



**NOTICE OF  
PILOT POINT ECONOMIC DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS REGULAR MEETING  
102 E MAIN STREET PILOT POINT, TX**

**The Economic Development Corporation Board will meet at City Hall. The public may participate in person or remotely via videoconferencing.**

**January 14, 2021      5:30 pm**

**AGENDA**

- 1. Roll Call/Call to Order**
- 2. Pledge of Allegiance & Texas Pledge**
- 3. Public Forum, Presentations and Recognition: (No Action)**  
*Public Forum: (Citizens are allowed 3 minutes to speak. If the issue is on the agenda, the Economic Development Corporation (EDC) may choose to discuss and consider the item. If the issue is not on the agenda, the EDC is not permitted by state law to respond to or discuss the item other than to make statements of specific information in response to a citizen's inquiry or to recite existing policy in response to the inquiry. The EDC may request the issue to be placed on a future agenda for action in accordance with state law.)*
- 4. Discuss, consider, and possible action on approval of Economic Development Corporation Minutes:**
  - A. December 9, 2020
- 5. Discuss, consider, and possible action on Government Capital Financing Options for PPEDC Downtown Project.**
- 6. Discuss, consider and possible action to approve Resolution 2021-001 of the Pilot Point Economic Development Corporation authorizing the PPEDC President to enter into a contract for architectural services for Downtown Project.**
- 7. Discuss, consider, and possible action on approving an annual meeting calendar for 2021.**
- 8. Discuss and review of Administrative Reports**
  - A. December 2021 Executive Director's Report
  - B. Sales Tax Report
  - C. Finance Report
- 9. Executive Closed Session of the Board of Directors, The Pilot Point EDC will now hold a Closed Executive Session meeting pursuant to the provisions of Chapter 551 of the Texas Local Government Code in accordance with the authority contained in the Chapter.**
  - A. Section 551.072 of Texas Government Code to discuss or deliberate the purchase, exchange, lease or value of real property.
  - B. Section 551.087 of Texas Government Code to discuss economic development negotiations
- 10. Reconvene into Open Session, The Pilot Point EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary as a result of the Closed Session.**

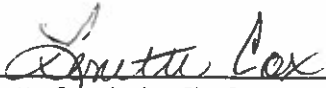
**11. Future Agenda Items and Meetings**

*Directors shall not comment upon, deliberate, or discuss any item that is not on the agenda. Directors shall not make routine inquiries about operations or project status on an item that is not posted. Any Director may, however, state an issue and a request that this issue be placed on a future agenda.*

**12. Adjournment**

**CERTIFICATION**

I, the undersigned authority, do hereby certify this notice was posted on the official bulletin board for the City of Pilot Point, Texas 102 E Main Street, Pilot Texas on **January 11, 5:00 p.m.** and shall remain posted for at least 72 hours preceding the scheduled time of said meeting.



\_\_\_\_\_  
Lenette Cox, Acting City Secretary

Pilot Point Economic Development Corporation reserves the right to meet in Executive Session closed to the Public at any time in the course of this meeting to discuss matters listed on the agenda as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551, including Section 551.071 (private consultation with the attorney for the EDC); Section 551.072 (discussing purchase, exchange, lease or value of real property); Section 551.074 (discussing personnel or to hear complaints against personnel); and Section 551.087 (discussing economic development negotiations). Any decision held on such matters will be taken or conducted in Open Session following the conclusion of the Executive Session.

Pursuant to Section 551.127, Texas Government Code, one or more Economic Development Corporation Directors may attend this meeting remotely using videoconferencing technology. A quorum will be physically present at the posted meeting location of City Hall.

**NOTICE OF ASSISTANCE AT PUBLIC MEETINGS**

In compliance with the Americans with Disabilities Act, the City of Pilot Point will provide reasonable accommodations for disabled persons attending this meeting. Requests should be received 24 hours prior to the scheduled meeting by contacting the City Secretary's office at 940-686-2165.

## **EDC Board Meeting**

**Thu, Jan 14, 2021 5:30 PM - 6:30 PM (CST)**

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/367065037>

You can also dial in using your phone.

(For supported devices, tap a one-touch number below to join instantly.)

United States: +1 (872) 240-3212

- One-touch: <tel:+18722403212,,367065037#>

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**PILOT POINT ECONOMIC DEVELOPMENT CORPORATION**

**BOARD OF DIRECTORS REGULAR MEETING**

**102 E MAIN STREET PILOT POINT, TX**

**December 9, 2020 5:30 pm**

**Minutes**

**1. Roll Call/Call to Order 5:30 pm**

**Quorum established**

Attendee	Organization	Title	Status
Glen Ray	EDC	President	Absent
Chance Kirby	EDC	Vice President	Present
Open Position			
Stephanie Sanchez	EDC	Treasurer	Present
Rowland Funk	EDC	Secretary	Present
Terri Slay	EDC	Board Member	Present
Everett Cummings	EDC	Board Member	Present
Linette Cox	City of Pilot Point	City Secretary	
Denise Morris	EDC	EDC Director	Present
Wendy Haun	EDC	EDC Coordinator	
Brit Lusk	City of Pilot Point		

