

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

Regular Meeting

**February 28, 2013
6:00 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 28th DAY OF FEBRUARY 2012 STARTING APPROXIMATELY 6:00 P.M. DURING THE MEETING, THE BOARD WILL CONSIDER, DELIBERATE AND MAY TAKE ACTION UPON ANY OF THE SUBJECTS LISTED BELOW.

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 5 MINUTES. TIME CANNOT BE YIELDED TO ANOTHER SPEAKER.

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. Sarah Mangham, Municipal Finance Officer, will give an update on the WEDC finances as of January 31, 2013. [Att. 1]

III. Citizens to be Heard

IV. Discussion

None.

V. Discuss and Act

1. The WEDC Board of Directors will discuss and may take action to authorize the installation of a gas main for future pad sites in the area of the Racker Road Project at an estimated cost of \$34,659.72. [Att. 2]
2. The WEDC Board of Directors will discuss and may take action on purchasing advertising in the Texas Wide Open for Business integrated marketing program in the amount of \$2,460 for a third-page vertical space to promote Windcrest in regards to quality of life, pro-business climate and other considerations. [Att. 3, 3a, 3b, 3c, 3d]
3. The WEDC Board of Directors will discuss and may take action to authorize reimbursement to Board members for their meals, and/or other services, when they visit a Windcrest business and spend a significant amount of time explaining the Windcrest "Windfall", Windcrest "Bucks", Storefront Project or other WEDC programs or incentives to the businesses. [Att. 4]

VI. Executive Session

The Windcrest Economic Development Corporation Board of Directors will recess its meeting and convene in Closed Session under Section 551.071 of the Texas Government Code to consult with its attorney.

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 28th of February 2013.

By: Heather Weidenbach
Heather Weidenbach, Assistant City Secretary

I certify that the attached notice and agenda of items considered by the WEDC Meeting was removed by me from the City Hall bulletin board on the ____ of February 2013.

By: _____
Kelly Rodriguez, City Secretary

2-25-2013 11:00 AM

CITY OF WINCREST

BALANCE SHEET

AS OF: JANUARY 31ST, 2013

13 -ECONOMIC DEVELOPMENT CORP

ACCOUNT #	ACCOUNT DESCRIPTION	BALANCE	
ASSETS			
=====			
13-1102	CLAIM ON CASH	1,678.74	
13-1105	CASH - CHECKING	416,769.63	
13-1106	Savings - TLF Proceeds	1,401,148.28	
13-1115	INVESTMENTS-TEXPOOL#15900001	0.00	
13-1116	INVESTMENTS-TEXPOOL#15900003	0.00	
13-1315	DUE FROM GENERAL FUND	0.00	
13-1375	DUE FROM HOT FUND	0.00	
13-1510	A/R SALES TAX	21,927.28	
			1,841,523.93
TOTAL ASSETS			1,841,523.93
			=====
LIABILITIES			
=====			
13-2315	DUE TO GENERAL FUND	40,000.00	
13-2320	DUE TO TAXING ENTITIES	0.00	
13-2400	A/P PENDING	0.00	
13-2401	ACCOUNTS PAYABLE	0.00	
13-2402	ALAMO TITLE ESCROW FUNDS	0.00	
13-2410	A/P - SALES TAX	32,704.07	
	TOTAL LIABILITIES		72,704.07
EQUITY			
=====			
13-3201	FUND BALANCE	2,126,961.23	
	TOTAL BEGINNING EQUITY	2,126,961.23	
TOTAL REVENUE		95,174.49	
TOTAL EXPENSES		453,315.86	
TOTAL INCREASE/(DECREASE) IN FUND BAL. (		358,141.37)	
TOTAL EQUITY & FUND BALANCE			1,768,819.86
TOTAL LIABILITIES, EQUITY & FUND BALANCE			1,841,523.93
			=====

CITY OF WINCREST
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JANUARY 31ST, 2013

