

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

Regular Meeting

**January 24, 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 24th DAY OF JANUARY 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 present the 1st Quarterly Public Funds Investment Report for October 2012 – December 2012. [Att. 1]
2. Sarah Mangham, Municipal Finance Officer, will give an update on the WEDC finances as of December 31, 2012. [Att. 2]
3. Sarah Mangham, Municipal Finance Officer, will give an update on the finances for the Racker Road Project. [Att. 3]
4. Scott vonCannon, Integrated Media Manager for Journal Communications, contractor through the Governor's Office, will give a presentation on the Texas Wide Open For

Business initiative and integrated marketing program to include publishing technology, target audience, distribution strategies, the various integrated media and rates available, etc. [Att. 4]

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 formally approve Change Order No. 7 for \$84,002.00 to allow for construction of a 6' decomposed granite walkway with concrete curb/wall versus a 6' concrete sidewalk along Fanatical Place and Racker Road from the Rackspace gate at Windsor Park (fka Conn's Road) to the Rackspace gate near Mordred Road as requested by Rackspace and addressed by Jim Bray of Don McCrary & Associates, Inc. at the January 10, 2013 Board meeting. [Att. 5]

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

Treasury Review Findings will be presented in February.

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 24th of January 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 January 2013.

By: _____
Kelly Rodriguez, City Secretary

Windcrest EDC
Quarterly Investment Report
October 2012 - December 2012
Portfolio Summary Management Report

<u>Portfolio as of September 30, 2012</u>		<u>Portfolio as of December 31, 2012</u>	
Beginning Book Value	\$ 2,104,835	Ending Book Value	\$ 2,029,880
Beginning Market Value	\$ 2,104,835	Ending Market Value	\$ 2,029,880
		Investment Income for the quarter	\$ 43
Unrealized Gain / Loss	\$ -	Unrealized Gain/Loss	\$ -
		Change in Unrealized Gain/Loss	\$ -
		*Change in Value:	\$ (74,955)

Authorized by:

Sarah Mangham

Sarah Mangham, CGFO
Municipal Finance Officer

Sherry Mosier

Sherry Mosier
EDC Director

This report is prepared in compliance with the City's Investment Policy and reporting requirements in the Government Code Chapter 2256.

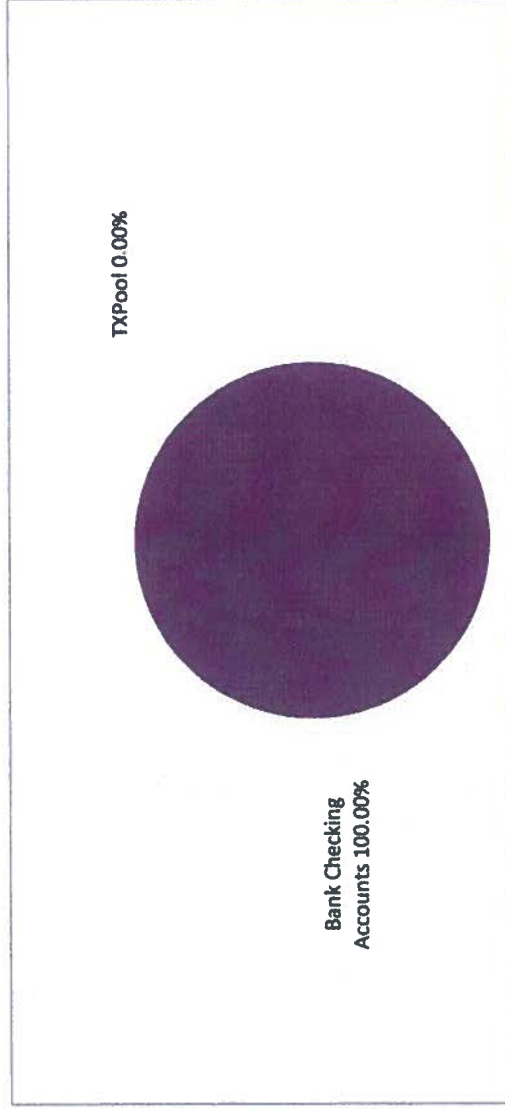
*Change in Market Value is required data, but will primarily reflect the receipt and expenditures of the City's funds from quarter to quarter.