**Pledge of Allegiance & Texas Pledge**

**2. Public Forum, Presentations and Recognition: (No Action)**

**3. Discuss, consider, and possible action on approval of Economic Development Corporation Minutes:**

A. November 3, 2020

B. November 4, 2020

**Result: Approved (unanimous)**

**Mover: Terri Slay, Board Member**

**Secunder: Stephanie Sanchez, Treasurer**

**4. Discuss, consider and possible action on Property Enhancement Incentive Application for 108 W. Main Street, Pilot Point.**

Motion to approve \$10,000 for Pelzel's Barbershop/Southern Junkeiz Property Enhancement Improvements

**Result: Approved (unanimous)**

**Mover: Rowland Funk, Secretary**

**Secunder: Everett Cummings, Board Member**

**5. Discuss, consider, and possible action on Property Incentive Program application for 436 HWY 377 Pilot Point.**

Motion to approve \$10,000 for Coyotes Salon Property Enhancement Improvements

**Result: Approved (unanimous)**

**Mover: Stephanie Sanchez, Treasurer**

**Secunder: Terri Slay, Board Member**

**6. Discuss, consider, and possible action on Property Incentive Program application for 204 S. Washington Street Pilot Point.**

Motion to approve \$10,000 for Stafford Property Enhancement Improvements

**Result: Approved (unanimous)**

**Mover: Terri Slay, Board Member**

**Secunder: Chance Kirby, Vice President**

**7. Discuss, consider, and possible action on Resolution 2020-018 of the Pilot Point Economic Development Corporation approving the execution of Phase 4 COVID-19 Small Business Support.**

Motion to approve resolution 2020-18 which provides for distribution of the \$16,000 remaining CARES money to all previously awarded grantees on a pro rata basis of money previously granted

**Result: Approved (unanimous)**

**Mover: Chance Kirby, Vice President**

**Secunder: Stephanie Sanchez, Treasurer**

**8. Discussion and review of Administrative Reports**

A. October 2020 Executive Director's Report

B. Sales Tax Report

C. Finance Report

**9. Executive Closed Session of the Board of Directors, The Pilot Point EDC will now hold a Closed Executive Session meeting pursuant to provisions to Chapter 551 of the Texas Local Government Code in accordance with the authority contained in the Chapter.**

A. Section 551.072 of Texas Government Code to discuss or deliberate the purchase, exchange, lease or value of real property.

B. Section 551.087 of Texas Government Code to discuss economic development negotiations

**Session convened at 6:11 pm**

**10. Reconvene into Open Session, The Pilot Point EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary as a result of the Closed Session.**

**Session reconvened at 6:54 pm, no action necessary**

**11. Discuss Future Agenda Items and Meetings**

*Board Members shall not comment upon, deliberate, or discuss any item that is not on the agenda.*

*Directors shall not make routine inquiries about operations or project status on an item that is not posted. Any Director may, however, state an issue and a request that this issue be placed on a future agenda.*

**12. Adjournment at 6:56 pm**

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Rowland Funk, PPEDC Secretary

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Chance Kirby, PPEDC Vice President



**PPEDC Agenda  
January 14, 2021**

**Agenda Item: 5**

**Agenda Description: Discuss, consider, and possible action on Government Capital Financing Options for PPEDC Downtown Project.**

**Background Information:**

Government Capital Corporation is going to provide all necessary financial services to complete the Downtown Project.

The PPEDC Board originally approved a not to exceed amount \$2,000,000 to provide adequate ability to complete the downtown project. The committee has continued researching financing options, budget projections and cost estimates.

Attached are revised term sheets using a \$85,000 annual debt service (with quarterly payments) that will illustrate the net cash available for your projects for each of the four scenarios originally presented. They have provided several scenarios for your consideration. This will help narrow down the scope of the projects.

**Attachments:**

Preliminary term sheets provided by Government Capital

**Financial Information:**

PPEDC Budgeted \$100,000 in 2021 for Downtown Project. Loan payments will be budgeted each year for the term on the note.



# GOVERNMENT CAPITAL CORPORATION

345 MIRON DRIVE SOUTH LAKE, TEXAS 76092 Ph: 817.421.5400  
WWW.GOVCAP.COM

## REVISED PRELIMINARY TERM SHEET Pilot Point Economic Development Corporation December 21, 2020

FINANCING STRUCTURE: Tax Exempt Promissory Note  
PROJECT: Downtown Projects to include public parking lot, Ice House, Event/Performing Arts Center  
PLACEMENT: Private Placement  
ESTIMATED SOURCES AND USES OF FUNDS:

Source:	Note Proceeds	\$1,031,552.81
<b>Total Sources</b>		<b>\$1,031,552.81</b>
Uses:	Project Cost:	\$1,006,552.81
	*Issuance Costs:	\$ 25,000.00
<b>Total Sources &amp; Uses</b>		<b>\$1,031,552.81</b>

\* The above issuance cost represents the total issuance costs necessary for closing the transaction as contemplated. Issuance Cost Allocation includes Bond Counsel and Private Placement costs.

