

CONTRACTS AND AGREEMENTS

AGREEMENT

\$81,250.00

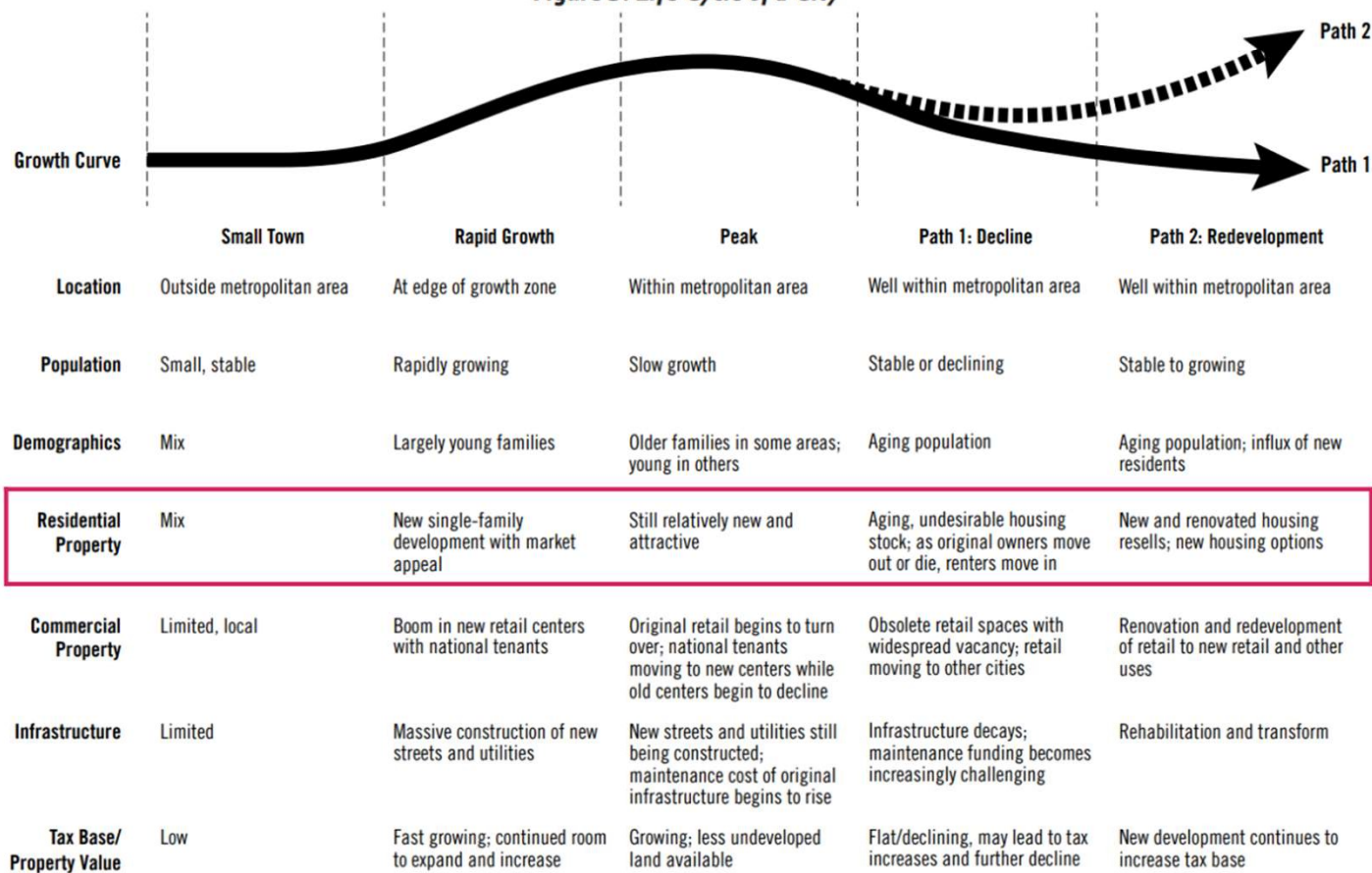
**Consideration of and action on authorization of a
Contract with Brick & Batten Inc., for 125
vouchers/coupons for discounted exterior design
services for City residents for the Great Homes
Design Program**

Jon Soriano

Community Development Program Strategist

Why

Figure 5: Life Cycle of a City



Work to Date

Internal Housing Study

- Neighborhood Health Audit
- Neighborhood Insight Report

Program Research

- Research on 22 other cities' residential reinvestment programs
- Interviews with 12 program administrators
- Whitepaper summarizing research

