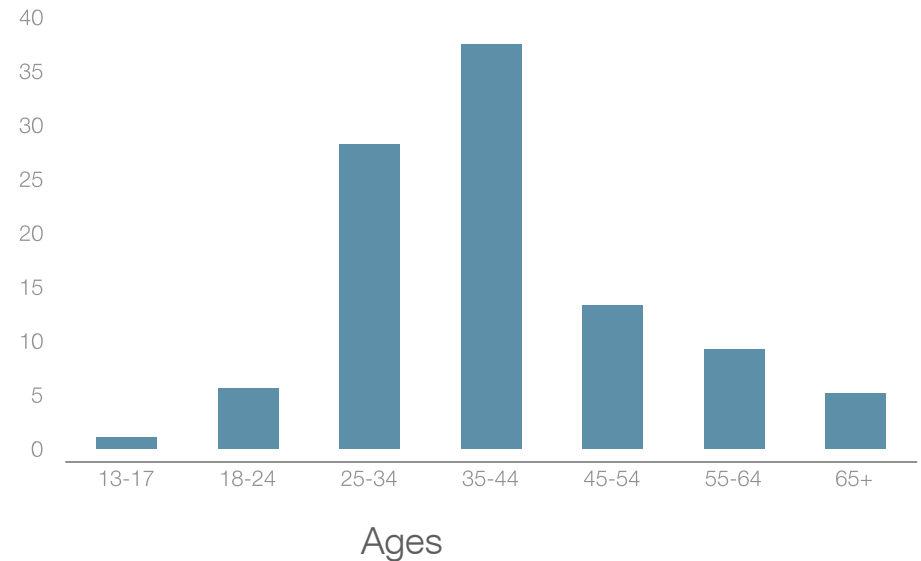
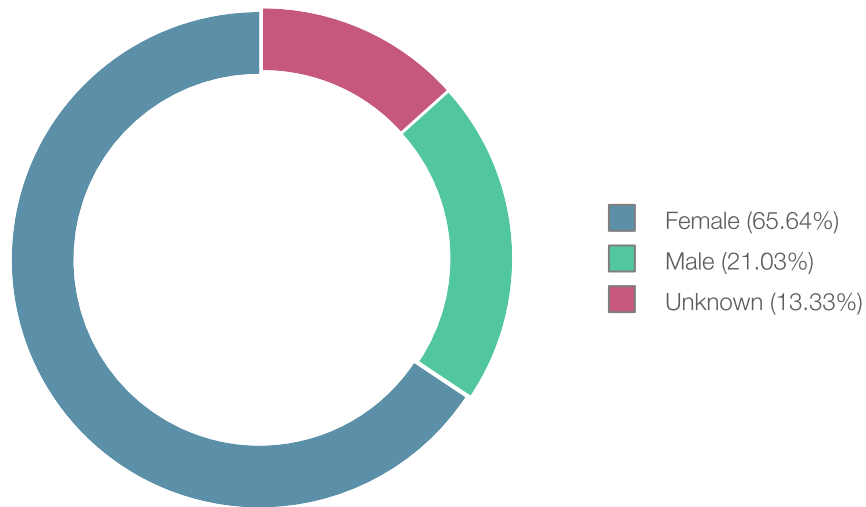
Posts



01 Feb - 28 Feb



# Demographics: gender and age



01 Feb - 28 Feb



# Demographics: countries and cities



## Top 10 countries

|                      |        |
|----------------------|--------|
| United States        | 95.90% |
| Nigeria              | 1.54%  |
| United Arab Emirates | 0.51%  |
| Brazil               | 0.51%  |
| Germany              | 0.51%  |
| Gabon                | 0.51%  |
| Pakistan             | 0.51%  |

## Top 10 cities

|                      |        |
|----------------------|--------|
| San Antonio, Texas   | 64.10% |
| Windcrest, Texas     | 11.28% |
| New Braunfels, Texas | 2.05%  |
| Austin, Texas        | 1.54%  |
| Seguin, Texas        | 1.54%  |
| Alamo Heights, Texas | 1.03%  |
| Cibolo, Texas        | 1.03%  |
| Lagos, Lagos State   | 1.03%  |
| Schertz, Texas       | 1.03%  |
| Selma, Texas         | 1.03%  |