LENDER: Government Capital Corporation  
BOND COUNSEL: Naman Howell Smith & Lee, PLLC, Austin TX  
FIXED INTEREST RATE: 2.891% Fixed  
QUARTERLY TERMS: 15 Years (60 Quarterly payments)  
QUARTERLY PAYMENTS: \$21,250.00 (\$85,000.00 annually)  
PAYMENTS COMMENCING: 90 days from funding and quarterly thereafter  
SECURITY: Pledge of Sales Tax Revenues (no liens placed on associated facilities)  
EARLY REDEMPTION OPTIONS: Redeemable in whole on any payment date after May 1, 2028  
INSURANCE REQUIREMENTS: None  
ADDITIONAL GUARANTORS: None  
ESTIMATED CLOSING: February 2021

The Transaction will allow for additional parity debt at 1.25x coverage. The above proposal is subject to audit analysis and mutually acceptable documentation. The terms outlined herein are subject to change and rates are valid for thirty (30) days from the date of this proposal. If funding does not occur within this time period, rates will be indexed to markets at such time.

The transaction described herein is an arm's length, commercial transaction between you and Government Capital Corporation ("GCC"), in which GCC: (i) is acting solely for its own financial and other interests that may differ from yours; (ii) is not acting as your municipal advisor or financial advisor, and has no fiduciary duty to you with respect to this transaction, and (iii) is not recommending that you take an action with respect to this transaction.





**GOVERNMENT CAPITAL**  
CORPORATION

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WWW.GOVCAP.COM

**REVISED PRELIMINARY TERM SHEET**  
**Pilot Point Economic Development Corporation**  
**December 21, 2020**

FINANCING STRUCTURE: Tax Exempt Promissory Note  
PROJECT: Downtown Projects to include public parking lot, Ice House, Event/Performing Arts Center  
PLACEMENT: Private Placement

ESTIMATED SOURCES AND USES OF FUNDS:

Source:	Note Proceeds	\$1,230,361.83
<u>Total Sources</u>		<u>\$1,230,361.83</u>
Uses:	Project Cost:	\$1,205,361.83
	*Issuance Costs:	\$ 25,000.00
<u>Total Sources &amp; Uses</u>		<u>\$1,230,361.83</u>

\* The above issuance cost represents the total issuance costs necessary for closing the transaction as contemplated. Issuance Cost Allocation includes Bond Counsel and Private Placement costs.

LENDER: Government Capital Corporation  
BOND COUNSEL: Naman Howell Smith & Lee, PLLC. Austin TX  
FIXED INTEREST RATE: 3.395% Fixed  
QUARTERLY TERMS: 20 Years (80 Quarterly payments)  
QUARTERLY PAYMENTS: \$21,250.00 (\$85,000.00 annually)  
PAYMENTS COMMENCING: 90 days from funding and quarterly thereafter  
SECURITY: Pledge of Sales Tax Revenues (no liens placed on associated facilities)  
EARLY REDEMPTION OPTIONS: Redeemable in whole on any payment date after May 1, 2028  
INSURANCE REQUIREMENTS: None  
ADDITIONAL GUARANTORS: None  
ESTIMATED CLOSING: February 2021

The Transaction will allow for additional parity debt at 1.25x coverage. The above proposal is subject to audit analysis and mutually acceptable documentation. The terms outlined herein are subject to change and rates are valid for thirty (30) days from the date of this proposal. If funding does not occur within this time period, rates will be indexed to markets at such time.







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**REVISED PRELIMINARY TERM SHEET  
Pilot Point Economic Development Corporation  
December 21, 2020**

FINANCING STRUCTURE: Tax Exempt Promissory Note  
PROJECT: Downtown Projects to include public parking lot, Ice House, Event/Performing Arts Center  
PLACEMENT: Private Placement  
ESTIMATED SOURCES AND USES OF FUNDS:

Source:	Note Proceeds	\$1,077,809.54
<b>Total Sources</b>		<b>\$1,077,809.54</b>
Uses:	Project Cost:	\$1,052,809.54
	*Issuance Costs:	\$ 25,000.00
<b>Total Sources &amp; Uses</b>		<b>\$1,077,809.54</b>

\* The above issuance cost represents the total issuance costs necessary for closing the transaction as contemplated. Issuance Cost Allocation includes Bond Counsel and Private Placement costs.

LENDER: Government Capital Corporation  
BOND COUNSEL: Naman Howell Smith & Lee, PLLC, Austin TX  
ADJUSTABLE INTEREST RATE: 2.273% (indexed to 5 year treasury at each 5 year anniversary)  
QUARTERLY TERMS: 15 Years (60 Quarterly payments)  
QUARTERLY PAYMENTS: \$21,250.00 (\$85,000.00 annually)  
PAYMENTS COMMENCING: 90 days from funding and quarterly thereafter  
SECURITY: Pledge of Sales Tax Revenues (no liens placed on associated facilities)  
EARLY REDEMPTION OPTIONS: Redeemable in whole on any payment date beginning on 3<sup>rd</sup> anniversary after each adjustment date  
INSURANCE REQUIREMENTS: None  
ADDITIONAL GUARANTORS: None  
ESTIMATED CLOSING: February 2021

The Transaction will allow for additional parity debt at 1.25x coverage. The above proposal is subject to audit analysis and mutually acceptable documentation. The terms outlined herein are subject to change and rates are valid for thirty (30) days from the date of this proposal. If funding does not occur within this time period, rates will be indexed to markets at such time.

