



The City of Helotes Economic Development Corporation (EDC) Board of Directors will meet for a Regular Meeting on Wednesday, February 21, 2024 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 January 17, 2024. [Agenda Item](#)
4. Approval of the HEDC (FYE) 2024 Revenue and Expense Report dated February 15, 2024. [Agenda Item](#)

COMMITTEE REPORTS:

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

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.

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. Discussion of and action on approval of an application made by H2O, LLC to qualify for a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program. [Agenda Item](#)
7. Discussion of and action on approval of an application made by Lone Star BBQ Pro Shop to qualify for a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program. [Agenda Item](#)
8. Discussion of and action on approval of sponsoring the 2024 Helotes Cornyval Festival produced by the Helotes Festival Association. [Agenda Item](#)
9. Discussion of and action on approval of funding for an educational documentary TV series surrounding Discover America: Great Places to Live, Raise a Family, and Start a Business produced by Viewpoint. [Agenda Item](#)
10. Discussion of and action on nominating up to two candidates to fill a vacancy on the HEDC Board of Directors for Place Two as required by Article Two: Section 2.1 (c) & (e) of the HEDC Bylaws. [Agenda Item](#)
11. Discussion of and action on electing a new Secretary to the HEDC Board of Directors.

STAFF REPORT:

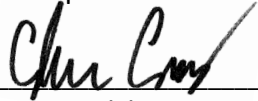
12. Update on HEDC projects to include the following:
 - OTH Traffic Circle; and
 - Helotes Visitor and Business Center.

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 February 16, 2024 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, January 17, 2024 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
Greg Hayden Joel Lutz
Jeff Felty Melissa Benavides

Staff: Glenn Goolsby, Executive Director
Marian Mendoza, Ex-Officio

Absent: Melody Cooper, Secretary

1. Call to Order.

President Lopez called the meeting to order at 7:04 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 citizens were present 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 Jeff Felty, second by John Kodosky to approve Items 3 and 4 as written. The motion carried unanimously.

3. Approval of the minutes of the Regular Meeting dated November 15, 2023.

4. Approval of the HEDC (FYE) 2023 Revenue and Expense Report dated January 11, 2024.

COMMITTEE REPORTS:

5. Update from HEDC standing committees to include the following:

- **Executive Committee;** - No update.
- **Finance Committee;** - John stated all expenditures had been reviewed and approved.
- **Governance Committee;** - No update.
- **Building Evaluation Committee** – Joel stated the committee had met to review finish out proposals and amend the plans.
- **Community Enhancement Committee** – Blaine stated the committee had met and outlined a plan to move forward with soliciting proposals to develop the Helotes Disk Golf and Fitness Park Master Plan.

ITEMS FOR INDIVIDUAL CONSIDERATION:

6. Discussion of and action on authorizing additional improvements for the Helotes Visitor Center to include but not limited to the following:

- **Façade Improvements;**
- **Signage;**
- **Storefront Improvements; and**
- **Interior Improvements.**

Motion was made by John Kodosky, second by Joel Lutz to discuss the item as written. Glenn Goolsby outlined the possible change orders which included a new wood façade overlay, glass storefront replacement, signage, and a slide & stack glass wall for the conference room.

Mr. Lutz stated since the project is over budget he would remove the slide & stack glass wall and possibly the wood facade. Mr. Kodosky felt the façade needed improvement especially to draw attention to the lease space. Mr. Hayden and Mr. Felty agreed.

Motion to amend was made by John Kodosky, second by Joel Lutz to incorporate only the wood façade, glass storefront, and signage into the project budget. The motion carried unanimously.

7. Discussion of and action on authorizing additional funding for the development of the Helotes Visitor Center.

Motion was made by Jeff Felty, second by Greg Hayden to table the item until after Item 8. The motion carried unanimously.

8. Discussion of and action on authorizing the Executive Director to negotiate and execute a contract for security cameras and access control hardware for the Helotes Visitor Center.

Motion was made by Jeff Felty, second by Greg Hayden to discuss the item as written.

Glenn Goolsby presented the proposal and stated after reviewing several options felt the combination of UpNorth Vision Technologies and Verkada was the best fit for the center's requirements

The motion to approve the access control hardware and cameras along with a 5-year software license in an amount not to exceed \$30,000.00 carried unanimously.

7. Discussion of and action on authorizing additional funding for the development of the Helotes Visitor Center.

Motion was made by Jeff Felty, second by Greg Hayden to remove the item from the table to discuss. The motion carried unanimously.

Motion was made by Jeff Felty, second by Greg Hayden to increase the Visitor Center renovation budget from \$250,000 to \$330,000. The motion carried unanimously.