# Average reach per day



13.04K

-13.52%

Impressions

352.29

-1.8%

Average reach  
per day

339

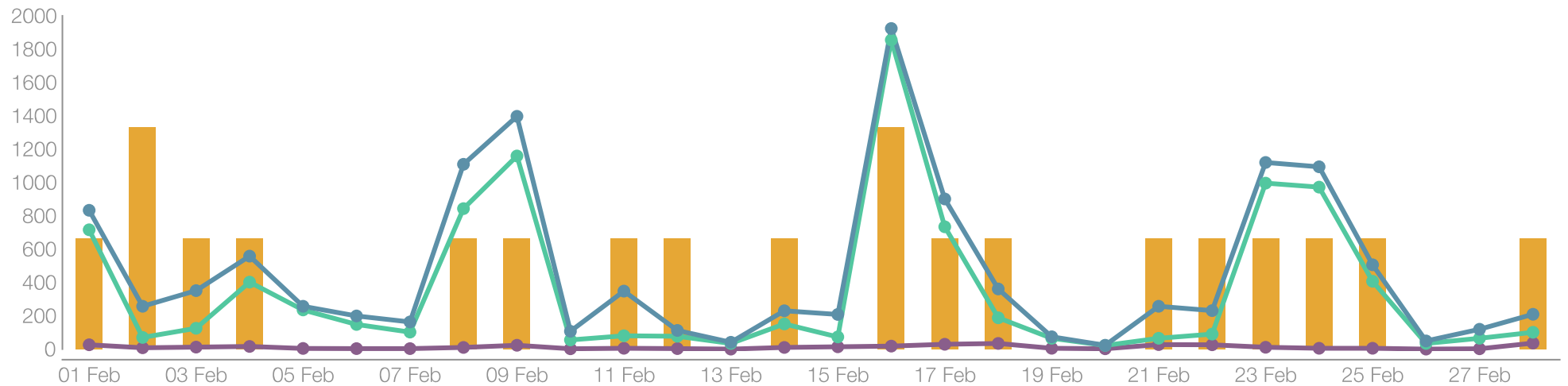
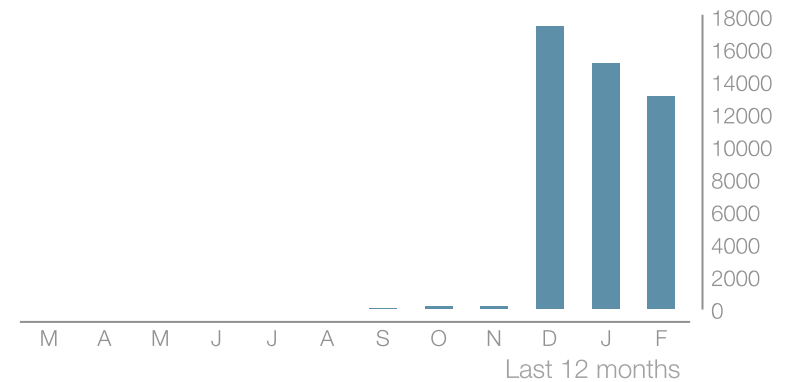
-11.26%

