



The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, July 19, 2023 at 7:00 p.m. in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

1. Call to order.

OPEN SESSION:

2. Citizens to be heard.
The EDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the EDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future EDC Agenda.

CONSENT AGENDA (ITEM NOS. 3 – 4):

All Consent Agenda items listed below are considered routine by EDC Staff and are intended to be enacted by one motion. There will be no separate discussion of these items, unless a Director requests it, in which event the item will be removed from the Consent Agenda and considered in its normal sequence on the Agenda.

3. Approval of the Regular Meeting Minutes dated June 21, 2023. - [Agenda Item](#)
4. Approval of the HEDC Fiscal Year Ending (FYE) 2023 Revenue and Expense Report dated July 14, 2023. - [Agenda Item](#)

NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

This meeting site is wheelchair-accessible and accessible parking spaces are available in front of the office. In compliance with the Americans with Disabilities Act, the Helotes EDC will provide reasonable accommodations for persons attending the meeting. To better serve you, requests should be received seventy-two (72) hours prior to the meeting. For assistance, contact the Interim Executive Director at 210-695-5910.

COMMITTEE REPORTS:

5. Update from HEDC standing committees to include the following:
- Executive Committee;
 - Finance Committee;
 - Governance Committee; and
 - Building Evaluation Committee.

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. Discussion of and action on an application made by Dipesh Patel for Playa Bowls SA to approve a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program. - [Agenda Item](#)
7. Discussion of and action on redesigning a pole sign located at 14392 Old Bandera Road. - [Agenda Item](#)
8. Discussion of and action on approval of sponsorship for the 2023 Helotes Chamber's 0.5K in Old Town Helotes. - [Agenda Item](#)

STAFF REPORT:

9. Update on HEDC projects to include the following:
- E-Commerce Grant;
 - Tenant Improvement Grant;
 - Arts Grant; and
 - Visitor and Business Center.

Adjourn.

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

I certify that this Agenda was posted on July 14, 2023 at 5:00 p.m.



Glenn Goolsby
Executive Director



REGULAR MEETING MINUTES

The City of Helotes Economic Development Corporation (EDC) Board of Directors met for a Regular Meeting on Wednesday, June 21, 2023 at 7:00 p.m., in the City Hall Council Chambers, 12951 Bandera Road, Helotes, Texas 78023. This was an open meeting, subject to the open meeting laws of the State of Texas.

Present:

Board Members: Blaine Lopez, President John Kodosky, Vice-President
 Joel Lutz Melissa Benavides
 Marian Mendoza, Ex-Officio

Staff: Glenn Goolsby, Executive Director

Absent: Melody Cooper, Secretary Greg Hayden Jeff Felty

1. Call to Order.

President Lopez called the meeting to order at 7:00 p.m.

OPEN SESSION:

2. Citizens to be heard.

The HEDC cannot discuss any presented issue, nor may any action be taken on any issue at this time (Attorney General Opinion JC-0169). Comments are limited to three (3) minutes, and this time is not transferable. Discussion by the HEDC of any item not on the Agenda shall be limited to statements of specific factual information given in response to any inquiry, a recitation of existing policy in response to any inquiry, and / or a proposal to place the item on a future HEDC Agenda.

No citizen signed up to speak.

CONSENT AGENDA (ITEM NOS. 3 – 4):

All items marked with an asterisk (*) on the consent agenda were voted on as a group. Motion was made by John Kodosky, second by Melissa Benavides to approve Items 3 and 4 as written. The motion carried unanimously.

3. *Approval of the Regular Meeting Minutes dated April 19, 2023.

4. *Approval of the HEDC Fiscal Year Ending (FYE) 2023 Revenue and Expense Report dated June 15, 2023.

COMMITTEE REPORTS:

5. Update from HEDC standing committees to include the following:
 - Executive Committee;
 - Finance Committee;
 - Governance Committee; and
 - Building Evaluation Committee.

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. **Discussion of and action on an application made by Twin Brother's Burgerz to approve a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.**

Carlos Garcia presented his concept to the Board for a sports-themed burger restaurant he and his brother plan to operate inside the former Bobby J's Burgers.

