



Agenda EDC Meeting

Tuesday, January 10, 2017 at 6:30 p.m

City Hall Annex, 310 North Main Street,
Elgin, Texas 78621

Board Members:

Jeff Carter - President, Bryan Bracewell - Vice President, S.H. McShan - Secretary,
Molly Alexander, Jessica Bega, Sue Brashar & Cody Mauck

- I. Call to Order
- II. Approval of Minutes from the November 8, 2016 EEDC Board Meeting
- III. Public Comments - No discussion or action will occur beyond what is allowed by Texas Open Meetings Act.
- IV. Financial Report
 1. Monthly Summary.
- V. Discussion and Possible Action to approve revisions to Mega Grant Application. The Pre-Application has been removed and the Grant application will be used with the requirement remaining to submit prior to start of project. Individual staff sign off pages have been removed.
- VI. Discussion and Possible Action to approve hiring of a PR Firm to assist with marketing the Downtown, attract visitors and new businesses to the City. Also to assist with press releases and media training, not to exceed \$12,000.
- VII. Executive Session - The Elgin Economic Development Corporation Board of Directors will meet in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following: Section 551.072 - Deliberation about real property and/or potential sales, acquisitions, exchanges, leases, dispositions, incentives or values of real property. Possible relocation/reorganization of EEDC office. Section 551.074 Personnel Matters.
- VIII. Reconvene - The Elgin Economic Development Corporation Board of Directors will reconvene into Open Session to discuss, consider and/or take any action necessary related to the executive session noted herein, or regular agenda items, noted above, and/or related items.
- IX. Announcements.
- X. Adjournment

CERTIFICATION

I certify that the above notice for an Elgin EDC meeting was posted on the bulletin board at the City Hall of Elgin, Texas on or before, 5pm, Friday, January 6, 2017.

Sheri Mac, Administrative Assistant

NOTICE OF ASSISTANCE AT A PUBLIC MEETING

The City of Elgin is committed to compliance with the Americans with Disability Act. The Council Chambers are wheelchair accessible and special marked parking is available in front of the building. Persons with disabilities who plan to attend this meeting and who may need assistance are requested to contact the City Secretary's Office at (512) 281-5724. Please provide forty-eight (48) hours notice when feasible.



MEETING MINUTES

Tuesday, November 8, 2016, 6:30 p.m.

City Hall Annex, 310 North Main Street, Elgin, Texas 78621

Board Members:

Jeff Carter - President, Bryan Bracewell – Vice President, S.H. McShan - Secretary,
Molly Alexander, Jessica Bega, Sue Brashar & Cody Mauck

Attending: Jeff Carter, Bryan Bracewell, Jessica Bega, SH McShan, Cody Mauck, Sue Brashar

Absent: Molly Alexander

Staff: Owen Rock, Sheri Mac, Sue Beckwith

- I. **Call to Order** – The meeting was called to order at 6:30 pm by Jeff Carter.
- II. **Approval of Minutes from the October 4, 2016 EEDC Board Meeting** – Jessica Bega moved to approve minutes, second by SH McShan, passed unanimously.
- III. **Public Comments - No discussion or action will occur beyond what is allowed by Texas Open Meetings Act** - None
- IV. **Financial Report** – Reviewed October 2016 Financial Report.
- V. **Discussion and Possible Action to approve agreement between Elgin EDC and Texas Center for Local Foods**. Cody Mauck moved to approve the agreement between the Elgin EDC and Texas Center for Local Foods, second by Jessica Bega, passed unanimously.
- VI. **Discussion and Possible Action to consider final approval and payment of Mega Grant in the amount of \$25,000 to Donald Koslosky for improvements performed at 19 N. Main Street.** Sue Brashar moved to approve the Mega Grant and payment of \$25,000 for Donald Koslowsky, second by SH McShan, passed unanimously. Cody Mauck abstained.
- VII. **Discussion and Possible Action to consider final approval and payment of Mega Grant in the amount of \$25,000 to J.D. Harkins for construction of a building at 618 Hwy 95N.** Bryan Bracewell moved to approve the Mega Grant and payment of \$25,000 for J.D. Harkins, second by Sue Brashar, passed unanimously. Cody Mauck abstained.
- VIII. **Discussion and Possible Action to consider payment of \$7,500 for Job Creation Grant Program to ATX Jerky in the amount of \$7,500.** Since the initial application an additional 2 employees have been hired, Owen Rock asked the board if they would approve a payment of \$10,000 (\$20,000 total). Cody Mauck moved to approve the Job Grant and payment of \$10,000 for ATX Jerky, second by SH McShan, passed unanimously.

