



SUGAR LAND DEVELOPMENT CORPORATION

AGENDA

Sugar Land City Hall
2700 Town Center Boulevard North
Sugar Land, Texas 77479

TUESDAY, SEPTEMBER 7, 2021

**SUGAR LAND DEVELOPMENT CORPORATION
MEETING OF THE SUGAR LAND DEVELOPMENT CORPORATION
AND THE GOVERNING BODY OF THE CITY OF SUGAR LAND**

CANE ROOM 161
<https://youtu.be/fqQi1FdLr6w>

4:00 PM

I. ATTENTION:

- A.** *Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through videoconferencing means. A quorum of the City Council, Board and/or Commission will be physically present at the above-stated location, and said location is open to the public. Audio/Video of open deliberations will be available for the public to hear/view, and are recorded as per the Texas Open Meetings Act.*

The meeting will live stream at <https://youtu.be/fqQi1FdLr6w>.

II. CALL TO ORDER

III. PUBLIC COMMENT

- A. Option 1:** Members of the public desiring to submit written comments to be read during the Public Comment or Public Hearing portions of the meeting, will be allowed to submit their comments to the Office of the City Secretary (citysec@sugarlandtx.gov). Written/e-mailed comments must be received by 2:00 p.m., Tuesday, September 7, 2021.

Option 2: Members of the public desiring to participate virtually during the set/posted time of the Public Comment or Public Hearing must e-mail (citysec@sugarlandtx.gov) or call ((281) 275-2730) the Office of the City Secretary by 2:00 p.m., Tuesday, September 7, 2021. Once properly registered, the Office of the City Secretary will provide instructions for direct participation during the Public Hearing.

Option 3: Members of the public desiring to address the City Council, Board and/or Commission in person with regard to matters on the agenda must complete a "Request to Speak" form and give it to the City Secretary, or designee, prior to the beginning of the meeting.

Each speaker is limited to three (3) minutes, and speakers requiring a translator will have six minutes, regardless of the number of agenda items to be addressed. Comments or discussion by the City Council, Board, and/or Commission Members, will only be made at the time the subject is scheduled for consideration.

The City of Sugar Land reserves the right to remove any written/mailed comments deemed inappropriate or not adhering to the public comment rules outlined in this notice. The City reserves the right to not read any comments containing -

- Links to for-profit sites
- Advertising
- Promotion of illegal activities
- Sexual oriented/explicit comments and sites

- Information promoting discrimination/harassment
- Political/religious rhetoric, advocacy, or commentary

For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.

IV. MINUTES

- A. Consideration of and action on the minutes of the August 3, 2021 meeting.

Thomas Harris III, City Secretary

V. BUDGET

- A. Consideration of and action on amending the Fiscal Year 2021 Budget to Projections; adoption of the proposed Fiscal Year 2022 Budget; and a recommendation of the proposed Fiscal Year 2022 Budget to the Mayor and Members of City Council.

Scott Butler, Director of Budget & Strategy

VI. WORKSHOP

- A. Review of and discussion on a Proposal from Development Counsellors International for the Office of Economic Development's Fiscal Year 2022 Integrated Marketing Program.

Melissa Raju, Tourism and Visitor Services Manager and Kat Saunders, DCI, Senior Vice President, Client Strategy

VII. QUARTERLY REPORT

- A. Review of and discussion on Fiscal Year 2021 Third Quarter Report.

Jon Soriano, Economic Development Coordinator

VIII. DIRECTOR'S REPORT

- A.
 - Marketing, Promotions, and Events
 - Strategic and Capital Projects
 - Business Recruitment and Retention Efforts

Elizabeth Huff, Director of Economic Development

THE SUGAR LAND DEVELOPMENT CORPORATION RESERVES THE RIGHT TO ADJOURN INTO EXECUTIVE SESSION AT ANY TIME DURING THE COURSE OF THIS MEETING TO DISCUSS ANY OF THE MATTERS LISTED ABOVE, AS AUTHORIZED BY TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY).

IF YOU PLAN TO ATTEND THIS PUBLIC MEETING AND YOU HAVE A DISABILITY THAT REQUIRES SPECIAL ARRANGEMENTS AT THE MEETING, PLEASE CONTACT THE CITY SECRETARY, (281) 275-2730. REQUESTS FOR SPECIAL SERVICES MUST BE RECEIVED FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING TIME. REASONABLE ACCOMMODATIONS WILL BE MADE TO ASSIST YOUR NEEDS.