Profile views

20

-4.76%

Posts



01 Feb - 28 Feb



# Posts



153.85

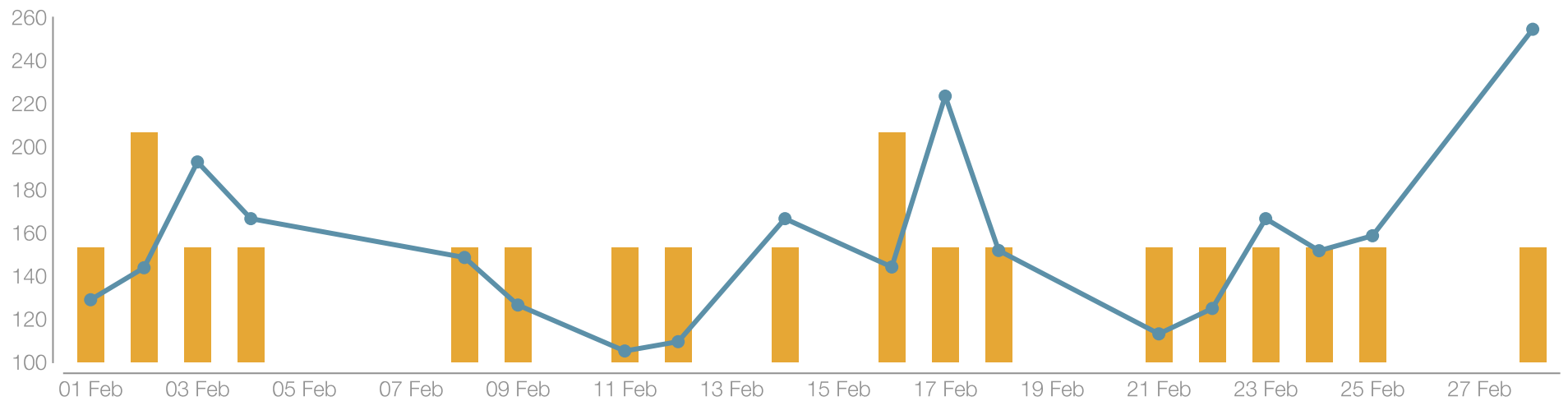
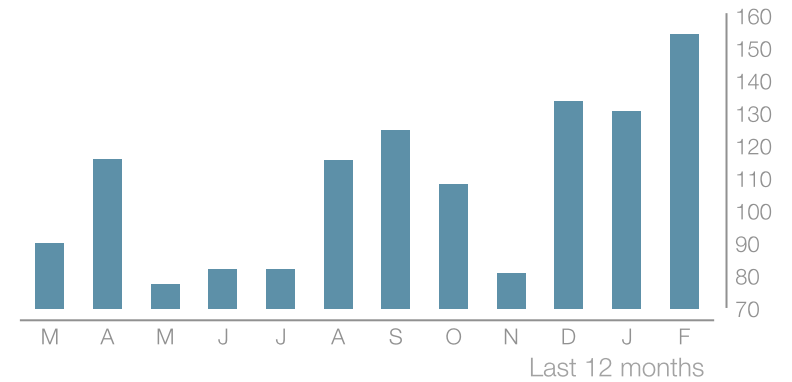
+18.35%

Engagement

20

-4.76%

Posts



01 Feb - 28 Feb



# Interactions



188

-1.57%

Likes

17

-26.09%

Comments

3

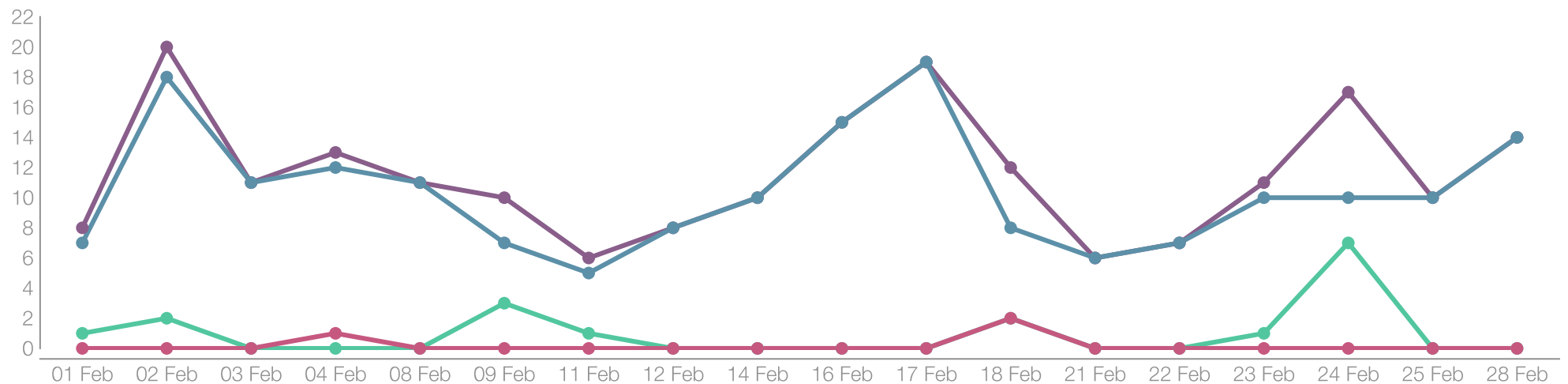
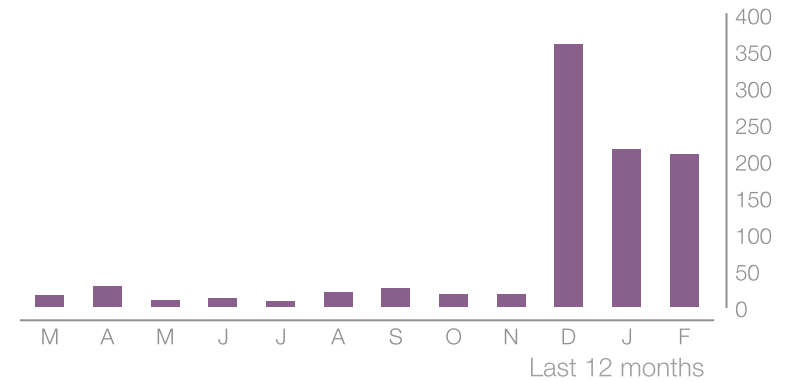
+200%