Motion was made by Joel Lutz, second by Melissa Benavides to approve the grant request in the amount of \$20,000. Motion carried 3-ayes, and 1-abstained; John Kodosky.

7. **Discussion of and action on approval of a recommendation by the Community Arts Grant Committee to select Esther Benedict's sculpture called "Western Dance."**

Glenn Goolsby presented the CAG Committee's recommendation and concurred that Ms. Benedict's sculpture was ideal for the location in Old Town Helotes. He stated the HEDC would still be responsible for other improvements to elevate the area in an effort to protect the sculpture. Marian stated the need to coordinate with the City's Public Works Department to ensure all improvements are completed according to ASHTO standards.

Motion was made by Joel Lutz, second by John Kodosky to approve the item as presented. The motion carried unanimously.

8. **Discussion of and action on approval of an agreement with HDL Companies to provide monthly sales tax analytics, an annual audit, and recovery of misallocated sales tax.**

Glenn Goolsby reviewed some of the reports the software could generate and explained how the product saves substantial staff time in evaluating and generating sales tax reports.

Motion was made by John Kodosky, second by Melissa Benavides to approve Option 1 in the amount of \$6,000 plus a 30% commission on any recovered assets. The motion carried unanimously.

9. **Discussion of and action on approving a contract with YOLO Texas to film an episode highlighting Helotes to Shop, Dine, and Play.**

Glenn Goolsby presented contracting with YOLO for another episode to be aired in late 2023. He stated the first episode was successful at bringing awareness to Helotes and all

the businesses that were featured experienced a boost in traffic and sales. Blaine Lopes asked if there was a possibility to split the expense with the City, utilizing the Hotel Occupancy Tax. Mr. Goolsby stated he would be requesting support from the City.

Motion was made by Melissa Benavides, second by Joel Lutz to approve contracting with YOLO Texas in the amount of \$19,000 with the stipulation that the EDC can split the cost with the City of Helotes. The motion carried unanimously.

10. Discussion of and action on approval to reallocate funds for the expansion of the HEDC offices to include a Visitor and Business Center.

Glenn Goolsby stated in order to move forward additional funds were needed in the Visitor Center line item and recommended transferring \$250,000 from Land Acquisition.

Motion was made by John Kodosky, second by Joel Lutz to approve the item as presented. The motion carried unanimously.

STAFF REPORT:

11. Update on HEDC projects to include the following:

- **E-Commerce Grant;**
- **Tenant Improvement Grant;**
- **Arts Grant; and**
- **OTH Signage.**

Glenn Goolsby reviewed the status of applicants for the grants and stated there had been a recent influx of interest so he anticipates several more requests coming soon.

President Lopez adjourned the meeting at 8:21 p.m.

Glenn Goolsby

Executive Director

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: JULY 14TH, 2023

Item 4

05 -ECONOMIC DEVELOPMENT CORP
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>REVENUE SUMMARY</u>					
NON-PROPERTY TAXES	3,544,200.00	350.00	1,682,811.04	1,861,388.96	47.48
MISCELLANEOUS REVENUE	<u>518,985.00</u>	<u>0.00</u>	<u>98,599.24</u>	<u>420,385.76</u>	<u>19.00</u>
TOTAL REVENUES	4,063,185.00	350.00	1,781,410.28	2,281,774.72	43.84
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>4,063,185.00</u>	<u>5,456.19</u>	<u>1,623,454.98</u>	<u>2,439,730.02</u>	<u>39.96</u>
TOTAL EXPENDITURES	4,063,185.00	5,456.19	1,623,454.98	2,439,730.02	39.96
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	0.00 (5,106.19)	157,955.30 (157,955.30)	0.00