13 -ECONOMIC DEVELOPMENT CORP

% OF YEAR COMPLETED: 33.33

	ORIGINAL BUDGET	AMENDED BUDGET	CURRENT PERIOD	YEAR TO DATE BALANCE	PRIOR YEAR YTD BALANCE	TOTAL ENCUMBERED	% OF BUDGET
REVENUE SUMMARY							
ALL REVENUES	382,821	382,821	50,482.32	95,174.49	85,896.77	0.00	24.86
TOTAL REVENUES	382,821	382,821	50,482.32	95,174.49	85,896.77	0.00	24.86
EXPENDITURE SUMMARY							
00-GENERAL EXPENDITURES							
SALARIES & BENEFITS	148,899	150,837	12,586.69	43,983.94	0.00	0.00	29.16
OTHER EXPENSES	102,154	100,216	4,834.78	18,502.67	19,618.84	0.00	18.46
CAPITAL EXPENSES	1,813,541	1,813,541	234,053.00	390,829.25	127,232.43	0.00	21.55
OTHER INCOME/EXPENSES	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL 00-GENERAL EXPENDITURES	2,064,594	2,064,594	251,474.47	453,315.86	146,851.27	0.00	21.96
TOTAL EXPENDITURES	2,064,594	2,064,594	251,474.47	453,315.86	146,851.27	0.00	21.96
REVENUE OVER/(UNDER) EXPENDITURES	(1,681,773)	(1,681,773)	(200,992.15)	(358,141.37)	(60,954.50)	0.00	21.30

2-25-2013 11:00 AM

CITY OF WINCREST
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JANUARY 31ST, 2013

13 -ECONOMIC DEVELOPMENT CORP

% OF YEAR COMPLETED: 33.33

REVENUES	ORIGINAL BUDGET	AMENDED BUDGET	CURRENT PERIOD	YEAR TO DATE BALANCE	PRIOR YEAR YTD BALANCE	TOTAL ENCUMBERED	% OF BUDGET
13-4105 INCOME - OTHER	0	0	0.00	0.00	0.00	0.00	0.00
13-4110 INCOME - OTHER (HOT)	0	0	0.00	0.00	0.00	0.00	0.00
13-4111 INCOME - OTHER (GEN.FUND)	0	0	0.00	0.00	0.00	0.00	0.00
13-4112 INCOME-WALZEM RD GRANT	0	0	0.00	0.00	0.00	0.00	0.00
13-4113 INCOME-CORPORATE DONATIONS	0	0	0.00	0.00	0.00	0.00	0.00
13-4115 SALES TAX (.25)	382,571	382,571	50,479.21	95,128.28	85,859.12	0.00	24.87
13-4301 INTEREST	250	250	3.11	46.21	37.65	0.00	18.48
13-4900 PROCEEDS FROM CAPITAL LEASE	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL REVENUES	382,821	382,821	50,482.32	95,174.49	85,896.77	0.00	24.86

2-25-2013 11:00 AM

CITY OF WINCREST
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JANUARY 31ST, 2013