Your Portfolio

As of December 31, 2012

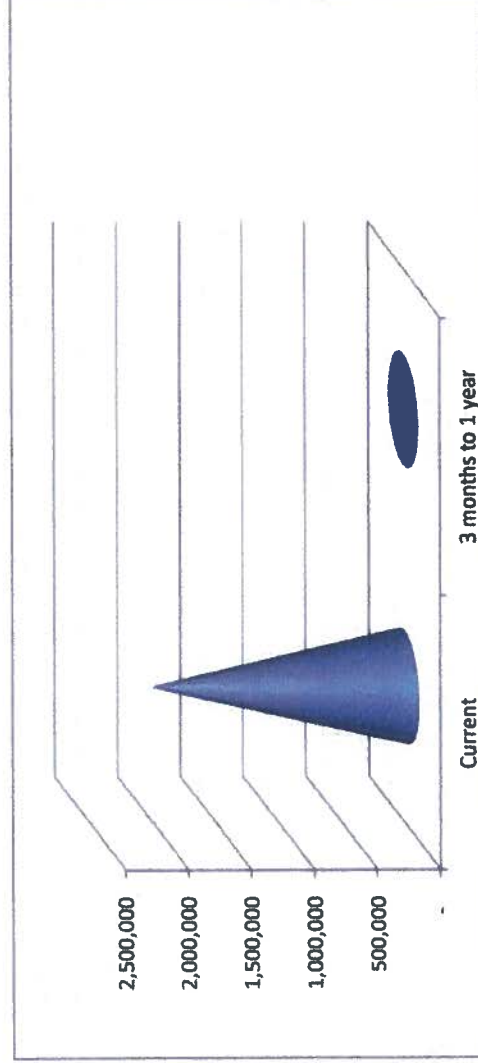
Your portfolio by diversification.

TXPool	-
Bank Checking Accounts	2,029,880



Your portfolio by maturity.

Current	2,029,880
3 months to 1 year	-



Your Portfolio

As of December 31, 2012

Investments	Par Value	Market Value	Book Value	% of Portfolio	Term (days)
Investment Pools	-	-	-	0.00%	1
Money Market Funds	-	-	-	0.00%	1
Bank Accounts	2,029,880	2,029,880	2,029,880	100.00%	1
CDs	-	-	-	0.00%	-

WINDCREST EDC FINANCE SUMMARY
For the Period Ending December 31, 2012

Acct Code		Account	Rate	Term (days)
Frost Bank Accounts:				
13-1102	Pooled Cash	\$ 6,754		
13-1105	Economic Development Corporation	\$ 389,464	0.0010%	1
13-1106	Economic Development Corporation Escrow	\$ 1,633,662	0.0010%	1
	Total - Frost National Bank	\$ 2,029,880	0.0010%	1
INVESTMENTS:				
	Texpool (breakout by fund below)	\$ -	0.0000%	1
13-1115	Economic Dev. Fund	-		
	TOTAL ALL FUNDS	\$ 2,029,880		

Fund	Fund Title	Balance	Interest Earned
13	Economic Development	2,029,879.65	43.10
	Total	2,029,879.65	43.10
		\$	

FROST - ALL ACCOUNTS

	2009-10	2010-11	2011-12	2012-13
October	0.5000%	0.0010%	0.0010%	0.0010%
November	0.5000%	0.0010%	0.0010%	0.0010%
December	0.5000%	0.0010%	0.0010%	0.0010%
January	0.5000%	0.0010%	0.0010%	
February	0.5000%	0.0010%	0.0010%	
March	0.5000%	0.0010%	0.0010%	
April	0.0010%	0.0010%	0.0010%	
May	0.0010%	0.0010%	0.0010%	
June	0.0010%	0.0010%	0.0010%	
July	0.0010%	0.0010%	0.0010%	
August	0.0010%	0.0010%	0.0010%	
September	0.0010%	0.0010%	0.0010%	

No graph for Frost Accounts.