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: JULY 14TH, 2023

05 -ECONOMIC DEVELOPMENT CORP

REVENUES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>NON-PROPERTY TAXES</u>					
401-3140 SALES TAX	3,530,000.00	0.00	1,671,955.62	1,858,044.38	47.36
401-3150 MIXED BEVERAGE	10,000.00	0.00	7,355.42	2,644.58	73.55
401-3160 SUBLEASE HELOTES CHAMBER	<u>4,200.00</u>	<u>350.00</u>	<u>3,500.00</u>	<u>700.00</u>	<u>83.33</u>
TOTAL NON-PROPERTY TAXES	3,544,200.00	350.00	1,682,811.04	1,861,388.96	47.48
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	7,000.00	0.00	96,515.24 (89,515.24)	1,378.79
406-1011 MISCELLANEOUS	0.00	0.00	2,084.00 (2,084.00)	0.00
406-1035 USE OF FUND BALANCE	0.00	0.00	0.00	0.00	0.00
406-1060 TRANSFERS IN/OUT	<u>511,985.00</u>	<u>0.00</u>	<u>0.00</u>	<u>511,985.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS REVENUE	518,985.00	0.00	98,599.24	420,385.76	19.00
<hr/>					
TOTAL REVENUES	4,063,185.00	350.00	1,781,410.28	2,281,774.72	43.84
	=====	=====	=====	=====	=====

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: JULY 14TH, 2023

05 -ECONOMIC DEVELOPMENT CORP
 ADMINISTRATION
 EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	90,000.00	3,442.30	67,846.16	22,153.84	75.38
510-5111 LONGEVITY	1,580.00	0.00	1,580.00	0.00	100.00
510-5113 BENEFITS	<u>23,994.00</u>	<u>500.81</u>	<u>16,601.40</u>	<u>7,392.60</u>	<u>69.19</u>
TOTAL PERSONNEL	115,574.00	3,943.11	86,027.56	29,546.44	74.44
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	16,000.00	0.00	14,044.88	1,955.12	87.78
510-5202 AUDIT FEES	3,600.00	0.00	3,600.00	0.00	100.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,200.00	0.00	0.00	3,200.00	0.00
510-5204 INTL. CONF. SHOPPING CENTERS	3,200.00	0.00	0.00	3,200.00	0.00
510-5205 BANK FEES	1,000.00	0.00	0.00	1,000.00	0.00
510-5206 LEGAL FEES / MDD CREATION	7,500.00	0.00	1,774.00	5,726.00	23.65
510-5207 FACADE/TENANT IMPROVEMENT	150,000.00	0.00	15,754.92	134,245.08	10.50
510-5208 CONC. DESIGN & LAND USE PLANS	30,000.00	0.00	0.00	30,000.00	0.00
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	546.00	2,454.00	18.20
510-5211 MARKETING / TOURISM	80,000.00	900.00	38,479.92	41,520.08	48.10
510-5212 WEBSITE DEV. & MAINTENANCE	15,000.00	0.00	7,160.00	7,840.00	47.73
510-5214 MANAGED SVCS. AGREEMENT	30,000.00	0.00	30,000.00	0.00	100.00
510-5215 DEBT SERVICE	330,661.00	0.00	330,661.00	0.00	100.00
510-5217 LAND ACQUISITION/DUE DILIGENCE	250,000.00	0.00	0.00	250,000.00	0.00
510-5223 BUSINESS IMPROVEMENT GRANTS	80,000.00	0.00	9,600.00	70,400.00	12.00
510-5224 OFFICE RENTAL	14,200.00	0.00	10,600.00	3,600.00	74.65
510-5225 OTHSD PARKING LOT LEASE	5,800.00	0.00	4,042.84	1,757.16	69.70
510-5228 VISITOR CENTER	50,000.00	0.00	0.00	50,000.00	0.00
510-5230 MARKETING/CITY EVENTS	50,000.00	0.00	50,000.00	0.00	100.00
510-5231 CAPITAL IMPROVEMENTS	25,000.00	0.00	0.00	25,000.00	0.00
510-5232 ARTS GRANT	50,000.00	0.00	0.00	50,000.00	0.00
510-5233 NEW DEVELOPMENT INCENTIVE	<u>400,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>400,000.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	1,598,161.00	900.00	516,263.56	1,081,897.44	32.30
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	3,000.00	0.00	39.99	2,960.01	1.33
510-5302 OPERATIONAL EXPENSES	20,000.00	543.78	5,816.96	14,183.04	29.08
510-5305 COMMUNICATION EQUIPMENT	1,200.00	69.30	1,047.74	152.26	87.31
510-5326 EXPENSE REIMBURSEMENT	250.00	0.00	0.00	250.00	0.00
510-5333 380 AGREEMENT REIMBURSEMENTS	<u>2,000,000.00</u>	<u>0.00</u>	<u>689,259.17</u>	<u>1,310,740.83</u>	<u>34.46</u>
TOTAL COMMODITIES	2,024,450.00	613.08	696,163.86	1,328,286.14	34.39
<u>CAPITAL OUTLAY</u>					
510-5503 TRANSFER OUT	<u>325,000.00</u>	<u>0.00</u>	<u>325,000.00</u>	<u>0.00</u>	<u>100.00</u>
TOTAL CAPITAL OUTLAY	325,000.00	0.00	325,000.00	0.00	100.00
<hr/>					
TOTAL ADMINISTRATION	4,063,185.00	5,456.19	1,623,454.98	2,439,730.02	39.96
<hr/>					
TOTAL EXPENDITURES	4,063,185.00	5,456.19	1,623,454.98	2,439,730.02	39.96
<hr/>					
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(5,106.19)	157,955.30	(157,955.30)	0.00