13 -ECONOMIC DEVELOPMENT CORP

% OF YEAR COMPLETED: 33.33

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	CURRENT PERIOD	YEAR TO DATE BALANCE	PRIOR YEAR YTD BALANCE	TOTAL ENCUMBERED	% OF BUDGET
00-GENERAL EXPENDITURES							
=====							
SALARIES & BENEFITS							
13-500-009 SALARIES - EDC	70,000	70,000	5,384.62	18,846.17	0.00	0.00	26.92
13-500-010 ADMINISTRATIVE EXPENSES	0	0	0.00	0.00	0.00	0.00	0.00
13-500-011 EDC LONGEVITY	0	0	0.00	0.00	0.00	0.00	0.00
13-500-013 STIPEND	0	1,938	0.00	1,871.86	0.00	0.00	96.60
13-500-018 EDC EDUCATION PAY	0	0	0.00	0.00	0.00	0.00	0.00
13-500-020 EDC OVERTIME	0	0	0.00	0.00	0.00	0.00	0.00
13-500-030 SOCIAL SECURITY-EDC	5,465	5,465	419.60	1,775.70	0.00	0.00	32.49
13-500-040 HEALTH INSURANCE-EDC	876	876	1,191.64	4,095.78	0.00	0.00	467.55
13-500-050 RETIREMENT-EDC	7,140	7,140	390.83	1,459.43	0.00	0.00	20.44
13-500-060 WORKERS COMPENSATION-EDC	283	283	0.00	0.00	0.00	0.00	0.00
13-500-070 UNEMPLOYMENT COMPENSATION	135	135	0.00	135.00	0.00	0.00	100.00
13-500-080 CONTRACT LABOR	65,000	65,000	5,200.00	15,800.00	0.00	0.00	24.31
13-500-095 TERMINATION PAYOUT	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL SALARIES & BENEFITS	148,899	150,837	12,586.69	43,983.94	0.00	0.00	29.16
OTHER EXPENSES							
13-500-100 PUBLIC RELATION FEES-GENERAL	0	0	0.00	0.00	0.00	0.00	0.00
13-500-115 MOBILE TELEPHONE	1,450	1,450	110.78	387.73	0.00	0.00	26.74
13-500-120 DUES & SUBSCRIPTIONS	1,400	1,400	150.00	802.00	0.00	0.00	57.29
13-500-130 TRAINING	5,000	5,000	350.00	530.00	0.00	0.00	10.60
13-500-132 TRAVEL	15,000	13,062	0.00	277.26	0.00	0.00	2.12
13-500-135 MEALS & ENTERTAINMENT	5,000	5,000	1,000.00	2,870.50	0.00	0.00	57.41
13-500-200 COMPUTER MAINTENANCE	200	200	0.00	0.00	0.00	0.00	0.00
13-500-201 WEBSITE MAINTENANCE	720	720	62.00	186.00	0.00	0.00	25.83
13-500-205 REPAIRS & MAINT OF BUILDING	0	0	0.00	0.00	0.00	0.00	0.00
13-500-250 LEGAL EXPENSES	60,000	60,000	2,500.00	10,000.00	18,300.00	0.00	16.67
13-500-290 AUDIT	5,500	5,500	650.00	3,400.00	0.00	0.00	61.82
13-500-430 SUPPLIES	1,200	1,200	0.00	13.18	85.73	0.00	1.10
13-500-440 ELECTION EXPENSES	0	0	0.00	0.00	0.00	0.00	0.00
13-500-510 VEHICLE EXPENSE-EDC	0	0	0.00	0.00	0.00	0.00	0.00
13-500-515 HEALTH EXPENSE ALLOW-DIRECTO	0	0	0.00	0.00	0.00	0.00	0.00
13-500-520 MOVING EXPENSE-DIRECTOR	0	0	0.00	0.00	0.00	0.00	0.00
13-500-540 VEHICLE FUEL	0	0	0.00	0.00	0.00	0.00	0.00
13-500-590 POSTAGE	145	145	0.00	0.00	0.00	0.00	0.00
13-500-630 LEGAL ADVERTISING	476	476	0.00	0.00	276.28	0.00	0.00
13-500-640 COPIER USAGE	1,443	1,443	0.00	0.00	956.83	0.00	0.00
13-500-650 WALZEM RD GRANT EXPENSES	0	0	0.00	0.00	0.00	0.00	0.00
13-500-700 CONTINGENCIES	4,620	4,620	12.00	36.00	0.00	0.00	0.78
TOTAL OTHER EXPENSES	102,154	100,216	4,834.78	18,502.67	19,618.84	0.00	18.46
CAPITAL EXPENSES							
13-500-800 EDC PROJECTS	200,000	200,000	0.00	4,937.50	1,733.81	0.00	2.47
13-500-801 PROMOTING WINDCREST	38,282	38,282	1,527.50	15,164.96	0.00	0.00	39.61
13-500-810 CAPITAL EXPENSE	0	0	0.00	0.00	0.00	0.00	0.00

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13-500-890 TLF LOAN PAYMENTS	659,960	659,960	0.00	26,778.43	67,480.20	0.00	4.06
13-500-891 RACKER ROAD PROJECT	915,299	915,299	232,525.50	336,986.69	58,018.42	0.00	36.82
13-500-892 TLF INTEREST	0	0	0.00	6,961.67	0.00	0.00	0.00
TOTAL CAPITAL EXPENSES	1,813,541	1,813,541	234,053.00	390,829.25	127,232.43	0.00	21.55
OTHER INCOME/EXPENSES							
13-500-900 PRIOR PERIOD ADJUSTMENT	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER INCOME/EXPENSES	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL 00-GENERAL EXPENDITURES	2,064,594	2,064,594	251,474.47	453,315.86	146,851.27	0.00	21.96
TOTAL EXPENDITURES	2,064,594	2,064,594	251,474.47	453,315.86	146,851.27	0.00	21.96
REVENUE OVER/(UNDER) EXPENDITURES	(1,681,773)	(1,681,773)	(200,992.15)	(358,141.37)	(60,954.50)	0.00	21.30