BALANCE SHEET

AS OF: DECEMBER 31ST, 2012

13 -ECONOMIC DEVELOPMENT CORP

ACCOUNT# TITLE

ASSETS

1102 CLAIM ON CASH	6,753.61	
1105 CASH - CHECKING	389,464.35	
1106 Savings - TLF Proceeds	1,633,661.69	
1115 INVESTMENTS-TEXPOOL#15900001	0.00	
1116 INVESTMENTS-TEXPOOL#15900003	0.00	
1315 DUE FROM GENERAL FUND	0.00	
1375 DUE FROM HOT FUND	0.00	
1510 A/R SALES TAX	28,878.90	
		2,058,758.55

TOTAL ASSETS

2,058,758.55

LIABILITIES

2315 DUE TO GENERAL FUND	43,870.00	
2320 DUE TO TAXING ENTITIES	0.00	
2400 A/P PENDING	2,820.85	
2401 ACCOUNTS PAYABLE	0.00	
2402 ALAMO TITLE ESCROW FUNDS	0.00	
2410 A/P - SALES TAX	17,329.56	
TOTAL LIABILITIES		64,020.41

EQUITY

3201 FUND BALANCE	2,149,287.36	
TOTAL BEGINNING EQUITY	2,149,287.36	
TOTAL REVENUE	44,692.17	
TOTAL EXPENSES	199,241.39	
TOTAL SURPLUS/(DEFICIT)	(154,549.22)	

TOTAL EQUITY & SURPLUS/(DEFICIT) 1,994,738.14

TOTAL LIABILITIES, EQUITY & SURPLUS/DEFICIT

2,058,758.55

CITY OF WINCREST
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: DECEMBER 31ST, 2012

13 -ECONOMIC DEVELOPMENT CORP

% OF YEAR COMPLETED: 25.00

REVENUES	PRIOR YEAR YTD BALANCE	AMENDED BUDGET	CURRENT PERIOD	YEAR TO DATE BALANCE	YEAR TO DATE ENCUMBERED	% OF BUDGET	BUDGET BALANCE
13-4105 INCOME - OTHER	0.00	0	0.00	0.00	0.00	0.00	0
13-4110 INCOME - OTHER (HOT)	0.00	0	0.00	0.00	0.00	0.00	0
13-4111 INCOME - OTHER (GEN.FUND)	0.00	0	0.00	0.00	0.00	0.00	0
13-4112 INCOME-WALZEM RD GRANT	0.00	0	0.00	0.00	0.00	0.00	0
13-4113 INCOME-CORPORATE DONATIONS	0.00	0	0.00	0.00	0.00	0.00	0
13-4115 SALES TAX (.25)	57,517.40	382,571	44,649.07	44,649.07	0.00	11.67	337,922
13-4301 INTEREST	24.29	250	12.45	43.10	0.00	17.24	207
13-4900 PROCEEDS FROM CAPITAL LEASE	0.00	0	0.00	0.00	0.00	0.00	0
 TOTAL REVENUES	 57,541.69	 382,821	 44,661.52	 44,692.17	 0.00	 11.67	 338,129

CITY OF WINCREST
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: DECEMBER 31ST, 2012