The board entered into executive session at 7:00 pm.
- IX. **Executive Session - The Elgin Economic Development Corporation Board of Directors will meet in a closed/executive session pursuant to the Texas Government Code, Chapter 551, to discuss the following: Section 551.072 - Deliberation about real property and/or potential sales, acquisitions, exchanges, leases, dispositions, incentives or values of real property. Possible relocation/reorganization of EEDC office. Section 551.074 Personnel Matters.**
- X. **Reconvene - The Elgin Economic Development Corporation Board of Directors will reconvene into Open Session to discuss, consider and/or take any action necessary related to the executive session noted herein, or regular agenda items, noted above, and/or related items.**

The Board reconvened into regular session at 7:10 pm. No action was taken on items from the Executive Session.
- XI. **Announcements** - USDA Presidential appointment Lillian Salerno is coming to announce the start of new local foods program with tour and press conference the Monday after Thanksgiving.
- XII. **Adjournment** - The meeting was adjourned at 7:14 pm.

ATTEST:

APPROVED:

S.H. McShan, Secretary

Jeff Carter, President



ELGIN ECONOMIC DEVELOPMENT CORPORATION HISTORIC DISTRICT REVITALIZATION MEGA GRANT PROGRAM

Application, Guidelines and Contractual Agreement(s) for Participation in the Elgin Economic Development Corporation (EDC) Grant Program for the Revitalization of Commercial Buildings in the Downtown Historic District

OVERVIEW:

This Program is intended to sustain and promote the creation of jobs, while stimulating the economic vitality of Elgin's Historic Main Street Program Area located in the Historic District, and while incentivizing new commercial Projects by providing matching grants for eligible Projects designed to improve commercial properties and buildings in these designated areas (Projects). Eligible commercial Projects may receive up to \$25,000 in the form of a "mega-project" matching grant (Mega-Grant). The Mega-Grants may include funding for renovations or construction that are not solely façade improvements; however, Mega-Grant Projects must use at least 20% of the funding provided by the EDC for façade-type renovations. No Grants will be provided for improvements to structures that are not zoned for commercial or mixed use.

DEFINITIONS:

- ❖ Elgin Economic Development Corporation (EDC) – The entity authorized by the City and the laws of Texas to oversee the Grant Program, in Elgin.
- ❖ Main Street Program Area (MSPA) - The area in Elgin that has been identified by the City and State of Texas as the Main Street Program Area.
- ❖ Historic District (HD) - The area of Elgin that has been identified by the City of Elgin to be of historical interest in the Downtown area.
- ❖ Historic Review Board (HRB) - The board of directors appointed by the City to oversee the Historic District as regulated by City ordinance and guided by the Secretary of Interior Standards for Historic Properties.
- ❖ Mega-Grant – A 25%/75% matching grant providing EDC funds up to \$25,000, with at least 20% of the total funds provided by the EDC to be used for Façade renovations and improvements.
- ❖ Conditional-Preliminary Approval – The first formal action by the EDC Board on a proposed Project. Conditional-Preliminary Approval is not final approval nor does it obligate the EDC to provide funds for any Project. Rather, it is intended to merely provide an Applicant with first-round input as to the views of the Board and an indication of whether the Project would be eligible for formal and Final Approval as proposed. Any material or substantive change in the scope or nature of a proposed Project after receipt of Conditional-Preliminary Approval by the EDC Board will negate the Conditional-Preliminary Approval, and will subject the Proposed Project to another review and evaluation by the EDC Board.
- ❖ Final Approval – The formal final approval by the EDC Board, acting upon the final Project design after review and approval from the Historic Review Board and related Commissions and Committees. An Applicant who begins any work on a proposed Project prior to receipt of EDC's Final Approval does so strictly at his own risk, inasmuch as there is no assurance of any grant funding from the EDC until Final Approval is provided by the EDC Board.
 - Qualified Bid – Bids or formal quotations and cost estimates that meet or exceed the standards and criteria set by the City of Elgin and the Main Street Program. If an Applicant is performing any portion of the proposed work, third-party, independent verification of costs estimated/incurred will be required. Only costs for materials and equipment rental will be accepted for work performed by the Applicant. Labor costs must be provided by and paid to a third party.

GOALS OF THE PROGRAM:

- ❖ To sustain and promote the creation of jobs while stimulating the economic vitality of the Historic District, and incentivizing new commercial Projects in this area. [No grants are available for residential projects, at this time.]
- ❖ To improve the attractiveness and utility of commercial buildings or commercial property in the HD.
- ❖ To promote the restoration and continued maintenance of historic commercial buildings in the HD.