Motion was made by Jeff Felty, second by Greg Hayden to reallocate \$70,000 from the New Development Incentive to the Visitor Center. The motion carried unanimously.

9. Discussion of and direction on setting a date for a Strategic Planning Workshop.

Mr. Goolsby recommended holding a workshop to review the Strategic Plan before the next regular meeting. The consensus was to convene a workshop at 5 pm on March 21st.

STAFF REPORT:

10. Update on HEDC projects to include the following:

- OTH Signage;
- OTH Traffic Circle; and
- Internet.

Mr. Goolsby updated the board and stated the OTH signage had been completed and the traffic circle would start in February.

President Lopez adjourned the meeting at 8:50 p.m.

Glenn Goolsby
Executive Director

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: FEBRUARY 15TH, 2024

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	3,255,000.00	0.00	244,069.11	3,010,930.89	7.50
MISCELLANEOUS REVENUE	<u>421,000.00</u>	<u>0.00</u>	<u>49,269.21</u>	<u>371,730.79</u>	<u>11.70</u>
TOTAL REVENUES	3,676,000.00	0.00	293,338.32	3,382,661.68	7.98
	=====	=====	=====	=====	=====
<u>EXPENDITURE SUMMARY</u>					
ADMINISTRATION	<u>3,676,000.00</u>	<u>17,502.42</u>	<u>111,021.13</u>	<u>3,564,978.87</u>	<u>3.02</u>
TOTAL EXPENDITURES	3,676,000.00	17,502.42	111,021.13	3,564,978.87	3.02
	=====	=====	=====	=====	=====
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(17,502.42)	182,317.19	(182,317.19)	0.00

CITY OF HELOTES
 REVENUE & EXPENSE REPORT - UNAUDITED
 AS OF: FEBRUARY 15TH, 2024

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	3,200,000.00	0.00	242,192.26	2,957,807.74	7.57
401-3150 MIXED BEVERAGE	10,000.00	0.00	876.85	9,123.15	8.77
401-3160 SUBLEASE HELOTES CHAMBER	<u>45,000.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>44,000.00</u>	<u>2.22</u>
TOTAL NON-PROPERTY TAXES	3,255,000.00	0.00	244,069.11	3,010,930.89	7.50
<u>MISCELLANEOUS REVENUE</u>					
406-1010 INTEREST	120,000.00	0.00	17,510.36	102,489.64	14.59
406-1011 MISCELLANEOUS	1,000.00	0.00	31,758.85	(30,758.85)	3,175.89
406-1035 USE OF FUND BALANCE	300,000.00	0.00	0.00	300,000.00	0.00
406-1060 TRANSFERS IN/OUT	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL MISCELLANEOUS REVENUE	421,000.00	0.00	49,269.21	371,730.79	11.70
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TOTAL REVENUES	3,676,000.00	0.00	293,338.32	3,382,661.68	7.98
	=====	=====	=====	=====	=====