WINDCREST
ECONOMIC DEVELOPMENT CORPORATION



Agenda Item Report

February 11, 2013

Contact – Sherry Mosier
smosier@windcrest-tx.gov

SUBJECT: Deliberation and possible action to approve payment and installation of a gas main line in the area of the Racker Road Project for future pad sites.

1. BACKGROUND/HISTORY

Future pad sites have been identified along the Racker Road Project that are anticipated to be offered for lease to businesses interested in locating within Windcrest as a means to generate additional income for the WEDC. Having gas available to these potential pad sites is a nice feature to offer when looking to attract new restaurant and retail businesses to the area.

2. FINDINGS/CURRENT ACTIVITY

CPS Energy Gas Engineering has tabulated a cost estimate for installing approximately 1,305' of new 4" plastic Gas Main and 2-2" services. The installation will include the tapping of a Main Gas line running South in an existing Gas and Electric easement along the west side of the building and running east of Fanatical Drive then turning east running east within the easement for service installments.

The Estimated Cost for performing this work is approximately \$34,659.72 which includes engineering labor, planning labor, and construction labor with materials. A check payable to CPS Energy must be submitted as full payment prior to start of construction for the anticipated completion of the gas services.

3. FINANCIAL IMPACT

\$34,659.72

4. FUNDING SOURCE

Requires discussion.

5. ACTION OPTIONS/RECOMMENDATION

Staff recommends action is taken by the WEDC Board of Directors to consider and approve payment and installation of a gas main line as described above.



WINDCREST

ECONOMIC DEVELOPMENT CORPORATION



Agenda Item Report

February 11, 2013

Contact – Sherry Mosier
smosier@windcrest-tx.gov

SUBJECT: Deliberation and possible action to approve the purchase of advertising in the Texas Wide Open for Business integrated marketing program in the amount of \$2,460 for a third-page vertical space to promote Windcrest in regards to quality of life, pro-business climate and other considerations.

1. BACKGROUND/HISTORY

The Texas Wide Open For Business publication is the main tool used by the Governor's Office of Economic Development and Texas One to promote Texas globally and attract and recruit businesses to the State.

2. FINDINGS/CURRENT ACTIVITY

Below, you will find a link to the video and the website. You can access the digital magazine through the website.

<http://www.youtube.com/watch?v=oAUbLN8NfcU> – VIDEO

<http://www.businessclimate.com/texas-economic-development> - WEBSITE

There are 4 main pieces of which the advertisers get direct presence:

1. High quality print publication

- Used in all trade shows, conferences, events.....etc. throughout year by Governor's Office and Texas One to tell the story of Texas

2. National website BusinessClimate.com

- 14 months in operation and have already received visits from over 178 countries globally coming from 7,000+ cities
- Seeing roughly 9,000 **unique** visitors on Monthly
- Projected to grow 5X through 2013

3. Digital Magazine

- Over 535,000 page views last year
- Can be shared globally through social media and email

- Texas One loading them on to jump drives and passing out at trade shows

4. Tablet Version/App

- All of this info can be accessed on iPads, Kindle, Nook, iPhone,
- Android devices....etc.

Other Points

1. This is the main tool used by the Governor's Office of Economic Development and Texas One to promote Texas globally and attract and recruit businesses to the State
2. It gives you the ability to have your message in front of every prospect looking at Texas for relocation or expansion
3. They pass it out to the legislatures so it's great way to deliver your message to those in Austin and it shows you're proactive

Attached is the rate card and the summary sheet that highlights their Target Audience and Distribution Methods.

I contacted several EDC's and Cities regarding their experience with the publication and their experiences varied as follows:

Kate Silvas, Executive Director, Converse EDC, indicated that she has not obtained any new prospects from their advertisement but it has led to other media promotions of their city in getting their name out there and she feels that in itself is worth the investment.