CONDITIONS AND PROCEDURES FOR THE MATCHING MEGA-GRANT PROGRAMS:

1. Application: EDC's Fiscal Year is from October 1 through September 30. Applications for grant funds will be accepted at any time.
2. The proposed Project must satisfy the Program Goals and all pertinent Grant Program Criteria.
3. Each Applicant's Project design is subject to approval for design quality and appropriateness by the Historic Review Board as applicable, and will be presented to the EDC Board of Directors with recommendations for approval or denial by the HRB prior to Final Approval. All improvements to historic buildings and non-historic buildings in the HD should be consistent with Design Guidelines and Standards adopted by the Historic Review Board. Improvements must meet all construction and renovation criteria set forth by the laws, codes, and ordinances of the City of Elgin and must be undertaken with proper permits, licensing, and certification, with all applicable permits to be obtained by the Applicant, where required. ***Funding preference may be given, at the discretion of the EDC Board of Directors, to buildings or sites registered as (or with Application in process) a City of Elgin Significant or Historic Landmark.***
4. An Application for the proposed Project shall be prepared by the Applicant, with the assistance of City Staff, and shall be provided to the EDC Staff, to initiate the Grant review/approval process. The EDC Board of Directors will review and consider the Application at a regularly scheduled EDC agenda meeting and will provide input and/or formal "Conditional-Preliminary Approval" for the proposed Project following that review. The formal "Conditional-Preliminary Approval" by the EDC Board of Directors will trigger the Board's full review process, should the Applicant determine to go forward with the Project.
5. Eligible improvements to existing commercial buildings applying for a **Mega-Grant** will be considered on a case-by-case basis. EDC funding in connection with the **Mega-Grant** is not restricted to exterior elements of the structure and may encompass other necessary capital improvements including plumbing, electrical, and other permanent fixtures. However, a minimum of 20% of EDC funding in connection with any **Mega-Grant** must be utilized for façade renovations.
6. Grant funds for fire monitoring systems will only be considered by EDC upon submission of proof of a minimum one-year, pre-paid/non-terminable, monitoring contract through a provider that is approved by the EDC.
7. Unless a specific exception is made by the EDC Board of Directors, the following will **not** be eligible for reimbursement under the **Mega-Grant**:
 - Items not a part of the building's structure, utilities, landscaping, access routes to driveways and parking, and temporary or removable items, such as furniture and appurtenances.
8. Only Owners (or authorized representatives of owners) of commercial property located in the MSPA are eligible to apply for the EDC building and infrastructure improvement Grants. A Mega-Grant shall not exceed 25% of the total cost for the improvement(s). Mega-Grants are available up to a maximum amount of \$25,000, per Project. ***Qualified Bids must be obtained and submitted with the Application in order to substantiate anticipated cost of improvement(s). Applications must be submitted to EDC for Conditional-Preliminary Approval before any portion of the proposed Project Application work is begun. Any work performed prior to submission of the Application shall not be eligible for reimbursement by use of Grant funds All projects must be approved by the Historic Review Board prior to EDC approval.***
9. If approved, all Grant funds will be paid to the Applicant **following completion of the Funding and Close Out Procedures, as noted below. All grants will be paid after completion of the work and a certificate of occupancy is issued or the tenant is open for business. Grant recipients seeking payment of submitted invoices and costs acknowledge and agree that all expenditures reported are subject to verification, audit and approval/disapproval by EDC and no disbursement of funds will be allowed until all Close Out Procedures have been completed.**

GRANT APPLICATION PROCEDURE:

1. **APPLICATION:** Submit to the Elgin Community Development Director the following (as appropriate for the Project):
 - ☐ **Photograph(s)** – indicating the present form and condition of the property/building (color prints, snapshots or instant prints are acceptable)
 - ☐ **Elevation Drawings** – illustrating proposed changes and/or alterations (including placement of signs)
 - ☐ **Site Plan** – (to scale) illustrating current structure and proposed changes, with property lines and dimensions, easements, and setback lines clearly shown
 - ☐ **Detailed drawings** – and plans of the building that will indicate all proposed work (including any structural work or repair, paint color, awnings, signage, etc.)
 - ☐ **Information** – regarding the materials to be used (the Historic Review Board may ask that samples be provided)
 - ☐ **Other** documentation required by the Historic Review Board, Planning and Zoning Department or information requested by the EDC Staff or Board related to the Project, as necessary.
2. The Elgin Community Development Director will act as an advisor and process facilitator on all Projects being considered for participation in this Program.
3. The proposed Project plans will be reviewed by the HRB to evaluate and determine design quality and appropriateness and the results of the review will be presented to the Elgin Economic Development Corporation Board of Directors, including a recommendation for ‘approval’ or ‘denial’ of funding for the proposed Project. Any material or substantive change in the scope or nature of a proposed Project after review by the HRB will subject the proposed Project to reevaluation and re-consideration prior to Final Approval.
4. Decisions regarding the Grant Applications are within the sole discretion of the EDC Board of Directors, and will usually be considered at the first EDC Board meeting following the review by the HRB, once their recommendations are made. However, there will be no obligation or commitment by the EDC to take up or act upon any Grant request until such time as the Board, in its sole discretion, determines it is appropriate to do so. Applicants acknowledge and agree that the EDC Board of Directors may decline to hear or consider any request and/or may reject any proposal, for any reason or no reason, stated or not stated, at the Board’s sole discretion. The Board’s decisions are final.