CITY OF HELOTES
REVENUE & EXPENSE REPORT - UNAUDITED
AS OF: FEBRUARY 15TH, 2024

05 -ECONOMIC DEVELOPMENT CORP
ADMINISTRATION
EXPENDITURES

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	BUDGET BALANCE	% OF BUDGET
<u>PERSONNEL</u>					
510-5101 SALARIES	93,975.00	3,614.42	32,529.78	61,445.22	34.62
510-5111 LONGEVITY	1,700.00	0.00	1,700.00	0.00	100.00
510-5113 BENEFITS	<u>27,000.00</u>	<u>0.00</u>	<u>4,210.85</u>	<u>22,789.15</u>	<u>15.60</u>
TOTAL PERSONNEL	122,675.00	3,614.42	38,440.63	84,234.37	31.34
<u>CONTRACTUAL SERVICES</u>					
510-5201 MEMBERSHIPS, DUES & LICENSES	24,000.00	0.00	14,300.00	9,700.00	59.58
510-5202 AUDIT FEES	3,700.00	0.00	1,850.00	1,850.00	50.00
510-5203 SCHOOLS, SEMINARS, CONFERENCES	3,500.00	0.00	0.00	3,500.00	0.00
510-5204 INTL. CONF. SHOPPING CENTERS	2,500.00	0.00	0.00	2,500.00	0.00
510-5205 BANK FEES	1,000.00	0.00	0.00	1,000.00	0.00
510-5206 LEGAL FEES / MDD CREATION	7,000.00	0.00	0.00	7,000.00	0.00
510-5207 FACADE/TENANT IMPROVEMENT	190,000.00	0.00	0.00	190,000.00	0.00
510-5208 CONC. DESIGN & LAND USE PLANS	10,000.00	0.00	0.00	10,000.00	0.00
510-5210 WORKSHOPS & PROMOTIONS	3,000.00	0.00	0.00	3,000.00	0.00
510-5211 MARKETING / TOURISM	64,000.00	5,127.00	12,082.43	51,917.57	18.88
510-5212 WEBSITE DEV. & MAINTENANCE	16,000.00	0.00	2,044.34	13,955.66	12.78
510-5214 MANAGED SVCS. AGREEMENT	30,000.00	0.00	0.00	30,000.00	0.00
510-5215 DEBT SERVICE	330,683.00	0.00	0.00	330,683.00	0.00
510-5217 LAND ACQUISITION/DUE DILIGENCE	0.00	0.00	0.00	0.00	0.00
510-5223 BUSINESS IMPROVEMENT GRANTS	65,000.00	0.00	10,000.00	55,000.00	15.38
510-5224 OFFICE RENTAL	38,400.00	3,200.00	12,800.00	25,600.00	33.33
510-5225 OTHSD PARKING LOT LEASE	6,000.00	400.00	1,770.92	4,229.08	29.52
510-5228 VISITOR CENTER	330,000.00	0.00	11,040.00	318,960.00	3.35
510-5230 MARKETING/CITY EVENTS	50,000.00	0.00	0.00	50,000.00	0.00
510-5231 CAPITAL IMPROVEMENTS	64,292.00	0.00	0.00	64,292.00	0.00
510-5232 ARTS GRANT	85,000.00	0.00	0.00	85,000.00	0.00
510-5233 NEW DEVELOPMENT INCENTIVE	<u>300,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>300,000.00</u>	<u>0.00</u>
TOTAL CONTRACTUAL SERVICES	1,624,075.00	8,727.00	65,887.69	1,558,187.31	4.06
<u>COMMODITIES</u>					
510-5301 OFFICE SUPPLIES	5,000.00	0.00	65.44	4,934.56	1.31
510-5302 OPERATIONAL EXPENSES	40,000.00	5,161.00	6,488.71	33,511.29	16.22
510-5305 COMMUNICATION EQUIPMENT	1,500.00	0.00	138.66	1,361.34	9.24
510-5326 EXPENSE REIMBURSEMENT	250.00	0.00	0.00	250.00	0.00
510-5333 380 AGREEMENT REIMBURSEMENTS	<u>1,500,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,500,000.00</u>	<u>0.00</u>
TOTAL COMMODITIES	1,546,750.00	5,161.00	6,692.81	1,540,057.19	0.43
<u>CAPITAL OUTLAY</u>					
510-5503 TRANSFER OUT	325,000.00	0.00	0.00	325,000.00	0.00
510-5504 PARK & PLAYGROUND EQUIPMENT	<u>57,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>57,500.00</u>	<u>0.00</u>
TOTAL CAPITAL OUTLAY	382,500.00	0.00	0.00	382,500.00	0.00
<hr/>					
TOTAL ADMINISTRATION	3,676,000.00	17,502.42	111,021.13	3,564,978.87	3.02
<hr/>					
TOTAL EXPENDITURES	3,676,000.00	17,502.42	111,021.13	3,564,978.87	3.02
<hr/>					
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(17,502.42)	182,317.18	(182,317.18)	0.00



**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: February 21, 2024**

AGENDA PLACEMENT: **PUBLIC HEARING**
 CONSENT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on approval of an application made by H2O, LLC to qualify for a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.

EXECUTIVE SUMMARY:

H2O, LLC applied for the FYE 2024 Retailer and Commercial Tenant Improvement Grant Program on January 25, 2024. Staff reviewed the application and determined the applicant meets the minimum requirements for the program. The applicant provided all required documents including the following; a narrative of the scope of work, construction schedule, budget, and lease agreement.

The applicant has received 8 points on the scoring matrix and therefore would qualify for up to \$25 per square foot. The lease indicates the leasable square footage is 1,200 SF qualifying the applicant for the maximum grant amount. The applicant's proposed budget is estimated at \$78,977 however, staff believes only \$28,277 are eligible expenses. Therefore, the actual grant amount would be \$14,138.50.

Staff is seeking approval of the Retailer and Tenant Improvement Grant in an amount not to exceed \$20,000 or 50% of actual eligible expenses for H2O, LLC.