Johnny Casias, Assistant City Administrator, City of Selma, indicated "We have placed our ad in the TX Wide Open for Business Magazine for the last few years. Given the exposure and reach that this magazine has, we think it is a great way to getting the City's name across the U.S. and internationally as well. To that point, I think it is a great use of hotel/motel tax."

Phil Brewer, Economic Development Director, City of Cedar Park indicated "We do this ad and a couple of others and have no expectations regarding prospect generation. If we should get a lead it's viewed as "icing on the cake" from our perspective. This is a publication that is widely distributed by the Governor's Office in responding to general inquiries and handed out at trade shows and other events they sponsor. Many of the cities we compete with not only around the state but also in our region advertise in this publication so as result we feel we need to be represented. In this case it is more about our image and wanting to make sure Cedar Park's name is out there with our competition."

Dan Rogers, President/CEO, Kendall County EDC, indicated that he has not seen any prospects from this publication that he is aware of. However, they advertise to show support of the Governor's Office and to promote their name to the public.

Kasey Coker, Director of Economic Development, Muleshoe EDC, indicated that she has not received any prospects from the advertisement that she is aware of, however, their ad has only been out for 3 to 4 months so she is looking to see how things go over the next few months. At this point in time, she is choosing not to renew their ad for this year but if she sees results from their current ad over the next few months, she may consider placing another ad in the future.

3. FINANCIAL IMPACT

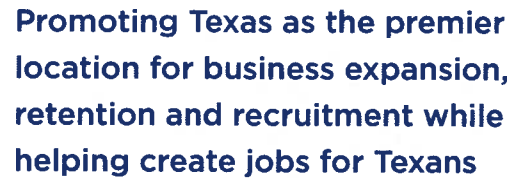
\$2,460 for a third-page vertical space or other amount and media space as determine by the Board.

4. FUNDING SOURCE

Promoting Windcrest. See attached chart.

5. ACTION OPTIONS/RECOMMENDATION

Staff recommends action is taken by the WEDC Board of Directors to consider and approve the purchase of a third-page vertical space or other media space as deemed appropriate in the Texas Wide Open For Business publication as a means to get Windcrest's name out there nationally and internationally. Since the City of Windcrest and the Windcrst EDC are always looking for new ways to promote our city, Staff recommends that the WEDC test the water with a smaller advertisement such as the one suggested (see attached third-page ad for Muleshoe EDC) and see how things go over the next year before it considers a larger advertisement, if any.



- Corporate Site Selectors
- Corporate Decision Makers
- Relocation Consultants
- Business Media

- Direct Mail to Domestic and Foreign Businesses and Site Consultants
- One-on-One Meetings
- Governor's Office Marketing Packets
- Mission Trips
- Trade Shows
- Website
- SIOR Mailing
- E-Marketing
- Social Media
- Geo-Targeted Campaigns
NY, CA, FL, MI
- International Campaigns
- Digital Magazine
- Speaking Engagements
- BusinessClimate.com
- Cross Promotion on Regional Economic Development Websites



- Manufacturing and Advanced Technology
- Aerospace, Aviation and Defense
- Energy
- Biotechnology and Life Sciences
- Information and Computer Technology
- Petroleum Refining and Chemical Products

- Texas One Annual Meeting
- Regional EDC Events
- Workforce Services Conference
- Statewide Associations
- Recruiting Events

TEXAS

WIDE OPEN FOR BUSINESS

ADVERTISING RATES

Magazines are the MOST EFFECTIVE MEDIUM in driving online searches.

2013, Vol. 4 • Frequency: Annual

PLEASE NOTE IMPORTANT ABBREVIATIONS: HP = Home Page/IBC = Inside Back Cover/FP = Full Page/TOC = Table of Contents/DM = Digital Magazine/CP = Community Profile

PREMIUM INTEGRATED MEDIA RATES

(Annual rates)