**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: July 19, 2023**

AGENDA PLACEMENT: PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on an application made by Dipesh Patel for Playa Bowls SA to approve a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.

EXECUTIVE SUMMARY:

The HEDC Board of Directors approved the amended FYE 2023 Retailer and Commercial Tenant Improvement Grant Program on January 18, 2023. The program offers grant reimbursement of up to 50% for eligible improvements, not to exceed \$20,000 or \$25.00 per square foot for new and expanding businesses. To date, the Board has committed funding for \$85,354.92 out of the \$150,000 allocated in the FYE 2023 Budget.

Staff received the request on July 14, 2023 for remodeling a property located at 9708 Business Pkwy, Suite 102, Helotes, Texas 78023. The lease space was formerly operated as Jugo Juicery and has been vacant for over 6 months. The estimated construction cost is \$95,000.00 and the total project cost of approximately \$250,000. The eligible improvements will include; electrical, HVAC, plumbing, interior walls, interior doors, flooring, millwork, and painting.

Based on the scoring matrix the applicant has earned 10 points, which qualifies for a reimbursement of up to \$25.00 per square foot or the maximum grant amount of \$20,000. (1,271 square feet X \$25 = \$31,775) *Approval of this request does not guarantee the applicant will receive the requested funding. The applicant must complete all work, obtain required permits, and submit paid invoices to receive the grant reimbursement.*



ATTACHMENTS:

Attachment A: Application

Attachment B: Score Sheet / Budget / Layout

PREPARED BY: Glenn Goolsby, Executive Director

APPLICATION DETAIL

Name	DIPESH PATEL
Mailing Address	15322 McKays Lark San Antonio, TX 78253 US
Phone	+12284242609
Fax	
Email	dipesh@playabowls-sa.com
Federal Tax ID #	853073985
Building Address for which Grant is Sought:	9708 Business Parkway , Ste 102 Helotes, TX 78023 US
Ownership Status	I will lease the property
Exact size of space to be leased (sq. ft.)	1272 sq ft
Type of building project	New business occupying new or existing retail space or redeveloping existing commercial property.
Proposed Improvement(s) - check all that apply	Permanent interior walls and finishes Attached fixtures Flooring Plumbing, Mechanical, Electrical, or HVAC equipment Interior/exterior demolition Improvements for ADA accessibility compliance Architectural/interior design/permitting fees relate to the improvements
Narrative Description of the Project Scope	Playa Bowls a locally owned and operated franchise is seeking funds to remodel and renovate the 1272 sq ft space formerly occupied by Jugo Juicery located on 9708 Business Parkway Ste 102. The project will consist of demolition of existing walls, serving counter, and restrooms, flooring. The space will be renovated to allow for better utilization of space to meet our refrigeration and kitchen requirements, while maximizing seating for our customers. The electrical and plumbing will be rerouted to meet lighting, HVAC, entertainment needs. We anticipate the construction cost of the project to be \$95K. The \$95k estimate does not include materials supplied by us such as flooring, wood trim, counter tops, lights and fixtures, TV, pos system. We anticipate our total cost including material to be \$250K
Photos of Current Condition	Download File
Construction Schedule	Permits Approved July 10th; July 17th - 28 plumbing, electrical, framing, Jul 29th- Aug 5th flooring and trim, Aug 6th - 15th paint and finish out. Aug 15th -30th Final inspections. Open Sept 9th
Contractor Scope of Work	MCS has been contracted to provide general contractor services. They have completed 2 other projects with them and they are a terrific partner for us. They are responsible for submitting permits, hiring sub-contractors, scheduling inspections as required, and completing work in accordance to code and terms of our contract.
Rendering and/or Architecture Plans	Download File
Contractor Cost Estimates	\$95K
Project Budget	Download File
Copy of lease or lease extension	Download File
Copy of Texas Sales Tax Permit or a Detailed Confidentiality Report from the State Comptroller's Office, if applicable.	Download File
Applicant(s) Signature	
Date	07/13/2023
Building Owner's Signature	
Date	07/13/2023