Saved

208

-3.26%

Interactions



01 Feb - 28 Feb



# Ranking of posts



Showing 20 posts sorted by engagement.

| Published            |                                                                                     | Text                                                                |  | Impressions | Likes | Saved | Comments | Reach | Engagement |
|----------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------|--|-------------|-------|-------|----------|-------|------------|
| 28 Feb 2022<br>16:01 |    | Did you know: The sun shines 300 days a ye...<br><a href="#">Go</a> |  | 62          | 14    | 0     | 0        | 55    | 254.55     |
| 02 Feb 2022<br>14:30 |    | Do you know what the Windcrest EDC does? ...<br><a href="#">Go</a>  |  | 88          | 17    | 0     | 2        | 82    | 231.71     |
| 17 Feb 2022<br>10:01 |    | Got that entrepreneurial bug? Known as the...<br><a href="#">Go</a> |  | 89          | 19    | 0     | 0        | 85    | 223.53     |
| 03 Feb 2022<br>13:01 |    | There are many reasons the Windcrest commu...<br><a href="#">Go</a> |  | 63          | 11    | 0     | 0        | 57    | 192.98     |
| 23 Feb 2022<br>10:01 |   | Check out Windcrest Business of the Month:...<br><a href="#">Go</a> |  | 75          | 10    | 0     | 1        | 66    | 166.67     |
| 04 Feb 2022<br>13:01 |  | It's Thank Your Mailman Day! Do you know y...<br><a href="#">Go</a> |  | 88          | 12    | 1     | 0        | 78    | 166.67     |
| 14 Feb 2022<br>11:02 |  | Looking for some fun date ideas for Valent...<br><a href="#">Go</a> |  | 64          | 10    | 0     | 0        | 60    | 166.67     |
| 16 Feb 2022<br>14:01 |  | If you're looking for rodeo boots look no ...<br><a href="#">Go</a> |  | 44          | 7     | 0     | 0        | 42    | 166.67     |
| 25 Feb 2022<br>09:01 |  | Are you a business in Windcrest? Have you ...<br><a href="#">Go</a> |  | 67          | 10    | 0     | 0        | 63    | 158.73     |

01 Feb - 28 Feb



| Published            |                                                                                     | Text                                                                                                                              |                    | Impressions | Likes | Saved | Comments | Reach | Engagement |
|----------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------|-------|-------|----------|-------|------------|
| 18 Feb 2022<br>14:01 |    |  Have you heard of Alamo Stitchin'? Whether ...  | <a href="#">Go</a> | 87          | 8     | 2     | 2        | 79    | 151.90     |
| 24 Feb 2022<br>12:01 |    |  Do you know what year the Christmas Light ...   | <a href="#">Go</a> | 122         | 10    | 0     | 7        | 112   | 151.79     |
| 08 Feb 2022<br>09:01 |    |  What is there to do in Windcrest? It's eas...   | <a href="#">Go</a> | 79          | 11    | 0     | 0        | 74    | 148.65     |
| 01 Feb 2022<br>13:01 |    |  Which one would you choose?? . . . . . #wi...   | <a href="#">Go</a> | 66          | 7     | 0     | 1        | 62    | 129.03     |
| 16 Feb 2022<br>19:01 |    |  This is still going on... Can you guess wh...   | <a href="#">Go</a> | 67          | 8     | 0     | 0        | 62    | 129.03     |
| 09 Feb 2022<br>10:01 |    |  Today is National Toothache Day! Looking f...   | <a href="#">Go</a> | 81          | 7     | 0     | 3        | 79    | 126.58     |
| 22 Feb 2022<br>15:01 |    |  Headed to the rodeo? Windcrest is a great ...   | <a href="#">Go</a> | 60          | 7     | 0     | 0        | 56    | 125.00     |
| 21 Feb 2022<br>14:01 |    |  What are some of your favorite black-owned...   | <a href="#">Go</a> | 53          | 6     | 0     | 0        | 53    | 113.21     |
| 12 Feb 2022<br>11:01 |  |  GIVEAWAY TIME! Can you guess what loc...      | <a href="#">Go</a> | 81          | 8     | 0     | 0        | 73    | 109.59     |
| 11 Feb 2022<br>14:01 |  |  Where are you ordering from for the big ga... | <a href="#">Go</a> | 61          | 5     | 0     | 1        | 57    | 105.26     |
| 02 Feb 2022<br>10:59 |  |                                                | <a href="#">Go</a> | 63          | 1     | 0     | 0        | 57    | 17.54      |