THE AGENDA AND SUPPORTING DOCUMENTATION IS LOCATED ON THE CITY WEB SITE (WWW.SUGARLANDTX.GOV) UNDER MEETING AGENDAS.

Posted this 3rd day of September, 2021 at 12:05 p.m.





**Sugar Land Development Corporation
SEPTEMBER 7, 2021**

AGENDA REQUEST NO:

AGENDA OF: Sugar Land Development Corporation Meeting

INITIATED BY:

PRESENTED BY:

RESPONSIBLE DEPARTMENT: City Secretary

AGENDA CAPTION:

MEETING OF THE SUGAR LAND DEVELOPMENT CORPORATION
AND THE GOVERNING BODY OF THE CITY OF SUGAR LAND

CANE ROOM 161

<https://youtu.be/fqQi1FdLr6w>

BUDGET

EXPENDITURE REQUIRED:

CURRENT BUDGET:

ADDITIONAL FUNDING:

FUNDING SOURCE:



**Sugar Land Development Corporation
SEPTEMBER 7, 2021**

AGENDA REQUEST NO: IV.A.

AGENDA OF: Sugar Land Development Corporation Meeting

INITIATED BY: *Thomas Harris III, City Secretary*

PRESENTED BY: *Thomas Harris III, City Secretary*

RESPONSIBLE DEPARTMENT: City Secretary

AGENDA CAPTION:

Consideration of and action on the minutes of the August 3, 2021 meeting.

RECOMMENDED ACTION:

Consider the minutes of the August 3, 2021 meeting.

EXECUTIVE SUMMARY:

Consider the minutes of the August 3, 2021 meeting.

BUDGET

EXPENDITURE REQUIRED:

CURRENT BUDGET:

ADDITIONAL FUNDING:

FUNDING SOURCE:

ATTACHMENTS:

| Description | Type |
|--|----------------------------|
| <div data-bbox="162 184 186 216">  </div> <div data-bbox="224 184 466 216">080321sldc_minutes</div> | Other Supporting Documents |



SUGAR LAND DEVELOPMENT CORPORATION

MINUTES

Sugar Land City Hall
2700 Town Center Boulevard North
Sugar Land, Texas 77479

TUESDAY, AUGUST 3, 2021

SUGAR LAND DEVELOPMENT CORPORATION MEETING OF THE SUGAR LAND DEVELOPMENT CORPORATION AND THE GOVERNING BODY OF THE CITY OF SUGAR LAND

CITY COUNCIL CHAMBER

4:00 PM

I. ATTENTION

- A. *Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through telephonic/videoconferencing means. Audio/Video of open deliberations will be available for the public to hear/view, and recorded as per the Texas Open Meetings Act.*

The meeting will live stream at <https://www.sugarlandtx.gov/1238/SLTV-16-Live-Video> or <https://www.youtube.com/user/SugarLandTXgov/live>. Sugar Land Comcast Cable Subscribers can also tune-in on Channel 16.

QUORUM PRESENT

All Directors were present, except for Director Zimmerman and Director Whatley.

II. CALL TO ORDER

III. PUBLIC COMMENT

- A. **Option 1:** Members of the public desiring to submit written comments to be read during the Public Comment or Public Hearing portions of the meeting, will be allowed to submit their comments to the Office of the City Secretary (citysec@sugarlandtx.gov). Written/e-mailed comments must be received by 3:00 p.m., Tuesday, August 3, 2021. The City of Sugar Land reserves the right to remove any written/mailed comments deemed inappropriate or not adhering to the public comment rules outlined in this notice. The City reserves the right to not read any comments containing -

- Links to for-profit sites
- Advertising
- Promotion of illegal activities
- Sexual oriented/explicit comments and sites
- Information promoting discrimination/harassment
- Political/religious rhetoric, advocacy, or commentary

Members of the public desiring to participate during the set/posted time of the Public Comment or Public Hearing must e-mail (citysec@sugarlandtx.gov) or call ((281) 275-2730) the Office of the City Secretary by 3:00 p.m., Tuesday, August 3, 2021. Once properly registered, the Office of the City Secretary will provide instructions for direct participation during the Public Hearing.