GRANT CLOSE OUT AND FUNDING PROCEDURE:

Before the EDC will authorize and/or make payment of any Grant funds for a Mega-Grant, the following documentation, as applicable to the Project, must be fully executed and provided to the EDC by the Applicant, with the assistance of the EDC Staff, to complete the EDC’s “Grant Close-Out” process:

1. Submission of the paid bills and receipts must be accompanied by an itemization (spreadsheet) of the expenses being submitted for consideration including the date, provider, service/item, and cost.
2. Certification executed by the appropriate building/inspection official of the City of Elgin, attesting that the construction was completed in accordance with any pertinent Building Code of the City of Elgin; and
3. Certification executed by the President of the EDC attesting that he has personally visited the Project and has determined that the work has been completed, from an aesthetic perspective (and including dated photographs of the Project providing evidence of same); and

Neither the Community Development Director, Staff, or any representative of the EDC is able to or will perform more than a visual evaluation strictly confined to the ‘aesthetic sufficiency’ of the work performed on a Project. The Applicant and/or Owner is solely responsible for all necessary or desired testing and inspection of materials and labor for the Project related to workmanship, suitability, safety, etc.

No Grant funding will occur until **all** of the above close-out documentation has been finally executed and provided to the EDC. The EDC will attempt to complete the requisite on-site visit and invoice review/approval within 5 business days of receipt of the last-received of the above noted Certifications and all pertinent invoicing and Project records. However, Grant Applicants should not anticipate payment of Grant funds before the Applicant's complete submission of invoices/receipts and Project documentation to the EDC and the location is open for business or a certificate of occupancy is issued. The Board will then determine if the grant will receive final approval and the amount of the grant reimbursement at the next scheduled board meeting. Approval of funds in excess of \$10,000 is required by the Elgin City Council. A resolution requesting the approval will be submitted for their review at the next scheduled Council meeting. Payment of approved funds will be made after Council approval. This may take up to 10 business days. Deductions and/or set offs from the requested reimbursement though Grant funding may be made by the EDC on the basis of documentation presented, and at the sole discretion of the EDC. Projects not completed within 6 months of approval of Mega Grant will be required to resubmit grant application and will be subject to review. The EDC board reserves the right to withdraw prior approval of the grant.

Please return the Application and close out documentation to:

Owen Rock, Executive Director
Office: (512) 229-3226 Cell: (512) 541-8472
310 N Main Street or PO Box 591 Elgin, Texas 78621
economic@ci.elgin.tx.us
www.elginedc.com

ELGIN ECONOMIC DEVELOPMENT CORPORATION/
MAIN STREET REVITALIZATION GRANT PROGRAM

GRANT APPLICATION

APPLICANT [OWNER(S)/REPRESENTATIVE] *(Note: If Applicant is not the building or property owner(s), the building and property owner(s) must sign the Application or submit a notarized 'letter of authorization' with this Application). If the property/ building is owned by more than one individual or entity, then all co-owners must personally sign the Application.*

Name _____

Address _____ City _____ State ____ Zip _____

Telephone (Work) _____ (Home/Cell) _____

PROJECT/BUILDING OR PROPERTY

Project/Building Name _____

Project/Building Address (including legal description) _____

Project/Building Owner _____

Address _____

Building Age _____ Date of Original Construction _____

Architect/Builder (if known) _____

Brief History of Building (Elgin Depot Museum and/or Library and/or County Courthouse are resources please provide historic photographs of the building/site) _____

Is this property a City of Elgin Historic Landmark? () No () Yes

Date established as a Historic Landmark _____, 20__

Note: If the structure involved is within the Downtown Main Street Program area, the project must be submitted for review and approval by the Historic Review Board prior to submission to the EDC.

Is this property on the National Register of Historic Places or a Recorded Texas Historic Landmark? () No () Yes-Explain which _____

DESCRIPTION OF PROJECT/WORK PROPOSED

Exterior _____

Interior _____

Windows _____

Roof _____

Façade (Storefront/Doors) _____

Painting _____

Awning _____

Other _____

Total Estimate \$ _____

Qualified Bids and/or cost estimates must be obtained and submitted with Application in order to substantiate cost of improvement(s)

Requested Grant amount:

Mega-Grant (up to \$25,000 matching, as 25%/75%) () \$ _____

Project Architect/Designer _____ Phone: _____

Project Contractor/Coordinator _____ Phone: _____

Are you planning to apply for a Tax Credit for rehabilitation of historic structures? () Yes () No

CRITICAL TIMING AND COMPLETION REQUIREMENTS:

1. Construction must not have begun on any part of the proposed grant related Project prior to submission of the EDC Pre-Application form.
2. For Mega-Grant Projects – Construction on Mega-Grant improvements must begin within 6 months of Project Application Approval. To be eligible for reimbursement through the Grant Program, Mega-Grants Projects must be completed within 18 months from Final Approval by EDC.
3. A one-time 6 month extension to these deadlines may be considered by EDC, upon written request and acceptable documentation force majeure type justification for the delay of initiation of work or completion.

If the above deadlines are not met, or extensions are not approved by the EDC Board, the funding for the Project will be denied.