	INTEGRATED MEDIA	100% SOV DISPLAY UNITS		INTEGRATED MEDIA	100% SOV DISPLAY UNITS
Front Cover Gatefold + Page One		\$19,330	Following TOC Spread - FP + 2/3V Bleed		\$11,475
with Animated HP Med Rectangle	\$18,245		with HP Leaderboard	\$9,840	
Back Cover Gatefold + Facing IBC		\$19,125	Following TOC - FP		\$7,335
with Animated HP Med Rectangle	\$18,040		with HP Leaderboard	\$5,700	
Front Cover Gatefold		\$14,375	Following TOC - 2/3V Bleed		\$6,725
with Animated HP Med Rectangle	\$13,290		with HP Leaderboard	\$5,090	
Back Cover Gatefold		\$14,375	Facing Online TOC Spread - FP + 1/3V Bleed		\$9,590
with Animated HP Med Rectangle	\$13,290		with HP Leaderboard	\$7,955	
Interior Gatefold		\$14,375	Facing Online TOC - FP		\$7,335
with Animated HP Med Rectangle	\$13,290		with HP Leaderboard	\$5,700	
Opening Two-Page Spread		\$11,485	Following Online TOC - 1/3V Bleed		\$4,840
with Animated HP Med Rectangle	\$10,400		with HP Leaderboard	\$3,205	
Center Two-Page Spread		\$11,485	Facing DM Guide Spread - FP + 2/3V Bleed		\$11,475
with Animated HP Med Rectangle	\$10,400		with HP Leaderboard	\$9,840	
Four Consecutive Full Pages		\$17,445	Facing DM Guide - FP		\$7,335
with Animated HP Med Rectangle	\$16,360		with HP Leaderboard	\$5,700	
Two 2-Page Spreads		\$17,445	2/3 V Bleed Premium		\$6,725
with Animated HP Med Rectangle	\$16,360		Following DM Guide, Top 100 Hospitals, Top 100 Golf Course, Made In-State Food Products		
Feature Jump Sponsor		\$9,175	with HP Leaderboard	\$5,090	
with Animated HP Med Rectangle	\$8,090		Core Section Sponsor - FP		\$7,335
Back Cover		\$8,360	Business Almanac, Overview, Business Climate, Transportation, Education, Health, Energy, Technology, Livability, Economic Profile, Photo Gallery, Economic Development Associations, Higher Education, Fortune 500 Companies		
with Med Rectangle	\$6,575		with Med Rectangle	\$5,550	
Inside Front Cover		\$8,160	Section Sponsor - 1/2H Bleed		\$5,450
with Med Rectangle	\$6,375		Business Climate, Transportation, Education, Health, Energy, Technology, Livability		
Inside Back Cover		\$7,947	with Leaderboard	\$3,465	
with Med Rectangle	\$6,162		Economic Profile - 1/4H Bleed		\$4,020
Page One		\$7,540	with Half Rectangle	\$1,935	
with HP Leaderboard	\$5,905				
Facing Inside Back Cover		\$7,335			
with HP Leaderboard	\$5,700				
Facing TOC		\$7,335			
with HP Leaderboard	\$5,700				

Media synergy is important.

ALLOW THE **TEXAS WIDE OPEN FOR BUSINESS** MAGABRAND TO

DRIVE YOUR CUSTOMERS ONLINE.



SPECIAL SECTION RATES

(Annual rates)

	Program A	Program B	Program C
16-Page Special Section	\$34,000	\$37,500	\$44,500
8-Page Special Section	\$20,000	\$23,500	\$30,500

BUSINESSCLIMATE.COM/TEXAS

(Annual rates)

100% SOV Home Page Video Sponsorship & 100% SOV Video Channel Sponsorship		\$6,000
100% SOV Video Channel Sponsorship & 100% SOV Display Ad Package		\$5,085
100% SOV Home Page Video Sponsorship		\$3,500
100% SOV Video Channel Sponsorship (Demographics)		\$2,500
100% SOV Tablet & Digital Magazine Sponsorship		\$3,500
100% SOV Display Ad Package	Level 1	\$2,585
Business Climate, Top Industries, Cool Companies, Livability, Education, Health Care, Demographics, Transportation	Level 2 (includes animation)	\$3,335
Full Banner		
Home Page Placement		\$2,500
Facts, Photos & Video Placement		\$2,000

TEXAS

WIDE OPEN FOR BUSINESS

ADVERTISING RATES

INTEGRATED MEDIA RATES

(Annual rates)