01 Feb - 28 Feb

# Ranking of hashtags



Showing 14 sorted by number of impressions.

|                     | Number Of Posts | Impressions | Likes | Comments |
|---------------------|-----------------|-------------|-------|----------|
| #310                | 1               | 75          | 10    | 1        |
| #sanantonio         | 19              | 73          | 9     | 0        |
| #sanantonioblogger  | 19              | 73          | 9     | 0        |
| #sanantoniobusiness | 19              | 73          | 9     | 0        |
| #sanantoniotexas    | 19              | 73          | 9     | 0        |
| #sanantoniotx       | 19              | 73          | 9     | 0        |
| #texas              | 19              | 73          | 9     | 0        |
| #texascountry       | 19              | 73          | 9     | 0        |
| #texasliving        | 19              | 73          | 9     | 0        |
| #texasstyle         | 19              | 73          | 9     | 0        |

01 Feb - 28 Feb



|                 | Number Of<br>Posts | Impressions | Likes | Comments |
|-----------------|--------------------|-------------|-------|----------|
| #visittexas     | 19                 | 73          | 9     | 0        |
| #windcrest      | 19                 | 73          | 9     | 0        |
| #windcresttexas | 19                 | 73          | 9     | 0        |
| #windcresttx    | 19                 | 73          | 9     | 0        |

01 Feb - 28 Feb



# Stories



1,646

-15.76%

Impressions

25.42

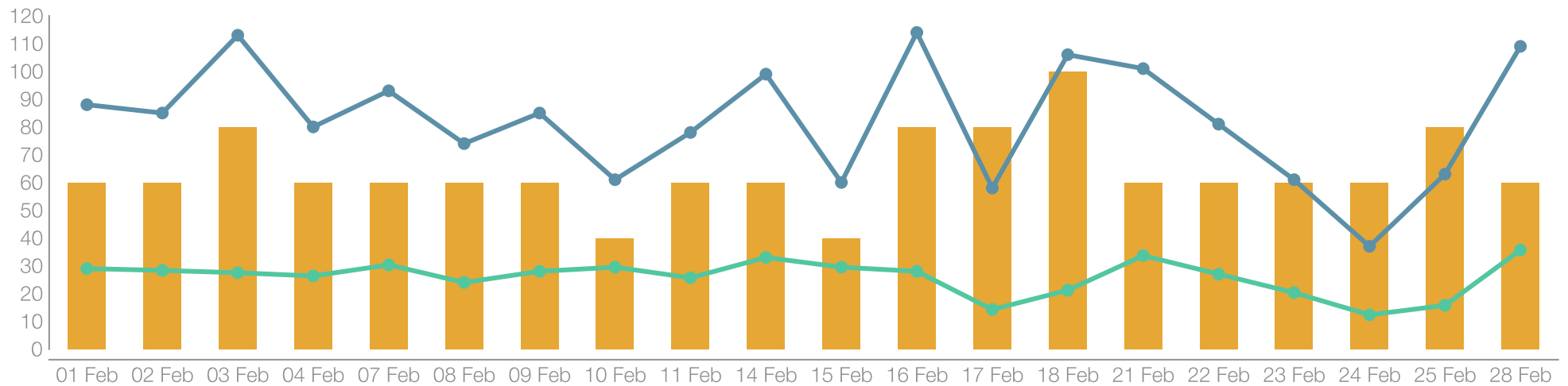
-9.3%

Avg reach per  
Story

64

-7.25%

Stories



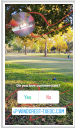
01 Feb - 28 Feb



# Ranking of stories



Showing 20 sorted by number of impressions.