EVALUATION PROCESS

In order to receive a Retailer and Commercial TI Grant, an application must be determined to have a minimum of 5 points from the following list. The number of points that an application receives will correspond to the amount of money per square foot that it will be eligible to receive. The HEDC reserves the right to approve or disapprove each application for any reason.

5 points = Up to \$10 per square foot

6 points = Up to \$15 per square foot

7 points = Up to \$20 per square foot

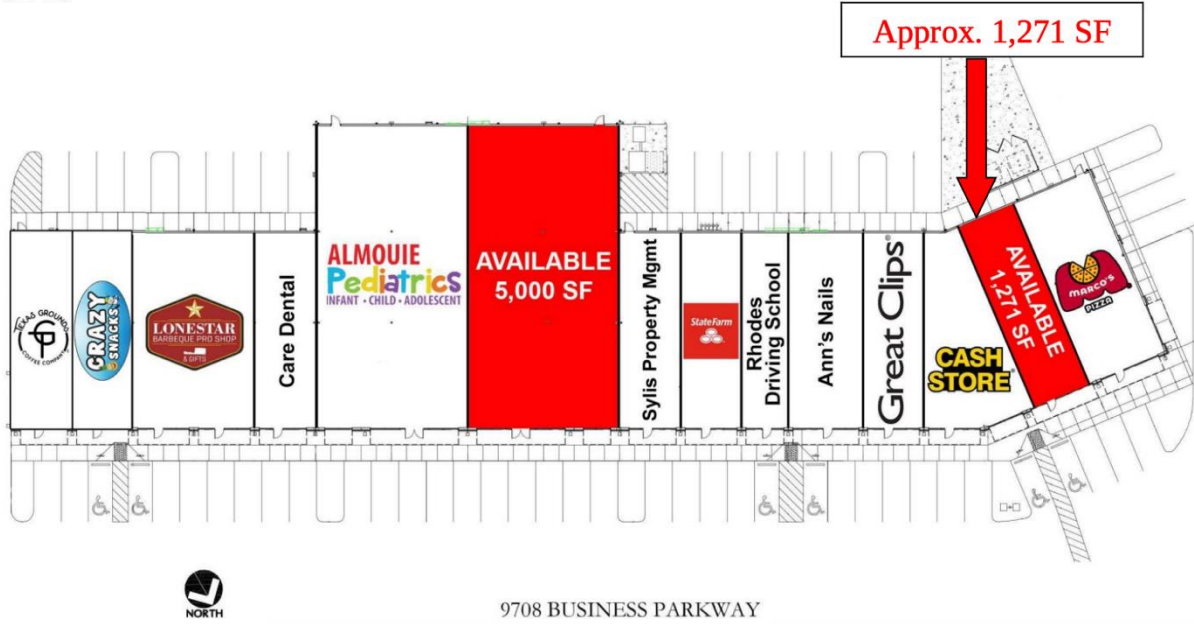
8 or more points = Up to \$25 per square foot