Option 2: Citizens who desire to address the City Council, Board and/or Commission in person with regard to matters on the agenda must complete a "Request to Speak" form and give it to the City Secretary, or designee, prior to the beginning of the meeting. Each speaker is limited to three (3) minutes, and speakers requiring a translator will have six minutes, regardless of the number of agenda

items to be addressed. Comments or discussion by the City Council, Board, and/or Commission Members, will only be made at the time the subject is scheduled for consideration.

For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.

No member of the public addressed the Board.

IV. MINUTES

- A.** Consideration of and action on the minutes of the June 1, 2021 meeting.

Thomas Harris III, City Secretary

A motion to **Approve**, Item IV-A Minutes was made by Carol McCutcheon and seconded by Stewart Jacobson, the motion **Passed**.

Ayes: Ferguson, Jacobson, Kermally, Lane, McCutcheon

Absent: Whatley, Zimmerman

V. RESOLUTIONS

- A.** Consideration of and action on authorization of Amendment No. 2 to the Performance Agreement between the Sugar Land Development Corporation and Texas Instruments Incorporated.

Alba Penate-Johnson, Business Development Manager

Alba Penate-Johnson, Business Development Manager, gave a presentation, comments and answered questions from the Board.

A motion to **Approve**, Item V-A Amendment No. 2 to Performance Agreement between the Sugar Land Development Corporation and Texas Instruments Incorporated was made by Carol McCutcheon and seconded by William Ferguson, the motion **Passed**.

Ayes: Ferguson, Jacobson, Kermally, Lane, McCutcheon

Absent: Whatley, Zimmerman

VI. WORKSHOP

- A.** Review of and discussion on the proposed Fiscal Year 2022 Budget.

Scott Butler, Director of Budget & Strategy

Scott Butler, Director of Budget and Strategy, gave a presentation, comments, and answered questions from the Board.

VII. DIRECTOR'S REPORT

- A.**
- Marketing, Promotions, and Events
 - Strategic and Capital Projects
 - Business Recruitment and Retention Efforts

Elizabeth Huff, Director of Economic Development

Elizabeth Huff, Director of Economic Development gave a presentation.

VIII. ADJOURNMENT

A motion to **Approve**, Adjournment at 4:17 P.M., was made by Carol McCutcheon and seconded by Jennifer Lane, the motion **Passed**.

Ayes: Ferguson, Jacobson, Kermally, Lane, McCutcheon

Absent: Whatley, Zimmerman

Jennifer Lane, President





Sugar Land Development Corporation
SEPTEMBER 7, 2021

AGENDA REQUEST NO: V.A.

AGENDA OF: Sugar Land Development Corporation Meeting

INITIATED BY: *Jonathan Soriano, Economic Development Coordinator*

PRESENTED BY: *Scott Butler, Director of Budget & Strategy*

RESPONSIBLE DEPARTMENT: Budget

AGENDA CAPTION:

Consideration of and action on amending the Fiscal Year 2021 Budget to Projections; adoption of the proposed Fiscal Year 2022 Budget; and a recommendation of the proposed Fiscal Year 2022 Budget to the Mayor and Members of City Council.

RECOMMENDED ACTION:

Amend the FY21 Budget to Projections and Approve the FY22 Budget as presented.

EXECUTIVE SUMMARY:

The Sugar Land Development Corporation's current fiscal year ends on September 30, 2021. Pursuant to the Corporation's bylaws, prior to the end of the current fiscal year, the Corporation shall approve a budget of expected revenues and proposed expenditures for the next fiscal year.

The FY21 projections show the Corporation with \$8.00 million in revenues and \$6.84 million in expenditures. Sales Tax revenue projections are based on the year-to-date collections through July and the remaining budget are anticipated to come in higher than the original budget, which was developed using cautious projections due to the unknown economic impacts from the pandemic that began in March 2020.

The available FY21 ending fund balance is projected to be better than budgeted and over the policy requirement. This fund has a minimum fund balance of 15% of the budgeted sales tax,

in accordance with the City's Financial Management Policy Statements.

FY22 Budget

The FY22 budget is based on \$8.07 million in revenue including \$6.54 million in sales tax, \$25,000 in interest and \$1.5 million in assigned revenues from TIRZ #1.