Two-Page Spread with Medium Rectangle	\$8,230
Full Page with Medium Rectangle	\$4,925
Two-Thirds Page Bleed with Leaderboard	\$4,200
Half-Page Vertical with Leaderboard	\$3,610
Half-Page Horizontal with Leaderboard	\$3,090
Third-Page Vertical with Half Rectangle	\$2,460
Third-Page Horizontal with Half Rectangle	\$2,460
Eighth-Page with Half Rectangle	\$1,345

BUSINESSCLIMATE.COM/TEXAS

(Annual rates)

Medium Rectangle	
Home Page Placement With Animation (required)	\$1,500
General Placement	\$800
Content-Specific Placement	+15%
Leaderboard	
Home Page Placement	\$950
General Placement	\$600
Content-Specific Placement	+15%
Half Rectangle	
General Placement	\$500
Content-Specific Placement	+15%
Rich Media (Animation)	
Submitted Files	No Charge
JCI-Produced Ads (per ad)	\$250
Other Guaranteed Positioning (Print and/or Online)	+15%

Additional online advertising opportunities available - ask your sales representative.



RESERVE YOUR MAGAZINES TODAY!

MAGAZINES	10	25	50	100	200	300	300+
SHIPPING & HANDLING	\$15	\$25	\$45	\$60	\$86	\$105	\$1.50 each + S & H

Limited amounts of complimentary copies are available to advertisers for the cost of shipping and handling.

Reserve complimentary copies for marketing your business. In the rare case our distribution web doesn't reach as far as you'd like, we'll give you the magazines - so you can ensure that you are reaching your target.

Magazines Top Media in Driving Online Searches Among Adults 18 and Over

"WHICH MEDIUM INFLUENCES YOU TO START A SEARCH FOR MERCHANDISE ONLINE?"

TOP 10 MEDIA THAT TRIGGER AN ONLINE SEARCH (ADULTS 18+)

Medium (percent)	Overall	M	F	18-24	25-34	35-44	45-54	55-64	65+
Magazines	52%	52%	51%	60%	56%	50%	48%	50%	48%
TV/Broadcast	44	47	41	45	46	45	45	45	39
Newspapers	41	42	40	30	34	40	43	49	52
TV/Cable	36	40	31	55	45	35	30	28	24
Face-to-Face	35	39	32	49	40	37	33	31	24
E-mail Advertising	30	30	31	37	33	30	29	29	26
Direct Mail	29	28	31	26	29	30	30	31	30
Radio	28	32	25	31	35	30	27	24	20
Internet Advertising	27	31	24	41	33	26	25	23	18
Outdoor	11	12	10	16	16	11	11	8	5

Source: BIGresearch, July 2007, for the Retail Advertising & Marketing Association (Sample Size: 15,439, age 18+)

ADDITIONAL INFORMATION

- Submitted online display units may be updated at \$50 per change, or \$100 per hour for JCI-produced ads.
- View samples of animated online ads and select one of our many portfolio options at www.jnlcom.com/ads.
- Additional information regarding submission of print and online materials on the Digital Submission Guidelines form.

PAYMENT TERMS

Payment is required with contract.

businessclimate.com/texas
THE DEFINITIVE RELOCATION RESOURCE



Cowpokes Welcome

WORKING RANCHES LET YOU HARNESS YOUR INNER COWBOY

Texas has more than 70 working ranches, and many welcome visitors to enjoy vacations in their rustic, outdoor settings. The ranches offer an authentic experience and the chance to see Texas longhorns, horses, sheep and beautiful scenery, plus watch real cowboys tend to the stock.

One popular destination is Beaumont Ranch in Grandview, which actually has the old Chisholm Trail running through the middle of its acreage.

"We are a kind of resort for couples or families who like a rustic nature experience," says Donna Martin, Beaumont Ranch spokesperson. "Guests can watch cowboys work the horses and cattle, and visitors will also enjoy our spa and salon, a cafe, ATV rides and the longest zip line in Texas."

HEY, DUDE

One of most recognized destination cities in Texas for a working ranch experience is Bandera, known as the Cowboy Capital of the World.

One of its venues, Dixie Dude Ranch, has welcomed visitors from all over the world for more than 50 years. Guests have access to horseback riding, western meals and comfortable lodging, while watching cowboys work the longhorn cattle, Spanish goats and pigs.