Community Engagement

- 5-Question Survey
- Outreach Events and HOA Meetings



GREAT HOMES - PILOT PROGRAMS

Program 1 - Great Homes Design Program

INTRODUCTION

- Provides Sugar Land homeowners and homeowner associations (HOAs) with a creative, re-envisioned exterior home design at a Sugar Land-exclusive cost
- Incentive of up to \$500 for homeowners who implement at least one qualifying exterior improvement to their home within six months of receiving a design
- Applicants to this program can apply to receive a voucher for discounted services through the vendor of their choice (as supplies last):
 - **Brick & Batten**
 - **Dzinly**

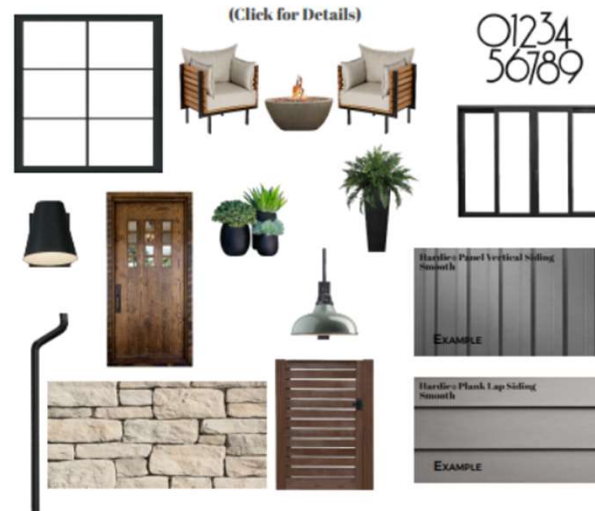


Example of Exterior Design Services
from Brick & Batten

Program 1 - Great Homes Design Program



Your Custom Design Elements



Paint Colors



Example of Exterior Design Services
from Brick & Batten

Program 1 - Great Homes Design Program



Option 2



Save Combination



Brand:
Certainteed

Specifications:
Board and Batten



Brand:
Brick

Specifications:
Custom White Wash



Brand:
Pella

Specifications:
Black



Brand:
Elena Millwork

Specifications:
Framed Board and Batten



Brand:
Benjamin Moore

Specifications:
Black

Example of Exterior Design Services
from Dzinly

Proposed Budget and Estimated Program Impact

PILOT PROGRAM BUDGETS AND ESTIMATED IMPACT

Program 1 - Great Homes Design Program

- \$120K for the first year's implementation of the pilot (General Fund)
- Projected Impact
 - \$100K will fund 250 home designs total from both vendors
 - \$20K reserved for incentive payments for 40 home projects



Great Homes Design Program

Program 2 - Great Homes Update Program

INTRODUCTION

- A reimbursement incentive program to encourage rehabilitation and refurbishments to the exterior of a single-family residential property
- Matching reimbursement grant funds
 - Up to 10 or 25% of the project's cost
 - Maximum \$10,000 per project
- All single-family residences located within the City are eligible to apply and participate



Program 2 - Great Homes Update Program

ELIGIBLE PROJECTS

- Minimum total project cost must be greater than \$4,000, excluding sales tax and permitting fees
- Projects Qualifying for up to a 10% or 25% Rebate
 - Exterior painting
 - Addition of new exterior siding, soffit, or trim
 - Exterior siding replacement
 - Window replacement
 - Garage door replacement
 - Replacement or expansion of driveway and/or front path
 - Fence replacement
 - Roof replacement
 - Only 10% of the roof replacement project cost will count towards your total project cost - and that 10% cannot be exceeded by the cost of other parts of the project
 - Addition, expansion, or replacement of front patio
 - Installation of exterior accent lighting features
 - Landscaping projects
 - Must be substantially accompanied by another qualifying project and cannot exceed the cost of the other project
 - Projects can be combined to meet the minimum total project cost