When do you expect to begin Project work? _____, 20__

[Note: Work may begin after Pre-Application submission and before Final Approval of the Board; however, Applicants undertake this work at their sole risk, acknowledging that EDC may – at its sole discretion – ultimately determine not to fund the Project.]

What is the anticipated completion date? _____, 20__



ELGIN HISTORIC REVIEW BOARD

APPLICATION FOR REVIEW OF MODIFICATIONS TO HISTORICALLY DESIGNATED PROPERTIES

The Elgin Historic Review Board meets on the 4th Tuesday of the month. Applications must be submitted ten (10) days prior to the meeting date.

Date Submitted: _____

APPLICANT INFORMATION Applicant is:

☐ Building Owner ☐ Business Owner ☐ Contractor

Applicant Name _____

Applicant Signature _____

BUILDING INFORMATION

Name of Building _____

Physical Address _____

Owner Name _____

Owner Mailing Address _____

Owner Phone # (____) _____

Property Owner Signature _____ Date Approved ____/____/____

BUSINESS INFORMATION

Business Name _____

Bus. Owner Name _____

Bus. Mailing Address _____

Bus. Phone # (____) _____

Email Address _____

CONTRACTOR INFORMATION

Contr. Name _____

Contr. Address _____

Contr. Phone # (____) _____

OTHER CONTACT INFORMATION

SIGN APPLICATION INFORMATION

Sign Type ☐ Projection ☐ Flat Mount ☐ Window

Sign Dimensions _____ x _____ = _____ sq ft

Projection Sign (sq ft x 2) Total sq ft _____

☐ Building Front Linear Feet _____ meets standards ☐ yes ☐ no

☐ Window Dimensions _____ x _____ = _____ sq ft
_____ % Coverage; meets standards ☐ yes ☐ no

Use next column or additional paper to provide sign wording, materials, colors, mounting specifications, etc. If possible include pictures of building with sign location indicated and sketch or print of sign design.

Intended and desired starting and completion date of alteration or repairs.

Start _____ Complete _____

Description of proposed external alteration or repair (use additional paper if needed)

*Drawing/ sketch of the proposed external alteration (use additional paper if needed).
Please provide current photos of property.*

CERTIFICATE OF APPROPRIATENESS

☐ Approved ☐ Rejected ☐ Modified

(Building Permit Attached)

Chairman/Vice Chairman Signature _____ Date _____

Building Official or Designee Signature _____ Date _____

Date(s) Reviewed by Board _____

City Of Elgin Code Chapter 1 Section 5, page 42, states in part "...violations shall be fined \$2000 per day." Each day a violation occurs is a separate violation. Failure to have projects reviewed and failure to follow an approved application constitutes a violation.

For questions call (512) 281-0119 or write to gcooke@ci.elgin.tx.us & amiller@ci.elgin.tx.us

OWNER’S/APPLICANT’S AGREEMENT:

I have met with the Elgin Community Development Director and the Economic Development Corporation Executive Director and I acknowledge that I have received, reviewed and fully understand the criteria, standards, rules and procedures established by the EDC and the Historic Review Board Main Street Program pertaining to the Project Grant Program and, further, that my request to be considered for Grant funds and agreement to abide by the Historic Review Board Main Street Program/EDC criteria, standards, rules and procedures is binding and contractual in nature, in the event that the proposed Project is funded by the EDC.

I understand that, if I am awarded a Mega-Grant by the EDC, any deviation from the Project detail approved by the Board and/or deviation from this Agreement will result in the withdrawal of the Final Approval for the Grant and loss of Grant funds for my proposed Project.

All Owner(s)/Representative(s) who are signatories to the Pre-Application/Application affirm and represent that neither they, nor any representative or contractor associated with the Project whom will participate in the Project on behalf of the Owner, have any common law or Statutory conflict of interest with respect to this Grant and/or the resulting funding that may be provided by the EDC.