	Key Consideration	Points
1.	Does the project target businesses sought by the HEDC? <ul style="list-style-type: none"> • Retail, Restaurant, Bar, Hotel (3 points) • Office or other Services (1 point) • Other Projects (0 points) 	3
2.	Building/space that has been vacant for more than 6 months (1 point)	1
3.	How many anticipated jobs will be created? <ul style="list-style-type: none"> • 1-5 FTE employees (1 point) • 6-10 FTE employees (2 points) • 11 or more FTE employees (3 points) 	2
4.	Does the project generate sales tax in Helotes? <ul style="list-style-type: none"> • Sales tax from \$1,000 to \$4,999 (1 point) • Sales tax from \$5,000 to \$9,999 (2 points) • Sales tax above \$10,000 (3 points) 	2
5.	Applications with fully executed lease that are: <ul style="list-style-type: none"> • 3 years in length from the date of application (1 point) • 5 years in length from the date of application (2 points) • Building owner and applicant (2 points) 	2
	Total Points (projects with less than 5 points will not be considered for funding.)	10

EXHIBIT "A"

SITE PLAN

SCALE: N.T.S





**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: July 19, 2023**

- AGENDA PLACEMENT:** PUBLIC HEARING
 CONSENT
 STAFF/COMMITTEE REPORT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on redesigning a pole sign located at 14392 Old Bandera Road.

EXECUTIVE SUMMARY:

On April 19, 2023, the Governance Committee presented several sign designs to the Board and the consensus was to move forward with option 1. The signage was presented to the Planning & Zoning Commission on June 6th and to City Council on June 22nd. During both meetings, there was a discussion on the need to include Old Town Helotes in the design. Council asked the HEDC to reconsider based on input received from both the business owners and the community.

ATTACHMENTS:

Attachment A – Original Design and Revised Design

PREPARED BY: Glenn Goolsby, Executive Director





8'0"

2'0"

5'0"

12'0"

Option 2

Visit

OLD TOWN

HELOTES

Shopping • Dining • Entertainment

PARKING





City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: July 19, 2023

- AGENDA PLACEMENT:**
- PUBLIC HEARING
 - CONSENT
 - STAFF/COMMITTEE REPORT
 - INDIVIDUAL
 - CLOSED

CAPTION:

Discussion of and action on approval of sponsorship for the 2023 Helotes Chamber's 0.5K in Old Town Helotes.

EXECUTIVE SUMMARY:

The Helotes Area Chamber of Commerce is preparing for the 5th Annual Helotes 0.5K Challenge on October 21, 2023. This is a unique "run" that brings together members of the community and the surrounding area to participate in a fun lampoon event. The HEDC has supported this event for the last 4 years.

Staff is recommending continuing our financial support in the amount of \$3,500 for the Ultimate Procrastinator.

ATTACHMENTS:

Attachment A – Helotes 0.5K Sponsorship Package

PREPARED BY: Glenn Goolsby, Executive Director

FINALLY, A RACE FOR THE REST OF US!

The Helotes 0.5K Challenge –

That's not a typo, our 'race' is, in fact only 546 yards or 19,685 inches – will incorporate all the typical race elements but without any of the training or effort. Although we couldn't make it that easy, we had to add some fun challenge stations along the way like our carb rehydration station and our best burpee contest to name a few. Oh, and almost forgot about our medical tent which may or may not be manned. At the finish line, we will celebrate with participation medals and a family-friendly post-race party.

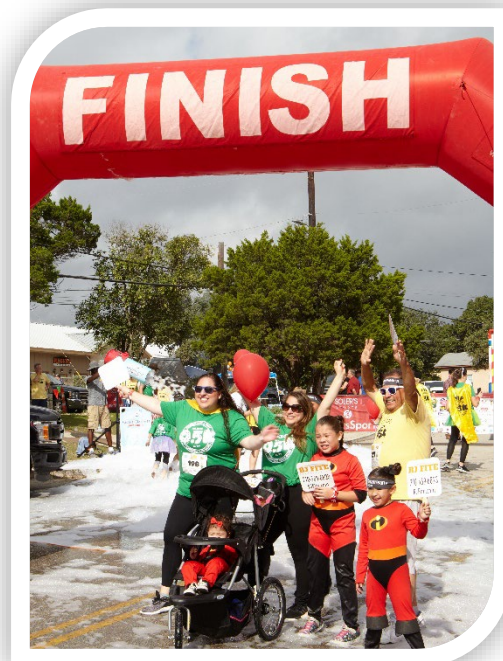
The 0.5K is created for folks who are NOT ready to go the extra mile. In fact, they aren't even willing to go a mile at all, and actually barely even a quarter mile... but they are willing to have fun and poke fun at themselves while raising money to help a good cause!