|                                                                                     |                                                                                     | Published                  | Impressions | Reach | Replies | Tap Back | Tap Forward | Exits |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------|-------------|-------|---------|----------|-------------|-------|
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 28,<br>2022 7:04<br>AM | 42          | 42    | 0       | 1        | 28          | 8     |
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 21,<br>2022 7:06<br>AM | 40          | 40    | 0       | 0        | 23          | 5     |
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 14,<br>2022 7:03<br>AM | 38          | 38    | 0       | 0        | 25          | 7     |
|   | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 28,<br>2022 7:04<br>AM | 37          | 36    | 0       | 2        | 25          | 6     |
|  | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 16,<br>2022 8:06<br>AM | 36          | 36    | 0       | 1        | 28          | 3     |
|  | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 21,<br>2022 7:06<br>AM | 35          | 35    | 0       | 1        | 20          | 13    |

01 Feb - 28 Feb



|                                                                                     |                                                                                     | Published                  | Impressions | Reach | Replies | Tap Back | Tap Forward | Exits |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------|-------------|-------|---------|----------|-------------|-------|
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 7,<br>2022 7:27<br>AM  | 34          | 34    | 0       | 1        | 21          | 6     |
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 14,<br>2022 7:04<br>AM | 34          | 34    | 0       | 2        | 23          | 4     |
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 1,<br>2022 7:20<br>AM  | 33          | 33    | 0       | 0        | 27          | 2     |
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 3,<br>2022 8:22<br>AM  | 33          | 31    | 0       | 0        | 21          | 8     |
|    | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 15,<br>2022 9:15<br>AM | 33          | 32    | 0       | 1        | 20          | 6     |
|   | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 7,<br>2022 7:27<br>AM  | 32          | 31    | 0       | 1        | 24          | 3     |
|  | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 11,<br>2022 7:32<br>AM | 32          | 31    | 0       | 2        | 23          | 5     |
|  | #windcrest #windcresttx #windcresttexas<br>#sanantonioblogger #sanantoniobusines... | Feb 16,<br>2022 8:06<br>AM | 32          | 32    | 0       | 1        | 21          | 5     |

01 Feb - 28 Feb





#windcrest #windcresttx #windcresttexas  
#sanantonioblogger #sanantoniobusines...

Published  
Feb 10,  
2022 8:46  
AM

Impressions

31

Reach

30

Replies

0

Tap Back

0

Tap Forward

25

Exits

1



#windcrest #windcresttx #windcresttexas  
#sanantonioblogger #sanantoniobusines...

Feb 2,  
2022 7:33  
AM

30

30

0

2

21

3



#windcrest #windcresttx #windcresttexas  
#sanantonioblogger #sanantoniobusines...

Feb 4,  
2022 8:38  
AM

30

30

0

1

21

4



#windcrest #windcresttx #windcresttexas  
#sanantonioblogger #sanantoniobusines...

Feb 9,  
2022 1:20  
PM

30

30

0

3

16

7



#windcrest #windcresttx #windcresttexas  
#sanantonioblogger #sanantoniobusines...

Feb 10,  
2022 8:47  
AM

30

29

0

4

23

3



#windcrest #windcresttx #windcresttexas  
#sanantonioblogger #sanantoniobusines...