Expenditures for the FY22 budget are as follows:

| Expenditures | FY22 Budget |
|-----------------------------------|-------------------------|
| Economic Development Program | \$ 625,257 |
| Contractual Services | 9,790 |
| <i>Total Operating</i> | <i>635,047</i> |
| Debt Service | 4,024,090 |
| Incentives | 1,700,000 |
| Reserve for Opportunities | 2,000,000 |
| Transfer to Other Funds | 732,467 |
| <i>Total Non-Operating</i> | <i>8,456,557</i> |
| Total Expenditures | \$ 9,091,604 |

The operating budget of \$635,047 includes the Economic Development Program and contracted services. FY22 debt service payments are \$4.02 million. Transfers to other funds total \$732,467 and include reimbursements for Economic Development staff, administrative overhead reimbursement.

The budget sets aside \$2 million of available funding for potential reserve for opportunities that may arise during the year and \$1.7M for existing and potential economic development incentives. Use of the reserve for opportunity funding would be reviewed and approved by the board through a budget reallocation, if the funds are needed to be used during the year. The ending fund balance is \$5.72 million and is \$4.7 million higher than policy requirements of 15% of budgeted sales tax.

The proposed budget was workshopped with the board at their August 3rd meeting. The budget must be approved by City Council before it becomes effective, which will take place on September 21st.

Staff recommends amending the FY21 budget to projections and approval of the FY22 budget as presented.

BUDGET

EXPENDITURE REQUIRED:

CURRENT BUDGET:

ADDITIONAL FUNDING:

FUNDING SOURCE:

ATTACHMENTS:

| Description | Type |
|--------------------|-----------|
| ☐ Income Statement | Contracts |

**CITY OF SUGAR LAND
SUGAR LAND DEVELOPMENT CORPORATION
INCOME STATEMENT**

| | FY20 Actuals | FY21 Current Budget | FY21 Projections | FY22 Base Budget | FY22 Changes | FY22 Budget |
|------------------------------------|-----------------|---------------------------|---------------------|------------------------|-----------------|----------------|
| REVENUES | | | | | | |
| Sales Tax | \$ 6,346,754 | \$ 5,545,142 | \$ 6,604,971 | \$ 6,545,570 | \$ - | \$ 6,545,570 |
| Interest Income | 108,015 | 125,000 | 25,000 | 25,000 | - | 25,000 |
| Miscellaneous | 52,589 | - | - | - | - | - |
| TIRZ#1 | 1,250,000 | 1,500,000 | 1,375,000 | 1,500,000 | - | 1,500,000 |
| Total Revenues | 7,757,358 | 7,170,142 | 8,004,971 | 8,070,570 | - | 8,070,570 |
| EXPENDITURES | | | | | | |
| Economic Development Program | 473,671 | 649,317 | 649,317 | 625,257 | - | 625,257 |
| Economic Development Incentives | 1,081,515 | 1,775,000 | 690,000 | 1,700,000 | - | 1,700,000 |
| Contractual Services | 17,490 | 9,790 | 9,790 | 9,790 | - | 9,790 |
| Total Operating Expenditures | 1,572,677 | 2,434,107 | 1,349,107 | 2,335,047 | - | 2,335,047 |
| Debt Service | 4,088,984 | 4,053,721 | 4,053,721 | 4,024,090 | - | 4,024,090 |
| Reserve for Opportunities | - | - | - | 2,000,000 | - | 2,000,000 |
| Capital Projects Reimbursement | 1,543,637 | 670,000 | 670,000 | - | - | - |
| Transfers to Other Funds | 618,985 | 764,123 | 764,123 | 732,467 | - | 732,467 |
| Total Non-Operating Expenditures | 6,251,605 | 5,487,844 | 5,487,844 | 6,756,557 | - | 6,756,557 |
| Total Expenditures | 7,824,282 | 7,921,951 | 6,836,951 | 9,091,604 | - | 9,091,604 |
| Revenues Over/(Under) Expenditures | (66,924) | (751,809) | 1,168,020 | (1,021,034) | - | (1,021,034) |
| Fund Balance - Beginning | 10,303,367 | 10,236,444 | 10,236,444 | 11,404,464 | - | 11,404,464 |
| Accrued Sales Tax | (1,011,327) | (1,011,327) | (1,011,327) | (1,011,327) | - | (1,011,327) |
| Debt Service Reserve | (4,044,391) | (3,936,355) | (3,936,355) | (3,876,840) | - | (3,876,840) |
| Fund Balance - Ending | \$ 5,180,725 | \$ 4,536,953 | \$ 6,456,782 | \$ 5,495,263 | \$ - | \$ 5,495,263 |
| Minimum Fund Balance (15%) | \$ 952,013 | \$ 831,771 | \$ 831,771 | \$ 981,836 | - | \$ 981,836 |
| Over/Under Policy | 4,228,712 | 3,705,182 | 5,625,011 | 4,513,428 | - | 4,513,428 |
| Bond Coverage Ratio (>1.25x) | 1.59 | 1.40 | 1.65 | 1.65 | - | 1.65 |