Before

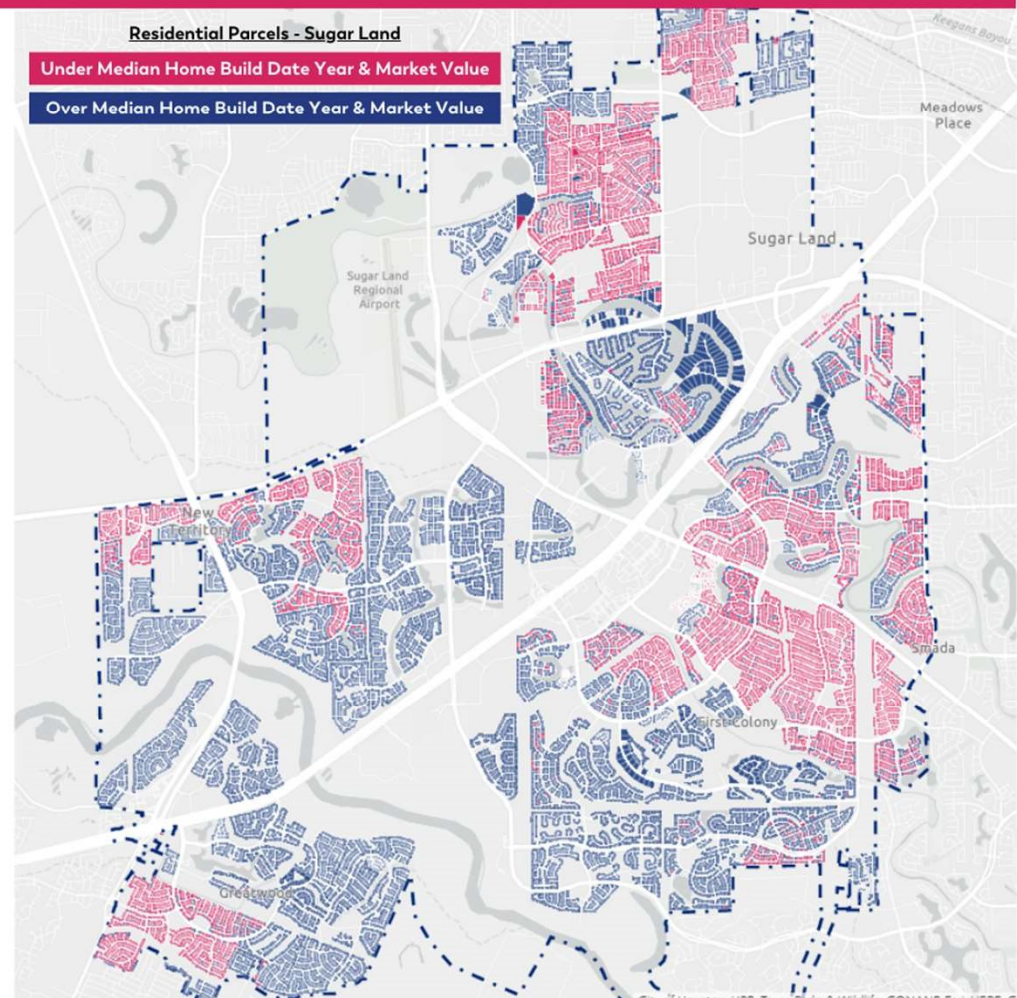


After



Program 2 - Incentive Brackets

<u>Build Date</u>	<u>FBCAD Market Value</u>	<u>Incentive Available</u>
1994 or older	Under \$370K	Up to 25% of project cost reimbursed
All other homes		Up to 10% of project cost reimbursed



Proposed Budget and Estimated Program Impact

PILOT PROGRAM BUDGETS AND ESTIMATED IMPACT

Program 2 - Great Homes Update Program

- \$500K for the first year's implementation of the pilot (General Fund)
- Projected impact
 - Incentivizing at least \$2 million to \$5 million in residential improvements
 - Assuming each program participant's total project cost is \$5K to \$20K
 - 100 to 1,000 homes with renovated exteriors



Great Homes Update Program

Next Steps

FEBRUARY 2023

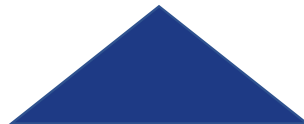
- **Launch Marketing Campaign - February 8, 2023**
- **Great Homes Launches on February 15, 2023!**
 - Please visit sugarlandcodev.com/great-homes for more information and to apply to participate in the programs



Staff Recommendation

Staff recommends approving Resolution No. 22-57 adopting a City Council policy for a Great Homes Update economic development program and Resolution No. 22-55 adopting a City Council policy for a Great Homes Design economic development program.

Clarifying Questions for Staff



Council Motion & Discussion