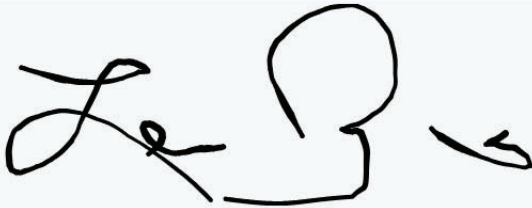
ATTACHMENTS:

Attachment A: Application & Score Sheet

PREPARED BY: Glenn Goolsby, Executive Director

DATE OF APPLICATION: 2024-01-25 8:38 PM

APPLICATION DETAIL

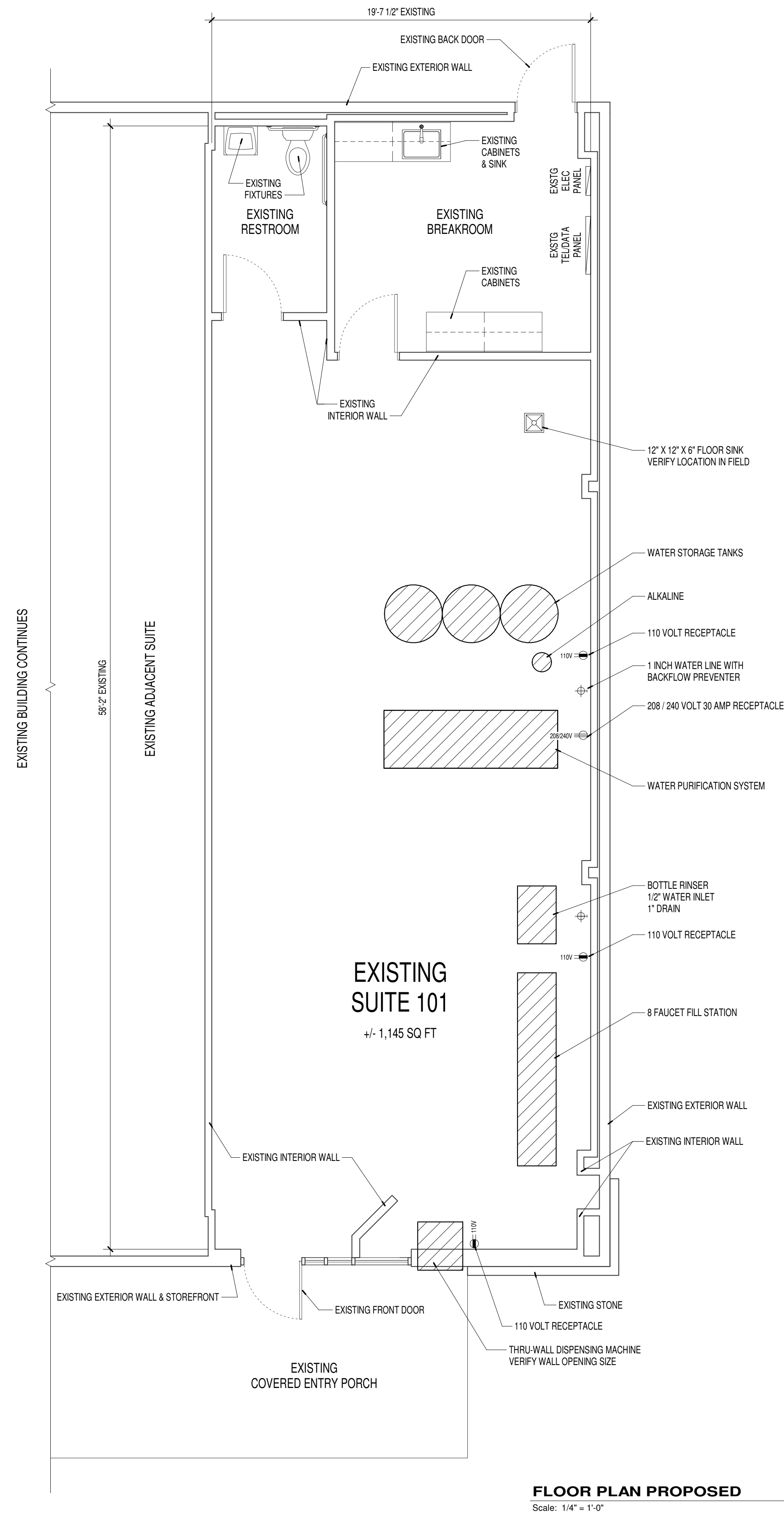
Name	Lauren Farley
Mailing Address	11626 Gulf Station Helotes, TX 78023 US
Phone	+19406007381
Fax	
Email	laurenoahfarley@gmail.com
Federal Tax ID #	93-4724304
Building Address for which Grant is Sought:	12340 Bandera Road, Suite 101 Helotes, TX 78023 US
Ownership Status	I will lease the property
Exact size of space to be leased (sq. ft.)	1200
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 Flooring Plumbing, Mechanical, Electrical, or HVAC equipment Interior/exterior demolition Security or fire protection systems Architectural/interior design/permitting fees relate to the improvements
Narrative Description of the Project Scope	We will be installing equipment for a water store, which will include: Reverse Osmosis system, 3 water tanks, Alkaline system, water bottle rinse station, water bottle refill station and a water vending machine will be installed to our store-front wall. We are adding flooring to the bare spaces on the current floor. We are updating the traditional lights to LED lights. We will be adding in plumbing and electrical modifications, in order to operate the water equipment.
Photos of Current Condition	Download File Download File Download File Download File Download File
Construction Schedule	February 5 - 9th
Contractor Scope of Work	Our contractor will be performing the following work: Installing equipment for a water store, which will include: Reverse Osmosis system, 3 water tanks, Alkaline system, water bottle rinse station, water bottle refill station and a water vending machine will be installed to our store-front wall. Adding flooring to the bare spaces on the current floor. Updating the traditional lights to LED lights. Adding in plumbing and electrical modifications, in order to operate the water equipment.
Rendering and/or Architecture Plans	
Contractor Cost Estimates	\$15,000
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	01/25/2024
Building Owner's Signature	
Date	01/25/2024