Sugar Land Development Corporation
SEPTEMBER 7, 2021

AGENDA REQUEST NO: VI.A.

AGENDA OF: Sugar Land Development Corporation Meeting

INITIATED BY: *Jon Soriano, Economic Development Coordinator*

PRESENTED BY: *Melissa Raju, Tourism and Visitor Services Manager and Kat Saunders, DCI, Senior Vice President, Client Strategy*

RESPONSIBLE DEPARTMENT: Economic Development

AGENDA CAPTION:

Review of and discussion on a Proposal from Development Counsellors International for the Office of Economic Development's Fiscal Year 2022 Integrated Marketing Program.

RECOMMENDED ACTION:

Review and Discuss Development Counsellors International's Proposal for the Office of Economic Development's FY22 Integrated Marketing Program

EXECUTIVE SUMMARY:

At the beginning of the fiscal year, Development Counsellors International (DCI) began implementing an integrated marketing program for the Office of Economic Development (OED). Since then tremendous strides have been made to OED's marketing efforts, and as the initial year term of the contract approaches its conclusion date, staff has negotiated a second-year contract that allows for the continuation of the successful program designed to promote the City as a strategic location for business investment.

In line with the original service deliveries, the second year contract builds upon the foundational elements completed to date that include ramped up proactive and reactive pitching to media, targeted marketing to corporate executives in key markets, the launching of an e-newsletter and Twitter social channel, and finally the continuous utilization of owned social channels to drive positive conversation.

For the FY22 contract, DCI will build upon these efforts to generate project leads and gain media attention outside of Texas. Services include but are not limited to proactive pitching, the continuation of mobilizing industry-specific targeted digital ads, social media management and engagement support, creation of Sugar Land business success stories, and finding creative ways to interact with site selectors as we continue to navigate the pandemic's impact to travel.

The 12-month contract amount for FY22 is \$361,540.00. It is proposed to be split between the Sugar Land Development Corporation (\$170,770.00) and the Sugar Land 4B Corporation (SL4B) (\$190,770.00), with SL4B funding an additional \$20,000.00 to support marketing activations for Sugar Land's hospitality business community like hotels and our destination venues.

During the workshop, a summary of the contract's objectives, strategy, and deliverables will be discussed.

BUDGET

EXPENDITURE REQUIRED: N/A

CURRENT BUDGET: N/A

ADDITIONAL FUNDING: N/A

FUNDING SOURCE:N/A



**Sugar Land Development Corporation
SEPTEMBER 7, 2021**

AGENDA REQUEST NO: VII.A.

AGENDA OF: Sugar Land Development Corporation Meeting

INITIATED BY: *Jon Soriano, Economic Development Coordinator*

PRESENTED BY: *Jon Soriano, Economic Development Coordinator*

RESPONSIBLE DEPARTMENT: Economic Development

AGENDA CAPTION:

Review of and discussion on Fiscal Year 2021 Third Quarter Report.

RECOMMENDED ACTION:

Review and discuss the Sugar Land Development Corporation's Fiscal Year 2021 Third Quarter Report.

EXECUTIVE SUMMARY:

The Sugar Land Development Corporation's (SLDC) Third Quarter Report summarizes the activities and successes of the SLDC during the third quarter of the Fiscal Year 2021, which covers April 1, 2021 through June 30, 2021. It describes the work undertaken, including capital improvements, business recruitment, business relocation and expansion, marketing, and strategic projects that were a part of the SLDC's involvement in the City's economic development efforts.

Staff will review the highlights of the report with the Board.

BUDGET

EXPENDITURE REQUIRED: N/A

CURRENT BUDGET: N/A

ADDITIONAL FUNDING: N/A

FUNDING SOURCE:N/A