13 -ECONOMIC DEVELOPMENT CORP

% OF YEAR COMPLETED: 25.00

DEPARTMENTAL EXPENDITURES	PRIOR YEAR YTD BALANCE	AMENDED BUDGET	CURRENT PERIOD	YEAR TO DATE BALANCE	YEAR TO DATE ENCUMBERED	% OF BUDGET	BUDGET BALANCE
00-GENERAL EXPENDITURES							
SALARIES & BENEFITS							
13-500-009 SALARIES - EDC	0.00	70,000	5,384.62	13,461.55	0.00	19.23	56,538
13-500-010 ADMINISTRATIVE EXPENSES	0.00	0	0.00	0.00	0.00	0.00	0
13-500-011 EDC LONGEVITY	0.00	0	0.00	0.00	0.00	0.00	0
13-500-013 STIPEND	0.00	1,938	0.00	1,871.86	0.00	96.60	66
13-500-018 EDC EDUCATION PAY	0.00	0	0.00	0.00	0.00	0.00	0
13-500-020 EDC OVERTIME	0.00	0	0.00	0.00	0.00	0.00	0
13-500-030 SOCIAL SECURITY-EDC	0.00	5,465	419.60	1,356.10	0.00	24.81	4,109
13-500-040 HEALTH INSURANCE-EDC	0.00	876	2,836.67	2,904.14	0.00	331.52 (	2,028)
13-500-050 RETIREMENT-EDC	0.00	7,140	356.20	1,068.60	0.00	14.97	6,071
13-500-060 WORKERS COMPENSATION-EDC	0.00	283	0.00	0.00	0.00	0.00	283
13-500-070 UNEMPLOYMENT COMPENSATION	0.00	135	0.00	135.00	0.00	100.00	0
13-500-080 CONTRACT LABOR	0.00	65,000 (	2,600.00)	8,000.00	0.00	12.31	57,000
13-500-095 TERMINATION PAYOUT	0.00	0	0.00	0.00	0.00	0.00	0
TOTAL SALARIES & BENEFITS	0.00	150,837	6,397.09	28,797.25	0.00	19.09	122,039
OTHER EXPENSES							
13-500-100 PUBLIC RELATION FEES-GENE	0.00	0	0.00	0.00	0.00	0.00	0
13-500-115 MOBILE TELEPHONE	0.00	1,450	110.78	276.95	0.00	19.10	1,173
13-500-120 DUES & SUBSCRIPTIONS	0.00	1,400	0.00	652.00	0.00	46.57	748
13-500-130 TRAINING	0.00	5,000	180.00	180.00	0.00	3.60	4,820
13-500-132 TRAVEL	0.00	13,062	0.00	277.26	0.00	2.12	12,785
13-500-135 MEALS & ENTERTAINMENT	0.00	5,000	0.00	1,870.50	0.00	37.41	3,130
13-500-200 COMPUTER MAINTENANCE	0.00	200	0.00	0.00	0.00	0.00	200
13-500-201 WEBSITE MAINTENANCE	0.00	720	0.00	124.00	0.00	17.22	596
13-500-205 REPAIRS & MAINT OF BUILDI	0.00	0	0.00	0.00	0.00	0.00	0
13-500-250 LEGAL EXPENSES	7,500.00	60,000	2,500.00	7,500.00	0.00	12.50	52,500
13-500-290 AUDIT	0.00	5,500	0.00	2,750.00	0.00	50.00	2,750
13-500-430 SUPPLIES	0.00	1,200	0.00	13.18	0.00	1.10	1,187
13-500-440 ELECTION EXPENSES	0.00	0	0.00	0.00	0.00	0.00	0
13-500-510 VEHICLE EXPENSE-EDC	0.00	0	0.00	0.00	0.00	0.00	0
13-500-515 HEALTH EXPENSE ALLOW-DIRE	0.00	0	0.00	0.00	0.00	0.00	0
13-500-520 MOVING EXPENSE-DIRECTOR	0.00	0	0.00	0.00	0.00	0.00	0
13-500-540 VEHICLE FUEL	0.00	0	0.00	0.00	0.00	0.00	0
13-500-590 POSTAGE	0.00	145	0.00	0.00	0.00	0.00	145
13-500-630 LEGAL ADVERTISING	276.28	476	0.00	0.00	0.00	0.00	476
13-500-640 COPIER USAGE	956.83	1,443	0.00	0.00	0.00	0.00	1,443
13-500-650 WALZEM RD GRANT EXPENSES	0.00	0	0.00	0.00	0.00	0.00	0
13-500-700 CONTINGENCIES	0.00	4,620	0.00	24.00	0.00	0.52	4,596
TOTAL OTHER EXPENSES	8,733.11	100,216	2,790.78	13,667.89	0.00	13.64	86,548
CAPITAL EXPENSES							
13-500-800 EDC PROJECTS	0.00	200,000	0.00	4,937.50	0.00	2.47	195,063
13-500-801 PROMOTING WINDCREST	0.00	38,282	13,022.50	13,637.46	0.00	35.62	24,645
13-500-810 CAPITAL EXPENSE	0.00	0	0.00	0.00	0.00	0.00	0