Signed _____ Date _____
Owner/Applicant

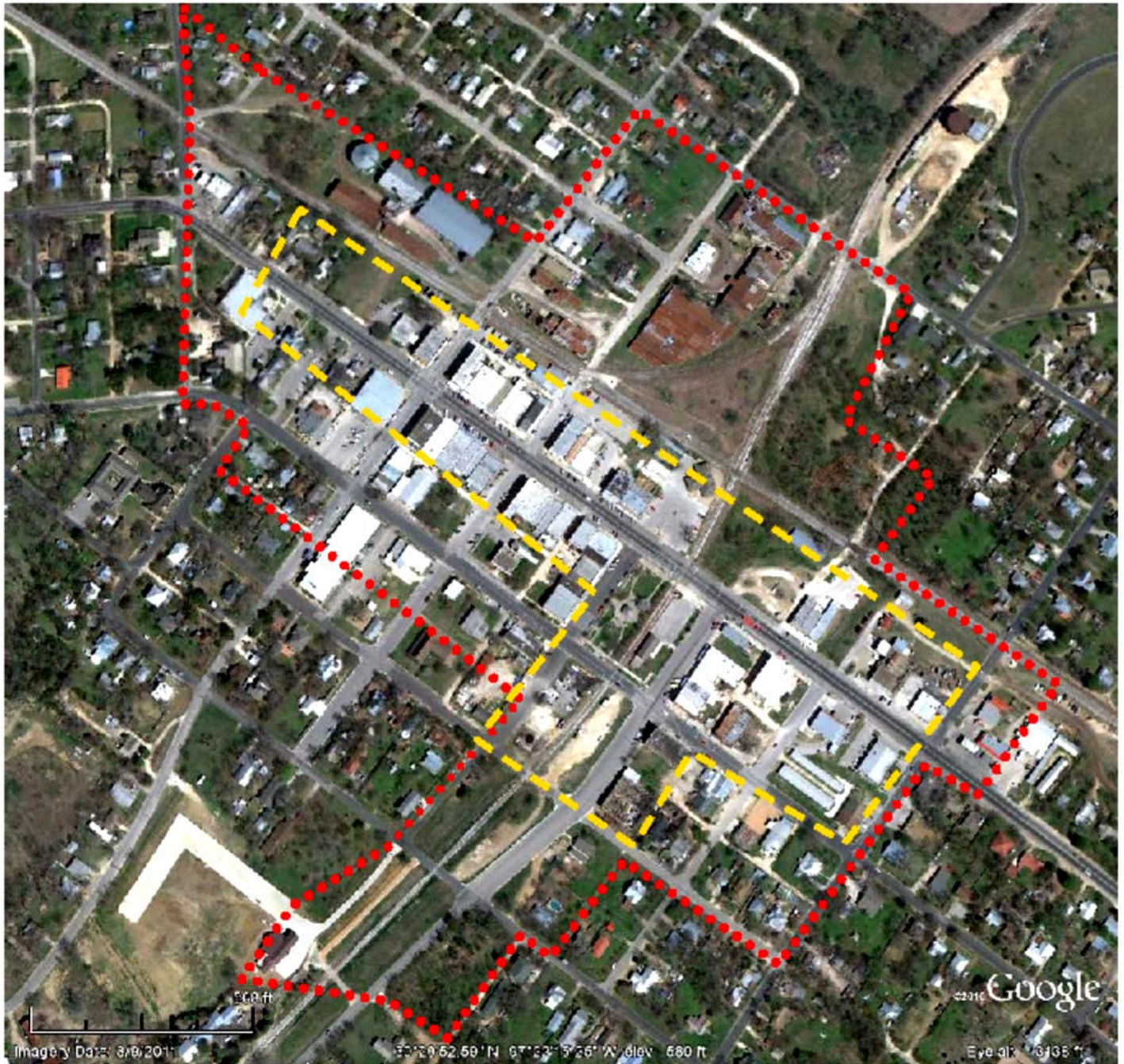
Signed _____ Date _____
Co-Owner/Co Applicant

Signed _____ Date _____
Elgin Community Development Director

Signed _____ Date _____
Representative of Applicable Reviewing Entity
[Historic Review Board]

Signed _____ Date _____
Elgin Economic Development Corporation

Official Main Street City Since 1990



..... Main Street Program Area

- - - Historic District

NOTICE: Disclosure of a conflict of interest does not disqualify an Applicant or Project from grant funding: Rather, disclosure of conflicts will trigger an evaluation of the facts and circumstances involved in the reported conflict, consideration of potential conflict mitigation alternatives, and a final decision on funding by the Board of Directors, as deemed appropriate in the Board's discretion and in compliance with applicable legal requirements.

ELGIN ECONOMIC DEVELOPMENT CORPORATION

CONFLICTS OF INTEREST DISCLOSURE STATEMENT

Grant Applied For: _____

Name of Applicant: _____

Tax ID number: _____
(or last four digits of SS #)

With regard to my application to the Elgin Economic Development Corporation for a grant of funds, I have the following potential conflict(s) of interest to report:

1. I have, or I am affiliated¹ with, another corporation, organization, individual or entity that has already received a Elgin Development Corporation Grant. (Yes No)

If Yes, please explain in detail: _____

2. I am, or I am affiliated with, an individual who is, employed by the City of Elgin. (Yes No)

If Yes, please explain in detail: _____

3. I am, or I am affiliated with, a member of a City of Elgin Board, Council, Commission, or Committee. (Yes No)

If Yes, please explain in detail: _____

4. I am affiliated with any vendor, supplier, or any other party providing or bidding for providing services, having a direct or indirect interest in any business transaction(s) with the Elgin Economic Development Corporation, including a grant recipient. (Yes No)

If Yes, please explain in detail: _____

5. I am, or I am affiliated with, a staff member or employee of the Elgin Economic Development Corporation. (Yes No)

If Yes, please explain in detail: _____

6. I am, or I am affiliated with, any party that potentially could or will receive a financial benefit from the Elgin Economic Development Grant contemplated herein, other than for the specific purposes stated in the grant (e.g., I am, or I am affiliated with, the contractor, architect, designer, property owner, or supplier(s) for a new business to be constructed in the City of Elgin). (Yes No)

If Yes, please explain in detail: _____

7. Any other potential conflict? _____

If Yes, please explain in detail: _____

¹ "Affiliated" refers to the following: Spouse, domestic partner, child, mother, father, brother or sister or close associates; any corporation, business or non-profit organization of which you serve as staff, officer, board member, partner, participate in management or are employed by; any trust or other estate in which you have a substantial interest or as to which you serve as a trustee or in a similar capacity.