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**REVISED PRELIMINARY TERM SHEET  
Pilot Point Economic Development Corporation  
December 21, 2020**

FINANCING STRUCTURE: Tax Exempt Promissory Note  
PROJECT: Downtown Projects to include public parking lot, Ice House, Event/Performing Arts Center  
PLACEMENT: Private Placement  
ESTIMATED SOURCES AND USES OF FUNDS:

Source:	Note Proceeds	\$1,356,412.58
<u>Total Sources</u>		<u>\$1,356,412.58</u>
Uses:	Project Cost:	\$1,331,412.58
	*Issuance Costs:	\$ 25,000.00
<u>Total Sources &amp; Uses</u>		<u>\$1,356,412.58</u>

\* The above issuance cost represents the total issuance costs necessary for closing the transaction as contemplated. Issuance Cost Allocation includes Bond Counsel and Private Placement costs.

LENDER: Government Capital Corporation  
BOND COUNSEL: Naman Howell Smith & Lee, PLLC. Austin TX  
ADJUSTABLE INTEREST RATE: 2.325% (indexed to 5 year treasury at each 5 year anniversary)  
QUARTERLY TERMS: 20 Years (80 Quarterly payments)  
QUARTERLY PAYMENTS: \$21,250.00 (\$85,000.00 annually)  
PAYMENTS COMMENCING: 90 days from funding and quarterly thereafter  
SECURITY: Pledge of Sales Tax Revenues (no liens placed on associated facilities)  
EARLY REDEMPTION OPTIONS: Redeemable in whole on any payment date beginning on 3<sup>rd</sup> anniversary after each adjustment date  
INSURANCE REQUIREMENTS: None  
ADDITIONAL GUARANTORS: None  
ESTIMATED CLOSING: February 2021

The Transaction will allow for additional parity debt at 1.25x coverage. The above proposal is subject to audit analysis and mutually acceptable documentation. The terms outlined herein are subject to change and rates are valid for thirty (30) days from the date of this proposal. If funding does not occur within this time period, rates will be indexed to markets at such time.

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**PPEDC Agenda  
January 14, 2021**

**Agenda item: 6**

**Discuss, consider and possible action to approve Resolution 2021-001 of the Pilot Point Economic Development Corporation authorizing the PPEDC President to enter into a contract for architectural services for Downtown Project.**

**Background information:**

The Downtown Projects requires architectural oversight for the scope of work to be clearly defined and the bidding requirements to be created.

**Financial Information:**

\$100,000 Downtown Project budgeted item

**Attachments:**

Architect proposals

**Recommendation:** Approve the Resolution as presented. [RECOMMENDED MOTION] – I move to approve Resolution 2021-001.



**EDC Agenda  
January 14, 2021**

**Agenda Item: 7**

**Agenda Description:**

Discuss, consider and possible action on approving an annual meeting calendar for 2021.

**Background Information:**

The 2021 Regular Board Calendar is being proposed to avoid scheduling conflicts and ensure as many board members as possible can attend all meetings.

January 14	
February 2	
March 2	
April 6	
May 4	Strategic Planning Workshop
June 1	Director Annual Review/Budget Planning
July 6	Final Approval of Budget/Workplan
August 3	Annual Meeting per Bylaws
September 7	
October 5	
November 2	Annual Report presentation
December 7	Previous year budget ratification

**Financial Information:**

There is no cost to adopt the calendar.

**Attachments:**

N/A

**Recommendation:**

Approve meeting calendar as presented. [RECOMMENDED MOTION] – I move to approve the PPEDC 2021 Board Meeting Calendar as Presented.



To: PPEDC Board Members  
From: Denise Morris, Executive Director of Economic Development  
Date: December 31, 2020  
Re: Update

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**1. Downtown Project**

- Met with Government Capital Financing to continue work on funding options.
- Development Services received a verbal notice from GrantWorks that the City will receive the Sidewalk Grant. Formal acceptance letter should be forthcoming. Due to the time required for engineering etc. anticipated construction will not start until February 2022 timeframe.

**2. PPEDC Small Business Grant Committee:**

- Phase 4 was completed, and all grants finalized.

**3. Technology Infrastructure:** Open Infra continues phase 1 of City-wide fiber project. Open Infra has six providers so far. Providers will contact homeowners and businesses to market what packages are available to consumers. I notified Open Infra that individual solicitors need to contact the City for permitting.

**4. Marketing**

- Map project ongoing
- Social media calendar content is in attached report provided by Wendy Haun
- Newsletter to local stakeholders published and recipient contact list updated
- Site selectors and commercial and residential realtors is the next focus. Content will vary from local stakeholder newsletter content.
- Retail Coach strategy meeting to further discuss market strategy and focus projects.
- Bassmaster Classic has been rescheduled to June

**5. Business/Development Updates**

**DRC/BRE Meetings:**

- Co Serv meeting to continue discussions on their new facility, drive-ways, commercial lots and utilities.
- DFW Home Theater introduction meeting
- Countryside Nursing Home is under new ownership and will be called Cedar Ridge Nursing and Rehabilitation.
- Meeting – Lone Star Marina – Concession Agreement Discussions
- Meeting GK Reddy further discussions on the potential hotel development
- Yarborough Farms Phase 2A Final Plat approved City Council
- Preliminary discussion on a 38 one-acre lot development in the ETJ off 455 west