CITY OF WINCREST
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: DECEMBER 31ST, 2012

13 -ECONOMIC DEVELOPMENT CORP

% OF YEAR COMPLETED: 25.00

DEPARTMENTAL EXPENDITURES	PRIOR YEAR YTD BALANCE	AMENDED BUDGET	CURRENT PERIOD	YEAR TO DATE BALANCE	YEAR TO DATE ENCUMBERED	% OF BUDGET	BUDGET BALANCE
13-500-890 TLF LOAN PAYMENTS	44,986.80	659,960	7,786.87	26,778.43	0.00	4.06	633,182
13-500-891 RACKER ROAD PROJECT	17,068.42	915,299	0.00	104,461.19	0.00	11.41	810,838
13-500-892 TLF INTEREST	0.00	0	3,459.83	6,961.67	0.00	0.00 (	6,962)
TOTAL CAPITAL EXPENSES	62,055.22	1,813,541	24,269.20	156,776.25	0.00	8.64	1,656,765
OTHER INCOME/EXPENSES							
13-500-900 PRIOR PERIOD ADJUSTMENT	0.00	0	0.00	0.00	0.00	0.00	0
TOTAL OTHER INCOME/EXPENSES	0.00	0	0.00	0.00	0.00	0.00	0
TOTAL 00-GENERAL EXPENDITURES	70,788.33	2,064,594	33,457.07	199,241.39	0.00	9.65	1,865,353
TOTAL EXPENDITURES	70,788.33	2,064,594	33,457.07	199,241.39	0.00	9.65	1,865,353
REVENUE OVER/(UNDER) EXPENDITURES (	13,246.64) (	1,681,773)	11,204.45 (	154,549.22)	0.00	9.19 (	1,527,224)