Feb 18,  
2022 8:42  
AM

30

30

0

0

16

6

01 Feb - 28 Feb



# Views



Windcrestedc

3,762

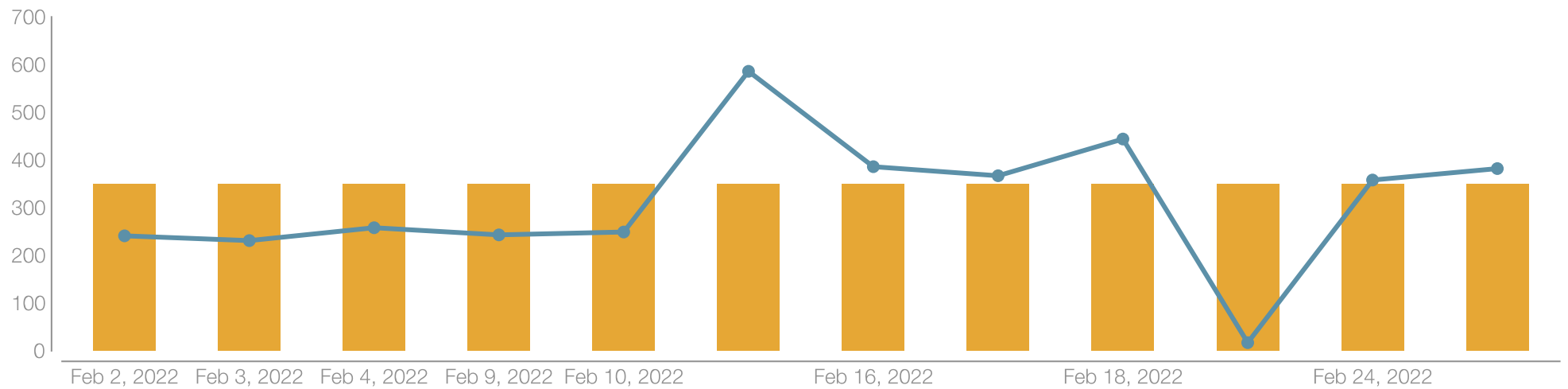
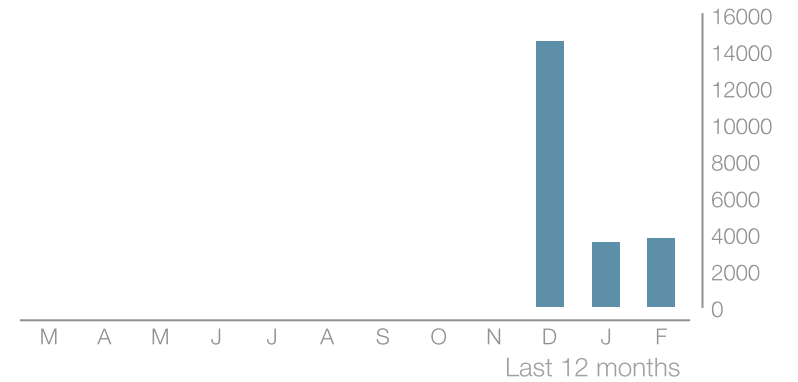
+7.3%

Views

12

+0%

Videos



01 Feb - 28 Feb



# Interactions



Windcrestedc

34

-20.93%

Interactions

31

-18.42%

Likes

1

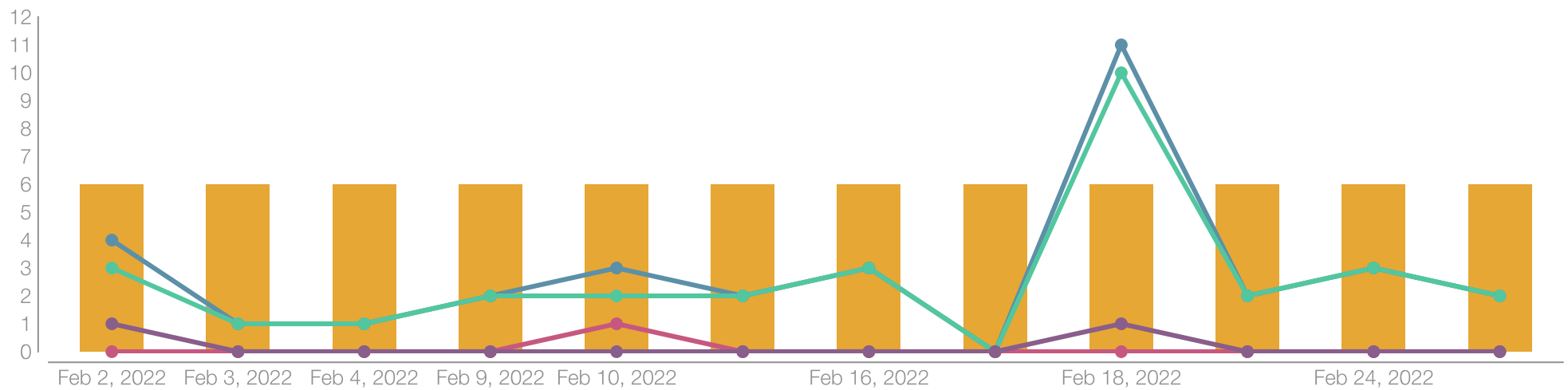
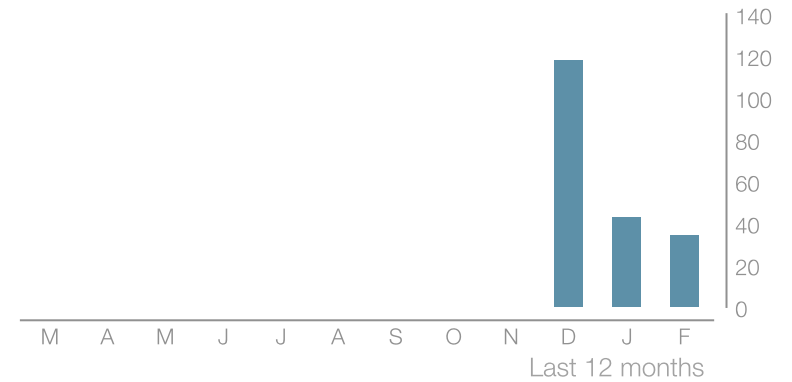
+0%