- Meeting with Alan McCracken to discuss water needs on Emerson Chapel Rd. area. City is having city engineer to do hydraulic model to determine possible service to the area.
- City met Chris Boyd with Mustang Utility to discuss wastewater partnership opportunities serving the CoServ development and surrounding area.
- DR Horton is purchasing the 113 acres across from JC Lane. They are planning 380 lots with 182 in phase one. Phase 1 will be 16 months to build then about 18 months to build out the 182 houses.
- New Single-Family Home permits reported by Development services for 2020 = 95 (2019 total 45)

## 6. Workforce

I attended the Texas Workforce Development virtual two-day conference. Topics included:

- Skills Development Fund (SDF, SSB, Recruit Texas)
- Self-Sufficiency Fund (SSF)
- Jobs and Education for Texans (JET)
- High Demand Job Training (HDJT)
- Texas Industry Partnership (TIP)
- Registered Apprenticeship
- Adult Education & Literacy (AEL)

## 7. Professional & Organization Updates:

- The Chamber Board elected new board members. They also voted to move forward with hiring a part-time manager. Leslie Goolesby, owner of Anchor Graphics will be the new President.
- Rotary: State Representative Drew Springer gave a legislative update. He was awaiting further direction from Austin on protocols for session.
- PPISD invited me to serve on the bond planning committee. The first meeting was December 17 at the Middle School. We received an overview of the process, expectations of the committee and a tour of the facilities. We will meet monthly throughout first quarter and then formulate recommendations to present to the school board and community.
- I attended the virtual North Central Texas Economic Development District meeting.

## 8. Legislative Update

- Re-Opening of the State Capitol – On December 21st, Governor Greg Abbott, Lt. Governor Dan Patrick and House Speaker Dennis Bonnen announced that the Texas Capitol will re-open on January 4th. In response to the COVID-19 pandemic, health and safety protocols have been put in place to allow for the Capitol's reopening while maintaining a safe environment for all visitors, lawmakers, and staff. Preparations to safely conduct business in the Texas House and Senate are ongoing, and each chamber will vote upon their respective rules and protocols at the start of the legislative session.
- Senate District 30 – State Representative Drew Springer (R-Muenster) won the December 19th Senate District 30 Special Election Run-Off to succeed Senator Pat Fallon (R-Frisco) in the Texas Senate. Here are the results: • Drew Springer (R-Muenster) – 32,599 votes – 56.45 percent.

**Community Updates:**

- Council Meetings Jan 14 & 21 reminder that these meetings are now on THURSDAYS.
- City Hall remains closed to the public and staff working remotely when possible to help flatten the curve
- PPISD also is conducting virtual learning through January 15 due to COVID



## Main Street Monthly Report, December 2020

### Main Street

- Held the Christmas on the Square event on Dec. 5. There were a record 66 vendors. The Square was packed all night with attendees, and all local businesses reported great numbers in their shops during the event.
- The Main Street Advisory Board met December 3 to discuss potential 2021 events. We will begin exploring a possible spring festival, combining the previous Tulip Festival with the Easter Egg Hunt to have a longer, more expansive fest.
- Locked in CoServ as a 2021 Event Sponsor
- Working with the Main Street Board to establish a list of volunteers for the upcoming year and come up with methods to entice new volunteers to assist with event production.

### Economic Development

- Working to make all necessary updates to develop [pilotpoint.com](http://pilotpoint.com) and preparing to launch [visitpilotpoint.com](http://visitpilotpoint.com) in February
- Revamping MLS report for more consistent and branded listings of available commercial properties for website and social media
- Revamping MailChimp template and listservs for January Newsletter launch

### Historic Review Board

- Currently working with City Staff and the City Council to combine the Historic Review Board into the Main Street Association board, which will help fill vacancies on the MSA board.

### Social Media

- I have established @visitpilotpoint Facebook and Instagram pages to prepare for launch of [visitpilotpoint.com](http://visitpilotpoint.com) in February ahead of the BassMaster Classic fishing tournament, which will be at Lake Ray Roberts – Isle du Bois in March. Posting has already commenced on the Instagram to promote Christmas on the Square and shopping locally for the holidays.
  - Working with EDC to establish monthly campaigns for digital ad spend on Economic Development, Visit Pilot Point and Pilot Point Main Street pages
- Working with City Staff to establish City of Pilot Point brand guide and marketing strategy

\* print ads Post signal





### November-December Paid Social Media Advertising

Channel	Campaign	Budget
Main Street FB/IG	Shop Small Saturday	\$50
Main Street FB/IG	Christmas on the Square	\$50
EDC FB/IG	Shop Small Saturday	\$100

**Christmas on the Square**  
 SATURDAY, DECEMBER 5 • 4-8 PM  
 PRESENTED BY CoServ  
 SAT, DEC 5  
 Pilot Point  
 742 people interested · 135 people going

**Performance**  
 Results: Event Responses **357** Cost per Result **\$0.14** Result Rate **3.08%**  
 5,526 People Reached  
 \$50.00 Amount Spent  
 Custom



Pilot Point Economic Development

Sponsored ·



Keep it local this year for Small Business Saturday! Find everything you need for under the tree right here in Pilot Point.