Windcrest EDC Racker Road Project

Entry	Modification No / Check No	Beginning Balance	Modifications	Invoices	Retainage	Ending Contract balance	Funding Sources			
							TLF Loan	Escrow	EDC Projects	Interest
Original Contract		\$ 2,805,671.00	\$ -	\$ -	\$ -	\$ 2,805,671.00	1,600,000.00	1,670,120.19	175,000.00	30
12/20/11 Invoice 11038-01	2245	\$ -	\$ -	\$ 40,950.00	\$ 4,550.00	\$ 2,760,171.00	\$ (40,950.00)	\$ -	\$ -	\$ -
01/26/12 Invoice 11038-02	2248	\$ -	\$ -	\$ 484,172.85	\$ 53,797.00	\$ 2,222,201.15	\$ (484,172.85)	\$ -	\$ -	\$ 12.23
03/14/12 Invoice 11038-03	2254	\$ -	\$ -	\$ 145,745.46	\$ 16,193.94	\$ 2,060,261.75	\$ (145,745.46)	\$ -	\$ -	\$ 12.20
04/12/12 Invoice 11038-04	2260	\$ -	\$ -	\$ 170,746.20	\$ 18,971.80	\$ 1,870,543.75	\$ (170,746.20)	\$ -	\$ -	\$ 8.70
Change 1 - void		\$ -	\$ -	\$ -	\$ -	\$ 1,870,543.75	\$ -	\$ -	\$ -	\$ 14.12
Change 2 - 12/7/11		\$ 15,430.00	\$ -	\$ -	\$ -	\$ 1,885,973.75	\$ -	\$ -	\$ -	\$ -
05/15/12 Invoice 11038-05	2280	\$ -	\$ 150,833.69	\$ 15,083.37	\$ -	\$ 1,720,056.69	\$ (150,833.69)	\$ -	\$ -	\$ -
05/25/12 Invoice 11038-07	2294	\$ -	\$ 83,191.89	\$ 8,676.13	\$ -	\$ 1,628,188.67	\$ (83,191.89)	\$ -	\$ -	\$ -
07/24/12 Invoice 11038-08	2302	\$ -	\$ 223,898.40	\$ 22,389.84	\$ -	\$ 1,381,900.43	\$ (223,898.40)	\$ -	\$ -	\$ -
08/09/12 Invoice 11038-09	2317	\$ -	\$ 66,126.60	\$ 6,612.66	\$ -	\$ 1,309,161.17	\$ (66,126.60)	\$ -	\$ -	\$ 62.03
Change 3 - 4/13/12		\$ 18,400.00	\$ -	\$ -	\$ -	\$ 1,327,561.17	\$ -	\$ -	\$ -	\$ 15.95
Change 4 -		\$ 10,010.00	\$ -	\$ -	\$ -	\$ 1,337,571.17	\$ -	\$ -	\$ -	\$ 14.70
09/12/12 Invoice 11038-10	2332	\$ -	\$ 181,387.99	\$ 23,376.66	\$ -	\$ 1,132,806.52	\$ (181,387.99)	\$ -	\$ -	\$ 12.45
09/30/12 Invoice 11038-11	2346	\$ -	\$ 86,836.19	\$ 9,648.47	\$ -	\$ 1,036,321.86	\$ (86,836.19)	\$ -	\$ -	\$ -
Change 5 -		\$ 36,600.00	\$ -	\$ -	\$ -	\$ 1,072,921.86	\$ -	\$ -	\$ -	\$ -
Change 6 -		\$ 42,000.00	\$ -	\$ -	\$ -	\$ 1,114,921.86	\$ -	\$ -	\$ -	\$ -
Balance						\$ 52,946.92	\$ 1,583,284.00	\$ 175,000.00	\$ 182.38	
Terracon 11/21/11						(500.00)				
Don McCrary 12/9/11						(15,652.58)				
P3 Imaging 12/9/11						(915.84)				
Don McCrary 02/09/12						(6,300.00)				
Don McCrary 3/30/12						(12,600.00)				
Don McCrary 4/12/12						(2,775.00)				
Don McCrary 4/12/12						(1,495.00)				
Don McCrary 05/09/12						(1,260.00)				
Don McCrary 05/16/12						(6,300.00)				
Chicago Title 06/12/12						(1,515.50)				
Don McCrary 06/12/12						(3,633.00)				
Don McCrary 09/28/12						(2,705.93)				
Don McCrary 11/08/12						(7,365.00)				
Don McCrary 11/29/12						(7,490.00)				
Don McCrary 11/29/12						(7,285.00)				
Don McCrary 11/29/12						(2,850.00)				
Remaining Balances						0.00	\$ 1,555,588.07	\$ 175,000.00	\$ 182.38	

Sherry Mosier

From: Scott vonCannon <svoncannon@jnlcom.com>
Sent: Wednesday, January 16, 2013 5:26 PM
To: Sherry Mosier
Cc: Rafael Castillo; Robert Colunga
Subject: Texas Wide Open For Business
Attachments: Texas 2013 rates.pdf; Texas 2013 Summary Sheet.pdf

Hey Sherry,

I thoroughly enjoyed meeting with you, Robert, and Rafael this morning and learning about the community of Windcrest. Per our conversation, I wanted to pass some information to you before we meet again next Thursday for the EDC meeting. Below, you will find a link to the video I showed you during our meeting and to the website as well. You can access the digital magazine through the website.