Comments

2

-50%

Shares



01 Feb - 28 Feb



# Ranking of videos



Showing 12 posts sorted by Views

| Published                |                                                                                     | Text                                               |                    | Views | Likes | Comments | Shares | Duration |
|--------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------|--------------------|-------|-------|----------|--------|----------|
| Feb 10, 2022<br>8:12 PM  |    | Come to a place that can do both #windcrest #...   | <a href="#">Go</a> | 586   | 2     | 0        | 0      | 0m7s     |
| Feb 17, 2022<br>8:37 PM  |    | One of San Antonio and Windcrest's best kept se... | <a href="#">Go</a> | 444   | 10    | 0        | 1      | 0m15s    |
| Feb 15, 2022<br>9:07 PM  |    | #duet with @sarodeo Who else is excited for thi... | <a href="#">Go</a> | 386   | 3     | 0        | 0      | 0m14s    |
| Feb 24, 2022<br>8:02 PM  |   | Windcrest takes pride in supporting our local b... | <a href="#">Go</a> | 382   | 2     | 0        | 0      | 0m7s     |
| Feb 16, 2022<br>10:03 PM |  | Trying to grow your online presence? Check out ... | <a href="#">Go</a> | 367   | 0     | 0        | 0      | 0m35s    |
| Feb 23, 2022<br>10:16 PM |  | Grow out loud with our business of the month! #... | <a href="#">Go</a> | 358   | 3     | 0        | 0      | 0m56s    |

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| Published               |                                                                                    | Text                                               |                    | Views | Likes | Comments | Shares | Duration |
|-------------------------|------------------------------------------------------------------------------------|----------------------------------------------------|--------------------|-------|-------|----------|--------|----------|
| Feb 3, 2022<br>8:50 PM  |   | They even serve breakfast if you get there earl... | <a href="#">Go</a> | 258   | 1     | 0        | 0      | 0m13s    |
| Feb 9, 2022<br>8:52 PM  |   | Let's not forget... They have a drive-thru!! #...  | <a href="#">Go</a> | 249   | 2     | 1        | 0      | 0m14s    |
| Feb 8, 2022<br>8:23 PM  |   | Can't go wrong with worlds famous #windcrest ...   | <a href="#">Go</a> | 243   | 2     | 0        | 0      | 0m7s     |
| Feb 1, 2022<br>8:19 PM  |   | Cant forget about our Board Members! #windcrest... | <a href="#">Go</a> | 241   | 3     | 0        | 1      | 0m11s    |
| Feb 2, 2022<br>8:44 PM  |   | We look good don't we #windcrest #sanantonio...    | <a href="#">Go</a> | 231   | 1     | 0        | 0      | 0m10s    |
| Feb 22, 2022<br>9:19 PM |  | #duet with @sarodeo It's the last week of the r... | <a href="#">Go</a> | 17    | 2     | 0        | 0      | 0m16s    |

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