I understand that by signing the statement and submitting this form, I am certifying that I have read this document and all Elgin Economic Development Grant related material provided to me. If I did not fully understand the request for disclosures stated herein, I have requested that the disclosures be explained to me in further detail by a member or employee of the Elgin Economic Development Corporation.

I acknowledge that I am requesting that the Elgin Economic Development Corporation determine my eligibility for a Grant and, if it is determined that I am eligible, I agree to utilize all funds provided to me in accord with Texas Local Government Code, Section 501, *et seq.* and any other applicable federal, city or state rules and regulations.

In addition, I hereby confirm that the disclosure(s) made herein above is complete and correct, and that if I become aware of any information that might indicate that this disclosure(s) is inaccurate, I agree to immediately notify, in writing, the Board of the Elgin Economic Development Corporation.

Signature: _____

Name: _____

Position: _____

**Public Relations Proposal for
ELGIN, TEXAS**

OVERVIEW

Located in Bastrop County in Central Texas, Elgin has a population of approximately 9,000 (2016,) and more than 10,000 including ETJ residents. The population is a mix of mainly white and Hispanic. Elgin ISD has three elementary schools, one middle and two high schools. Administrators are working to improve the quality of education at Elgin ISD, and are amenable to working together with the City of Elgin and the Elgin Chamber of Commerce toward common goals.

The community is known as The Sausage Capital of Texas, mainly because of two popular restaurants—Southside Market and Meyer’s Elgin Smokehouse. Home to three major brick manufacturers, Elgin is also known as the Brick Capital of the Southwest.

While Elgin has always had a strong agricultural base, a budding farm-to-table industry and entertainment area is growing. The downtown area is being revitalized with developers investing in renovating properties, adding restaurants, stores and loft apartments. The community is also growing and the population is expected to increase.

SITUATION

Central Texas residents generally have a neutral image of Elgin. There is awareness and a positive attitude toward the barbecue restaurants and Christmas tree farm. Many say they merely pass through Elgin or possibly visit there once a year.

The City of Elgin, including the Community Development department and the Economic Development Corporation, work together collaboratively with the Elgin Chamber of Commerce. They are interested in raising the visibility and awareness of Elgin in the region with the goal of attracting more visitors, and entertainment and food industry businesses.

Most Elgin residents work and shop elsewhere. There is a need and interest in encouraging residents to support local businesses.

Elgin’s strongest industry today is food and farming. However, there seems to be little awareness regionally that the farm-to-table industry is being nurtured and supported in Elgin.

PUBLIC RELATIONS OPPORTUNITY

Elgin aspires to create a vibrant downtown entertainment district that attracts tourists. As a Texas Main Street City, significant investment has been made for downtown Elgin to be walkable and vibrant, and to preserve the historic culture. With the recent investment and growth downtown, there is great opportunity to establish a stronger image, reputation and interest in Elgin.

New businesses like Hat Creek Provisions and ATX Jerky have interesting stories to tell. There is opportunity to distribute press releases and secure media coverage as new businesses establish, expand or relocate to Elgin. Business milestones and other types of news present opportunities for public relations to help build awareness of Elgin's successes.

Opportunities for publicity are also available through Elgin's work with the U.S. Department of Agriculture, particularly if an incubator commercial kitchen is established.

A "Shop Elgin" campaign is needed to build awareness among locals of the stores and restaurants that exist, and the benefits of shopping local.

Opportunity may also exist to partner with the Greater Austin Hispanic Chamber of Commerce, if that has not already been explored.

AUDIENCE

Marketing and public relations efforts will target the following:

- Elgin & ETJ residents
- Local leaders and elected officials in Elgin
(including the Mayor, City Council, City staff, ISD administrators, etc.)
- City, chamber and ISD staff
- Key influencers in the community and beyond (such as Bastrop County leaders)
- Local business owners and the Elgin business community
- Central Texas developers
- Central Texas residents (tourism)

PR GOALS

- To change Central Texans' perception of Elgin from a neutral to a positive image.
- To increase awareness of Elgin as a destination for tourists.
- To inspire residents to patronize Elgin stores and restaurants first.
- To encourage businesses in the food (retail or distribution) and entertainment industries to consider Elgin for a location.