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

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

There are 4 main pieces of which our 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 TX

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.

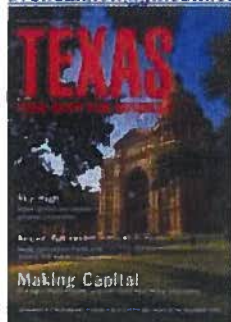
Other Points

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

I've also attached the rate card and the summary sheet that highlights our Target Audience and Distribution Methods. Feel free to share any and all of this to the EDC members before our meeting. I will make sure to bring several copies of the guide and plenty of media kits as well. If I'm missing anything, please let me know.

Thanks,

Scott vonCannon
Integrated Media Manager
Journal Communications, Inc.
205.482.1347 cell
615.296.0461 fax
svoncannon@jnlcom.com



[Click Here to See A Short Video on the Texas Wide Open For Business Initiative!](#)



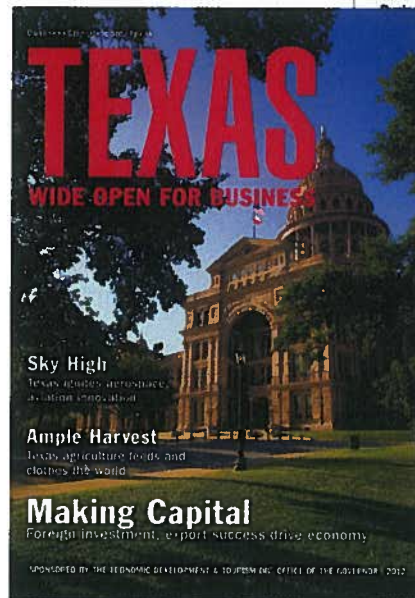
Promoting Texas as the premier location for business expansion, retention and recruitment while helping create jobs for Texans

TARGET AUDIENCE

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

STRATEGIES FOR DISTRIBUTION

- 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



KEY INDUSTRY CLUSTERS

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

TEXAS CONFERENCES AND EVENTS

- 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	\$150 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



WINDCREST
ECONOMIC DEVELOPMENT CORPORATION



Agenda Item Report

January 18, 2013

Contact – Sherry Mosier

smosier@windcrest-tx.gov

SUBJECT: Deliberation and possible action regarding formal approval of Change Order No. 7 for \$84,002.00 to allow for construction of a 6' decomposed granite walkway with concrete curb/wall vs. a 6' concrete sidewalk along Fanatical Place and Racker Road

1. BACKGROUND/HISTORY

Early in the project, Rackspace made a request to have a decomposed granite walkway with concrete curb/wall installed versus a concrete sidewalk along Fanatical Place and Racker Road from the Rackspace gate at Windsor Park (fka Conn's Road) to the Rackspace gate near Mordred Road. This change order was addressed by Jim Bray of Don McCrary & Associates, Inc. and Jaime Kinch, Director of Real Estate for Rackspace, at the January 10, 2013 Board meeting during the presentation given by Mr. Bray to update the Board on the status of the Racker Road Project.

2. FINDINGS/CURRENT ACTIVITY

Verbal instruction to proceed was given by Tim Maloney, Board President, during the January 10, 2013 meeting, however, this matter was not on the agenda as an action item and therefore, needs to be formally approved by the Board.

3. FINANCIAL IMPACT

\$84,002.00, the difference in the cost for installation of a 6' decomposed granite walkway with concrete curb/wall for a total cost of \$131,882 versus \$47,880.00 as originally allocated in the J3 contract for installation of a 6' concrete sidewalk per change order attached to this report that has been prepared and is being presented to the WEDC for execution.

4. ACTION OPTIONS/RECOMMENDATION

Staff recommends that the Board formally approve this item so construction can continue as scheduled and the granite walkway with concrete curb/wall can be installed for the use and enjoyment of the Rackers and the public alike.