DEVELOPPILOTPOINT.COM

**Shop Small on Nov. 28**

[Learn More](#)

Opened May of 2018 and located on The Historic...

2

Like

Comment

Share

Performance

Demographics

Placement

Delivery

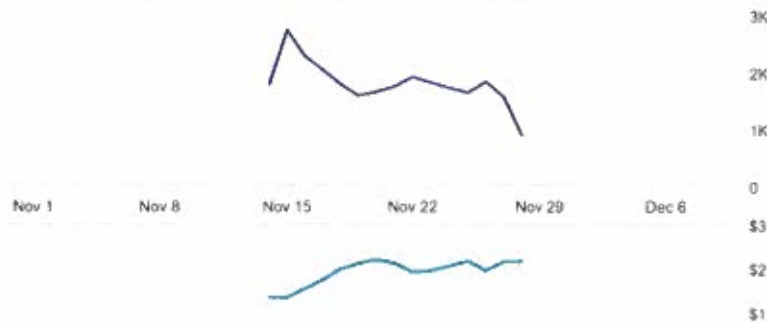
22,240  
Results Reach

22,240  
People Reached

\$50.00  
Amount Spent

Custom

Results: Reach 22,240 Cost per Result \$2.25 Result Rate 82.99%



(940) 686-2165 • 102 E. Main St. • Pilot Point, Texas 76258



**Pilot Point Economic Development**

Sponsored · 🌐



Join us Nov. 28 and commit to shop local as part of Shop Small Saturday!



Enjoy Delicious Treats



Fabulous Gift Finds

👍 Like

💬 Comment

➦ Share

**Performance**

👤 Demographics   📄 Placement   📈 Delivery

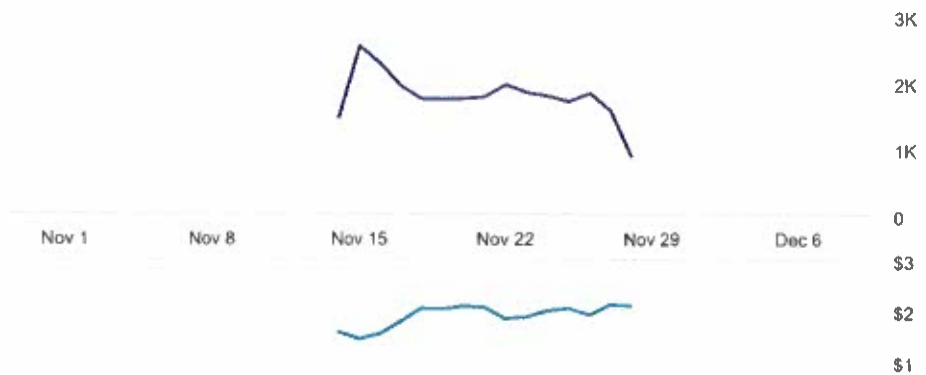
**22,308**  
Results: Reach

■ Results: Reach **22,308**   ■ Cost per Result **\$2.24**   Result Rate **83.13%**

**22,308**  
People Reached

**\$50.00**  
Amount Spent

Custom





### Pilot Point Economic Development Facebook: +3 Likes, 2,173 total reach Top Post:

**Pilot Point Economic Development**  
Published by Buller on December 7, 2020

Looking to give your home or office a little Christmas flair?  
Poinsettias are in at Pilot Point Florist! #PilotPointFlinds

**Performance for Your Post**

**792** People Reached

**23** Reactions, Comments & Shares

13	Like	2	On Post	11	On Shares
4	Like	1	On Post	3	On Shares
1	Like	0	On Post	1	On Shares
0	Comments	0	On Post	0	On Shares
5	Shares	5	On Post	0	On Shares

**26** Reactions

0	Photo Views	11	Love Clicks	15	Other Clicks
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**NEGATIVE FEEDBACK**

0	Hide Post	0	Hide All Posts
0	Report to Spam	0	Unshare Post

Report items may be removed from what appears on your profile.

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**792** People Reached    **49** Engagements    **Boost Post**

Lee Ann Ray, Barbara Bilton and 1 von Bot Lusk · 1 Show

### Pilot Point Economic Development Instagram: +3 followers, 1,530 impressions Top Post:

pilotpointtx

View Insights    Promote

Find it, visitpilotpoint and others  
pilotpointtx Give the gift of a beautiful spring!

Our city's own @teasulubys has their hybrid Lubys for sale at te-as-ulubys.com  
View 1 comment  
December 18, 2020



Pilot Point Economic Development Twitter: +2 followers, 1,842 impressions  
 Top Tweet:



**Pilot Point EDC** @pilotpointedc  
 DYK that Pilot Point is on the  
 @texasfilmcomm's Classics Film Trail?  
 📺 : <https://buff.ly/3njAuFw>  
 📍 : Bonnie & Clyde (1967)  
 🌐 : [plc.twitter.com/eNP4qgKTHY](http://plc.twitter.com/eNP4qgKTHY)

Impressions	478
Total engagements	19
Detail expands	8
Likes	5
Media engagements	3
Profile clicks	2
Retweets	1

### Miscellaneous

- Attended Texas Economic Development Council's Sales Tax Workshop





**Pilot Point Main Street**  
Sponsored

Forget Black Friday, because 🛍️ Shop Small Saturday 🛍️ is here! Shop in Pilot Point on Nov. 28 and #supportlocal as you find those gifts for under the tree!