All the fun stuff aside, we are serious about the end result – to raise money for the Helotes Chamber Foundation. Our mission is to not only provide scholarship opportunities but support local non-profits.



The 2022 'race' nearly sold out! More than 350 'athletes' were in attendance – families, friends, kids, co-workers, and lots of other combinations of amazing individuals. Over 20 people volunteered at the event to keep everything running smoothly. Did I forget to mention more than 90 chose to go VIP. It's reserved for the laziest and most pretentious 'runners' who want to be showered with extra swag and can't make it to the finish line without some assistance.

The money raised at the 2022 event helped us create a new trade school scholarship program and continue our high school scholarship program. We were also able to support the Helotes Festival Association, Miss Helotes Scholarship Pageant, and Walter Gerlach Livestock Show.



2023 SPONSORSHIP OPPORTUNITIES

Ultimate Procrastinator

Two Available
\$3,500



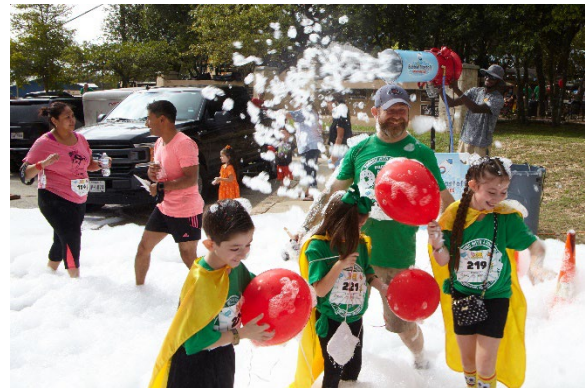
Lollygagger

Six Available
\$2,000



Couch Potato

10 Available
\$1,000



Straggler

20 Available
\$500

Adventure Station

10 Available
\$300



Loafer

20 Available
\$250

Contributing Partner

TBD

Ultimate Procrastinator Sponsor: \$3,500

Two Available

Pre-Event Recognition

- Logo on all printed materials and press releases
- Logo on 0.5K website and registration page
- Logo on electronic correspondence about the race
- Recognition in a post-event feature story
- Mentions and logo on social media (Facebook and Instagram)

On-Site Recognition

- Company featured as title sponsors on registration tent
- Prime logo recognition on event signage and race t-shirt
- Logo on race bib and finisher medal lanyard
- Shout out at the event with an opportunity to speak at the starting line
- After-Party sponsor
- 10x10 vendor space
- Volunteer staffing opportunity
- Add a product or marketing material to the swag bag
- 14 'race' entries

Post-Event Recognition

- Name listed in annual report
- Logo included in all post-race communications



Lollygagger Sponsor: \$2,000

Six Available

Pre-Event Recognition

- Logo on all printed materials and press releases
- Logo on 0.5K website and registration page
- Logo on electronic correspondence about the race
- Recognition in a post-event feature story
- Mentions and logo on social media (Facebook and Instagram)

On-Site Recognition

- Prime logo recognition on event signage and race t-shirt
- Logo on race bib and finisher medal lanyard
- After-Party sponsor
- 10x10 vendor space
- Volunteer staffing opportunity
- Add a product or marketing material to the swag bag
- 10 'race' entries

Post-Event Recognition

- Name listed in annual report
- Logo included in all post-race communications



Couch Potato Sponsor: \$1,000

10 Available

Pre-Event Recognition

- Logo on event flyer
- Logo on 0.5K website and registration page
- Logo on electronic correspondence about the race
- Mentions and logo on social media (Facebook and Instagram)

On-Site Recognition

- Logo recognition on event signage and race t-shirt
- Logo on finisher medal lanyard
- 10x10 vendor space
- Volunteer staffing opportunity
- Add a product or marketing material to the swag bag
- 4 'race' entries

Post-Event Recognition

- Logo included in all post-race communications



Straggler Sponsor: \$500

20 Available

Pre-Event Recognition

- Logo on 0.5K website and registration page
- Logo on electronic correspondence about the race
- Mentions and logo on social media (Facebook and Instagram)