PR STRATEGY

Following are recommended public relations strategies:

- Establish and support a *positive image of Elgin*.
- *Communicate clearly, concisely and regularly* with target audiences.
- *Educate residents* about what Elgin has to offer and *foster community pride*.
- *Increase awareness and visibility* of Elgin in Central Texas through media outreach, including business press, mainstream media and social media.
- *Align community leaders* on the PR effort and desired image.
- *Engage key influencers* to champion our PR effort.
- Reach target audiences through *accurate, positive press coverage* in key television, radio, print and social media outlets and blogs.

PR TACTICS

The following public relations tactics are recommended:

I. Develop key messages that establish the desired image, reputation and impression for Elgin.

Key messages are useful in all types of communications, written and oral. Key messages are high-level, overarching themes and ideas (concepts, images or “take-aways”) to be conveyed in speeches, websites, press releases, marketing materials (fact sheets, Q&A,) etc. Key messages are *what you want your audience to remember about Elgin* when they read or hear about it.

Once developed, key messages should not change much over short periods of time. The point is to reinforce the messages in everything you do over time so that a brand is created and an image is reinforced. Key messages do not have to be used verbatim, but should be supported through examples, words and visuals. Typically, there should be no more than 3-5 key messages.

II. Create talking points for each announcement to reinforce the messages and the desired image and brand for Elgin.

Talking points are for use in written and verbal communications. Talking points are more detailed and more specific than key messages. Talking points give spokespeople and employees exact words and phrases they can use when answering questions, speaking, or writing information about the company. This helps align spokespeople, staff and partners to ultimately deliver a unified message to all audiences.

Talking points are often developed in support of addressing a specific issue, business milestone, announcement or project. Talking points should be used verbatim as much as possible.

III. Draft an elevator pitch about Elgin.

An elevator pitch is a short, conversational description of Elgin, where it is, what's great about it, why people love living or visiting there, or why it's a great place to do business. This tool helps people in social and professional settings begin or have a short conversation about Elgin. An elevator pitch arms people who work for the City of Elgin, EDC, ISD or Chamber with the right words to use that support our key messages.

IV. Develop and distribute press releases.

A press release is the formal announcement about a specific and timely issue, usually distributed to the media in an attempt to secure coverage in a publication. Press releases also often drive traffic to websites and social media pages for more information.

V. Develop target media list.

We must develop a target media list for which to distribute the press release announcement. Development of the media list includes research to identify key media outlets or organization that would likely cover our news, find out reporters cover the beat that aligns most closely with our news at each media outlet, find correct contact information for these reporters/editors, and understand deadlines, editorial schedules, editorial calendars, etc.

VI. Conduct Media Training to prepare Elgin spokespeople.

Media training is extremely beneficial for those who have never conducted press interviews, and also for those who have done hundreds of press interviews. For example, Michael Dell is media trained regularly! Media training includes question-and-answer exercises, feedback on appearance and body language, and tips for handling difficult questions and redirecting the reporter if an interview becomes confrontational. While most press interviews are not painful, it is critical to know how to handle them if they do. At times, reporters can be "sneaky" and act like a friend; this can also be a strategy to get someone to loosen up and say more than they intend. This can be disastrous. Media training helps to ensure that all the background public relations preparation work results in strong interviews and positive media coverage.

VII. Press Interview Preparation

Each reporter will have specific questions he/she plans to ask. It is beneficial to have a media relations professional scope out each interview prior and also prepare the

spokesperson for the interview. The media relations professional would also attend the interview, ensure that any necessary follow-up with the reporter occurs and that the reporter has what he/she needs for the story, including images or answering any additional questions or points of clarification after the interview has taken place, before the story runs with possible errors.

COST ESTIMATE

The following cost estimates are developed based on the estimated time required to develop and execute these projects, including meetings, calls, emails and writing/editing work.

I. Key Messages	\$1,500-\$2,000
II. Talking Points	\$1,000
III. Elevator Pitch	\$500-\$800
IV. Press Release Does not include wire distribution costs.	\$1,500 per
V. Media List	\$1,000
VI. Media Training	\$1,500-\$2,000 (depending on # of people)
VII. Press Interview Prep	\$300-\$400 per

90-DAY PLAN

Following is a 90-day plan to provide an immediate timeline of PR activities.

December:

- Prioritize PR activities.
- Develop key messages.
- Develop PR plan.
- Create media list.
- Create PR calendar, including already planned events, festivals, etc.

January:

- Identify immediate press release opportunities.
- Research editorial calendars.
- Conduct media training.
- Develop elevator pitch.

February:

- Draft and distribute press release(s).
- Conduct media outreach and press interviews.
- Review and consider retainer for PR.

Billing: Projects are billed upon completion on a monthly basis. Prompt payment is expected at no more than 10 business days.

Please note: Your confidentiality is appreciated! This proposal was custom developed by Stansbury Public Relations for the City of Elgin and the Elgin Chamber of Commerce. This scope of work and pricing was provided specifically to you as a prospective client. Please do not share this document outside of your organization.