DEVELOPPILOTPPOINT.COM

**Shop Local on Small Business Saturday**

[Learn More](#)

Opened May of 2018 and located on The Historic...

👍 Like    💬 Comment    ➦ Share

**Performance**

👤 Demographics    📄 Placement    📦 Delivery

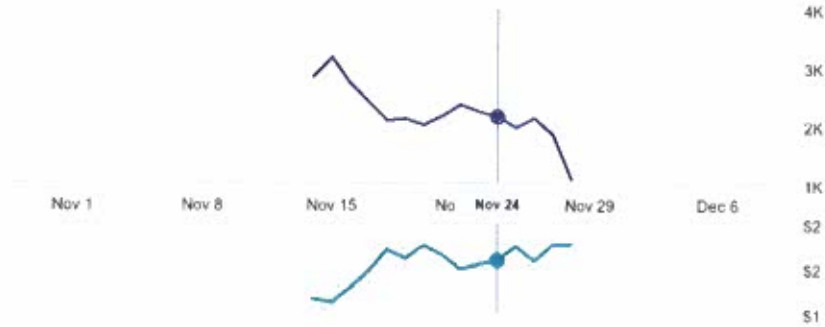
**27,632**  
Results: Reach

**27,632**  
People Reached

**\$50.00**  
Amount Spent

Custom

Results: Reach **27,632**    Cost per Result **\$1.81**    Result Rate **83.52%**





**December Social Media Metrics**

Pilot Point Main Street Facebook: +32 Likes, 20,586 total reach (18,141 organic)  
 Top Post:

**Christmas on the Square**  
 Dec. 5 4-8 pm  
 Historic Pilot Point Square

presented by  
 Pilot Point  
 SUBMITT COUNTY TEXAS

**Total Video Performance**

🕒 Minutes Viewed	1,326
👤 1-Minute Video Views	304
👤 10-Second Video Views	1,079
👤 3-Second Video Views	2,397
🕒 Average Video Watch Time	0:13
📊 Audience Retention	
👤 Audience and Engagement	

**Pilot Point Main Street: A message from Santa...**  
 Before our Christmas on the Square (happening this Saturday, Dec. 5), see this video from our own Santa Claus on protocols on 🧑‍🤝🧑 Social distancing and masks 🧑 Children interacting with Santa and Mrs. Claus 📍 Where to leave your Letters to Santa and mor

247 · Uploaded on 11/30/2020 · Owned · Appears Once · View Permalink · Copy Video ID

Visit Pilot Point Instagram: +27 followers, 1,343 impressions  
 Top Post:

visitpilotpoint

View Insights Promote

Liked by: hashthetags and 6 others

visitpilotpoint Here's a bit of truth for you: For every \$100 you spend locally, \$68 of it goes right back into our local economy! 📍 : @notoriously\_yours

View all 2 comments

singleton\_farris\_pp

December 16, 2020

1/8/2020

BUDGET 2021    ACTUAL 2021    % OF BUDGET

**REVENUE**

41000 INTEREST*	\$	7,000	\$	277	4%
41100 SALES TAX	\$	296,400	\$	57,352	19%
42000 LEASE INCOME- TOWN SQUARE PROJECT	\$	-	\$	-	-
43600 GRANT INCOME	\$	-	\$	35,000	-
LOAN INCOME	\$	-	\$	-	-
<b>TOTAL</b>	<b>\$</b>	<b>303,400</b>	<b>\$</b>	<b>92,629</b>	

**EXPENDITURES****PERSONNEL**

60001 SALARY	\$	90,000	\$	19,033	21%
60200 LONGEVITY PAY	\$	157	\$	-	0%
61000 SOCIAL SECURITY	\$	5,580	\$	940	17%
61050 MEDICARE	\$	1,305	\$	220	17%
61100 HEALTH INSURANCE	\$	1,500	\$	323	22%
61200 WORKER'S COMP.	\$	300	\$	-	0%
61300 UNEMPLOYMENT	\$	300	\$	-	0%
61400 RETIREMENT	\$	8,200	\$	2,126	26%
66450 MILEAGE REIMBURSEMENT	\$	1,200	\$	-	0%
<b>PERSONNEL SUBTOTAL</b>	<b>\$</b>	<b>108,542</b>	<b>\$</b>	<b>22,643</b>	<b>21%</b>