CONTRACTOR CONTRACT
CHANGE ORDER

PROJECT: Racker Road Project

PROJECT NO: 09021

CONTRACTOR: J3 Company LLC CHANGE ORDER NO.: 7

In accordance with the terms of the contract for the construction of improvements, dated December 7, 2012, between the Windcrest Economic Development Corporation (OWNER) and J3 Company LLC (CONTRACTOR). The Contractor is hereby directed to make additions or alterations in the work with details and costs as follows:

Additional work to be completed
See Attached

Adjustment in payment shall be as follows:

The original Contract Sum was	\$ <u>2,805,671.00</u>
Net Change by previous Change Orders	\$ <u>122,440.00</u>
The Contract Sum prior to this Change Order was	\$ <u>2,928,111.00</u>
The Contract Sum will be <u>increased</u> by this Change Order	\$ <u>84,002.00</u>
The new Contract Sum including this Change Order will be	\$ <u>3,012,113.00</u>

The Contract Time will be **increased** by (30) days

The Date of Completion as of the date of this Change Order is 76 additional days from notice to proceed completion date.

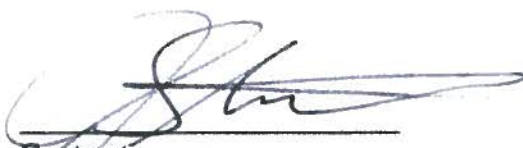
The parties to these presents have executed this Supplemental Agreement on this 14th day of January, 2013

WEDC Director
Sherry Mosier



Engineers Office
J.R. Bray, Vice President
Don McCrary & Assoc. Inc.

WEDC President
Tim Maloney



Contractor
Joey Stewart
J3 Company LLC



J3 Company, LLC
PO Box 129
Comfort, TX 78013

Change Order

Order # CO-18 REV 01

Order Date: 4-Jan-13

To: City of Windcrest

Job # 11-038
Project: Racker Road

The Contractor agrees to perform and the owner agrees to pay for the following changes to this contract.

Plans Attached
Specifications Attached
Customer Order:

Ordered By: Rackspace/Windcrest

COST CODE	DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	AMOUNT
5010.501	6' CONCRETE SIDEWALK (DELETE)	1,064.000	SY	-45.00	(\$47,880.00)
5010.555	6' DECOMPOSED GRANITE WALKWAY (ADD)	1,842.000	SY	61.00	\$112,362.00
5010.001	CONCRETE CURB/WALL (2) WALKWAY (ADD)	1,220.000	LF	16.00	\$19,520.00
GRAND TOTAL					\$84,002.00

Notes:

Total Change Order

\$84,002.00

Negative changes will lower the overall contract price requiring no additional payment by owner.

Client/Owner: _____

Date: _____

Print Name: _____

Contractor: _____

Date: _____

Print Name: _____

SEE ATTACHED EXHIBIT A

EXHIBIT A

**RACKER RD. - DECOMPOSED GRANITE WALKWAY
CHANGE ORDER #18**



J3 COMPANY, LLC

P.O. BOX 129

COMFORT, TEXAS 78013

Contact: P.J. JONS OR HUGH JONS

Phone: 830-995-5100

Fax: 830-995-5199

Quote To:

Phone:

Fax:

Job Name:

Date of Plans:

Job Number:

Revision Date:

RACKER GRANITE WALK C.O. #18

08/28/2012

1208288

1/4/2013

ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	AMOUNT
10	6' CONCRETE SIDEWALK (DELETE)	1,064.00	SY	-45.00	-47,880.00
20	6' DECOMPOSED GRANITE WALKWAY (ADD)	1,842.00	SY	61.00	112,362.00
30	CONCRETE CURB/WALL @ WALKWAY (ADD)	1,220.00	LF	16.00	19,520.00
GRAND TOTAL					\$84,002.00