The 725-acre expanse is a popular destination for school trips, summer family vacations and even Texas Hill Country honeymoons.

IN A SHADED RIVER

One in Bandera is Twin Elm Guest Ranch, where visitors ride on horseback with a horse best suited to their age and ability - including youngsters.

Visitors to Twin Elm can fish a shaded river, swim in a private pool, play basketball, or go indoors to play air hockey or ping pong. Other activities include tubing, hiking trails, birding and even a Friday Night Rodeo.

For more information on the ranch experience in Texas, go to

www.visit-texas.com.

- Kevin Litwin

MULESHOE, TEXAS



*"Where Progress
is Routine"*

BUSINESS FRIENDLY COMMUNITY

- Atmosphere that welcomes growth and innovation
- Access to three major highways and railroad



RICH IN HERITAGE & PRESERVATION

- Muleshoe Heritage Center
- Muleshoe Wildlife Refuge
- "Old Pete" - Only national memorial to the mule



COMMUNITY

- New water park
- Golf course
- Disc golf
- Recognized school district



AGRICULTURE

- Beef cattle
- Dairy cattle
- Crop production
- Established businesses to support industry



MULESHOE ECONOMIC DEVELOPMENT CORPORATION

215 S. First
Muleshoe, TX 79347
(806) 272-7455
muleshoe@fivearea.com
www.muleshoeedc.com

<u>Economic Development Corporation</u>					
Promoting Windcrest Items	2009 / 2010	2010 / 2011	2011 / 2012	2012 / 2013	
Beginning Balance				38,282	
Public Relation/Marketing Projects	10,514				
Entrances & Landscaping		5,375		(5,000)	
Windcrest Light Up Funding	8,500	3,225	1,655	(2,000)	
Banners in Business District	2,180				
Windcrest Gatefold			8,228	-	
Website	12,165		4,938	(5,037)	
Buy Windcrest Bucks (\$776.74 spent for cards; \$500 earmarked for window stickers)				(1,500)	
Business Mixers			345	(1,500)	
WEDC Name Badges (\$52.00), Car Decals (\$173.08), Tablecloth (\$427.50), Shirts (Not Purchased Yet) \$847.42 left in budget				(1,500)	
Texas Wide Open For Business Ad				(2,460)	
Windcrest Business Calendars				(5,000)	
Totals	22,844	8,600	15,166	14,285	

Black print delineates funds spent

Blue print delineates funds earmarked for projects via board approval

Red print delineates funds suggested by director or board member



WINDCREST
ECONOMIC DEVELOPMENT CORPORATION



Agenda Item Report

February 25, 2013

Contact – Sherry Mosier
smosier@windcrest-tx.gov

SUBJECT: Deliberation and possible action to authorize reimbursement to Board members for their meals, and/or other services, when they visit a Windcrest business and spend a significant amount of time explaining the Windfall, Windbucks, Storefront Project or other WEDC programs or incentives to the businesses

1. BACKGROUND/HISTORY

Board members Beckie Gergen and Lisa Pepi recently ate at the Thai Thai Asian Cuisine restaurant and spent over an hour that day, explaining the email, the program, helping the owner/manager with pricing for lunch menus, specials, how to do a happy hour to bring in Rackers, etc., (basically helping with business marketing) and while they enjoyed their personal meals it took from their enjoyable evening and made it work so they feel meals or other services like these should be reimbursed to board members. Not when things are just mentioned but when real work is being done.

2. FINDINGS/CURRENT ACTIVITY

Because WEDC Board members are volunteers giving of their time and serving the Windcrest community they should be allowed reimbursement of meals and other services, especially if working with a local business takes a significant amount of their personal time. Business cards must be left and true action and support must be proven to seek reimbursement not just mention of the programs available.

3. FINANCIAL IMPACT

Varies.

4. FUNDING SOURCE

Meals and Entertainment or other source as the Board deems appropriate.

5. ACTION OPTIONS/RECOMMENDATION

Staff recommends action is taken by the WEDC Board of Directors to consider and approve reimbursement for meals and other services when a board member visits a local business and explains a WEDC program or incentive.