**OPERATING COSTS**

62700/62800 OFFICE & MINOR SUPPLIES	\$	3,500	\$	1,441	41%
64600 COMMUNICATIONS	\$	1,500	\$	210	14%
64800 UNPLANNED PROJECT COSTS	\$	10,000	\$	440	4%
66400 TRAVEL AND TRAINING	\$	5,000	\$	-	0%
64900 MEMBERSHIP	\$	2,300	\$	40	2%
64000 AUDIT	\$	300	\$	-	0%
64300 LEGAL FEES	\$	4,000	\$	93	2%
66300 SYSTEM MAINTENANCE	\$	1,000	\$	-	0%
64700 CONTRACT SERVICES	\$	33,950	\$	15,751	46%
66695 BOARD TRAVEL AND TRAINING	\$	2,500	\$	-	0%
66697 FOOD	\$	600	\$	132	22%
<b>OPERATING SUBTOTAL</b>	<b>\$</b>	<b>64,650</b>	<b>\$</b>	<b>18,106</b>	<b>28%</b>

**DEVELOPMENT PROJECTS**

66401 MATCHING FUNDS GRANT	\$	-	\$	-	0%
67401 INCENTIVE PAYMENTS	\$	10,000	\$	-	0%
66713 CHAMBER OF COMMERCE	\$	3,500	\$	3,500	100%
67130 EXHIBITIONS AND EVENTS	\$	5,000	\$	-	0%
66715 MARKETING AND PROMOTIONS	\$	29,640	\$	4,888	16%
67140 COMMUNITY DEVELOPMENT	\$	20,000			0%
67150 BUSINESS DEVELOPMENT (FUNDS GRANT)	\$	100,000	\$	35,000	35%
67400 TOWN SQUARE PROJECT	\$	100,000	\$	-	-
<b>DEVELOPMENT SUBTOTAL</b>	<b>\$</b>	<b>268,140</b>	<b>\$</b>	<b>43,388</b>	<b>16%</b>



TRANSFERS TO CITY

66701 ADMINISTRATION FEE	\$	-		-
66711 PARK IMPROVEMENT	\$	10,000	\$	0%
85500 ECONOMIC DEVELOPMENT FOUNDATION	\$	-		-
66700 BOND PAYMENT	\$	-		-
<b>CITY TRANSFER SUBTOTAL</b>	<b>\$</b>	<b>10,000</b>	<b>\$</b>	<b>0%</b>

<b>EXPENDITURE TOTAL</b>	<b>\$</b>	<b>451,332</b>	<b>\$</b>	<b>84,138</b>	<b>19%</b>
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<b>REVENUE OVER EXPENDITURES</b>	<b>\$</b>	<b>(147,932)</b>	<b>\$</b>	<b>8,491</b>
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<b>10% MARKETING CARRYOVER</b>	<b>\$</b>	<b>26,034</b>
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<b>BANK ACCOUNT BALANCE</b>	
Economic Dev. Corp-Point Bank	\$ 608,978
Town Square Project Account	\$ 8,023
<b>Total</b>	<b>\$ 617,001</b>

\*The Interest revenue received summarizes all investment activity for the Pilot Point EDC and is in compliance with EDC Investment Policy and PFIA.

PUBLIC SALES TAX COMPARISON FY 21 vs FY20					
Month		EDC 2020	EDC 2021	(FY20 vs. FY21)	
OCTOBER		\$ 20,886	\$ 29,914	\$ 9,028	43%
NOVEMBER		\$ 26,266	\$ 27,438	\$ 1,172	4%
DECEMBER		\$ 26,934	\$ 25,750	\$ (1,184)	-5%
JANUARY		\$ 29,311		\$ (29,311)	#DIV/0!
FEBRUARY		\$ 19,492		\$ (19,492)	#DIV/0!
MARCH		\$ 20,184		\$ (20,184)	#DIV/0!
APRIL		\$ 21,199		\$ (21,199)	#DIV/0!
MAY		\$ 26,119		\$ (26,119)	#DIV/0!
JUNE		\$ 22,756		\$ (22,756)	#DIV/0!
JULY		\$ 30,251		\$ (30,251)	#DIV/0!
AUGUST		\$ 31,198		\$ (31,198)	#DIV/0!
SEPTEMBER		\$ 26,620		\$ (26,620)	#DIV/0!
<b>YTD TOTALS</b>		<b>\$ 301,216</b>	<b>\$ 83,102</b>	<b>\$ (218,114)</b>	<b>#DIV/0!</b>

2019 vs 2020 = 9% increase

Month	FY 2020	FY 2019	FY 2018	FY 2017	FY 2016	FY 2015	FY 2014	FY 2013
Oct.	20886	23101	20380	19527	19634	17575	15497	13530
Nov.	26266	26196	25126	22767	24100	18229	19479	15913
Dec.	26934	21803	17507	19595	19146	18184	14910	14384
Jan.	29311	19263	19254	19223	16234	14330	14631	13829
Feb.	19492	24825	25108	24240	25521	22283	18645	16910
Mar.	20184	19467	18804	18316	17941	26720	17536	12374
April	21199	18495	17894	19470	17365	14689	18977	14100
May	26119	26255	25580	25486	23920	20241	21260	17804
June	22756	21115	19514	17708	17372	21045	16213	14666
July	30251	21177	21723	17164	17418	16492	17361	16273
Aug.	31198	25320	27473	24818	23116	23099	19192	17108
Sept.	26620	21533	20051	18138	21659	19909	17676	15646
<b>Total</b>	<b>301216</b>	<b>268550</b>	<b>258414</b>	<b>246452</b>	<b>243427</b>	<b>232795</b>	<b>211377</b>	<b>182538</b>