On-Site Recognition

- Logo recognition on event signage and name on race t-shirt
- Add a product or marketing material to the swag bag
- 2 'race' entries

Post-Event Recognition

- Logo included in the post-race newsletter and thank you e-blast



Adventure Station Sponsorship: \$300

10 Available

Pre-Event Recognition

- Logo on 0.5K website and registration page
- Logo on electronic correspondence about the race
- Mentions and logo on social media (Facebook and Instagram)

On-Site Recognition

- Logo recognition on event signage and name on race t-shirt
- Add a product or marketing material to the swag bag
- 2 'race' entries

Post-Event Recognition

- Logo included in the post-race newsletter and thank you e-blast



Loafer Sponsorship: \$250

20 Available

Pre-Event Recognition

- Logo on 0.5K website and registration page
- Logo on electronic correspondence about the race
- Mentions and logo on social media (Facebook and Instagram)

On-Site Recognition

- Logo recognition on event signage
- Add a product or marketing material to the swag bag
- 1 'race' entry

Post-Event Recognition

- Logo included in the post-race newsletter and thank you e-blast



Contributing Partner

We need your product to make the Helotes 0.5K a success and cut down on our costs so we can raise more funds! Our 'race' is heavy on the caffeine and carbs, and lack of physical activity, obviously! If you offer a product or service that would add to the fun of our event, we would love to learn more. In 2022, contributing sponsors received a variation of the following benefits:

On-Site Recognition

- Logo recognition on event signage
- Add a product or marketing material to the swag bag
- Opportunity to have 10x10 vendor space

Promotional Benefits

- Logo on electronic correspondence about the race
- Mentions and logo on social media (Facebook and Instagram)

Note: We will work with you to recognize your company based on the product or service donated. Contact Janice Morfin via email at: info@heloteschamber.com or call 210-931-0683 to learn more.



Helotes Chamber Foundation

Our Mission:

The Helotes Chamber Foundation is a not-for-profit community leader, that raised funds for charitable, educational, and cultural purposes. Our goal is to cultivate a positive business climate to improve the quality of life for Helotes and area residents.

History:

The Helotes Chamber was founded in 2017 by the Helotes Area Chamber of Commerce to further invest in developing a scholarship program while also undertaking projects that will provide charitable, cultural, or educational opportunities to the local Helotes, Texas community. To date, we have assisted the following programs:

- Funded 28 High School Scholarships
- Launched a new Trade School Scholarship Program
- Sponsored the Walter Gerlach Livestock Show and Auction.
- Sponsored the Helotes Festival Association Cornyval & PRCA Rodeo
- Funded the Miss Helotes Pageant, scholarship for Excellence in Community Service
- Partnered with member non-profits for fundraising



HELOTES 0.5K CHALLENGE

This 0.5K is a tongue-in-cheek event that will lampoon the typical 5K, all while raising money for a great cause. All proceeds from the 'race' will go to the Helotes Chamber Foundation a 501(c)(3). We appreciate your support to make this event a success!

Company Name: _____

Contact Name: _____

Email: _____ **Phone:** _____

Sponsorship Level (circle one)

<input type="checkbox"/> Ultimate Procrastinator (\$3,500)	<input type="checkbox"/> Adventure Station (\$300)
<input type="checkbox"/> Lollygagger (\$2,000)	<input type="checkbox"/> Loafer (\$250)
<input type="checkbox"/> Couch Potato (\$1,000)	<input type="checkbox"/> Contributing Partner
<input type="checkbox"/> Straggler (\$500)	<input type="checkbox"/> Vendor \$75/\$125

IMPORTANT SPONSORSHIP NOTES

**If we don't have your logo by the following dates you will not be included in those items.*

- **August 1, 2023:** Marketing of the event to the public will begin.
- **Mid-August 2023:** Race medals and lanyards will be ordered.
- **October 1, 2023:** All other race stuff will be ordered. This included t-shirts, signage, etc.

Return this form and email a high-res copy of your logo (300dpi) to info@heloteschamber.com.

Make sponsorship checks payable to Helotes Chamber Foundation and mail to:

Helotes Chamber
ATTN: Janice Morfin
P.O. Box 76
Helotes, TX 78023

Federal Tax ID: 82-3140695