REVISIONS:

FLOOR PLAN

A2.1



FLOOR PLAN PROPOSED

Scale: 1/4" = 1'-0"

Helotes H2O - Purified Water Store

Leasehold Improvements, Wall Counters, Decore, Furnishings	\$16,000.00
Plumbing and Electrical	\$7,000.00
Business Sign	\$700.00
Building permits fee, business license	\$4,000.00
TX Health Food Manufacturer License	\$577.00
Total Finishout Cost:	\$28,277.00
Large size water store equipment	\$47,400.00
Equipment Installation	\$3,300.00
Rent deposit (one time fee)	\$2,400.00
Monthly Rent	\$2,150.00
Triple Net Monthly (Taxes, Grounds Maintenance, Water)	\$900.00
Inventory (water bottles)	\$3,500.00
Advertising and Grand Opening	\$1,000.00
Insurance/Annual	\$2,200.00
Miscellaneous supplies	\$500.00
Total Estimated Cost to Open:	\$91,627.00

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) 	1
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) 	1
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.)	8



**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: February 21, 2024**

AGENDA PLACEMENT: **PUBLIC HEARING**
 CONSENT
 INDIVIDUAL
 CLOSED

CAPTION:

Discussion of and action on approval of an application made by Lone Star BBQ Pro Shop to qualify for a grant reimbursement request under the Retailer and Commercial Tenant Improvement Incentive Program.

EXECUTIVE SUMMARY:

Lone Star BBQ Pro Shop applied for the FYE 2024 Retailer and Commercial Tenant Improvement Grant Program on February 9, 2024. Staff reviewed the application and determined the applicant meets the minimum requirements for the program. The applicant provided all required documents including the following; a narrative of the scope of work, construction schedule, budget, and lease agreement.

The applicant has received 8 points on the scoring matrix and therefore would qualify for up to \$25 per square foot. The lease indicates the leasable square footage is 1,540 qualifying the applicant for the maximum grant amount. The proposed improvements are estimated at \$117,500.00. The project is eligible for the maximum grant amount of \$20,000.00.

Staff is seeking approval of the Retailer and Tenant Improvement Grant in an amount not to exceed \$20,000.00 for Lone Star BBQ Pro Shop.

ATTACHMENTS:



Attachment A: Application & Score Sheet

PREPARED BY: Glenn Goolsby, Executive Director



DATE OF APPLICATION: 2024-02-09 1:09 AM

APPLICATION DETAIL

Name	Bryan Crawford
Mailing Address	100 Horse Hill Boerne, TX 78006 US
Phone	+12107881583
Fax	
Email	bryan@lonestarbbqproshop.com
Federal Tax ID #	84-3646453
Building Address for which Grant is Sought:	14108 Bandera Rd Helotes, TX 78023 US
Ownership Status	I will lease the property
Exact size of space to be leased (sq. ft.)	1540
Type of building project	Existing businesses making improvements to their existing space, occupying new space of equal or greater size, or redeveloping commercial property.
Proposed Improvement(s) - check all that apply	Permanent interior walls and finishes Windows/doors/commercial/storefront Flooring Plumbing, Mechanical, Electrical, or HVAC equipment Exterior repair or improvements to façade Interior/exterior demolition Improvements for ADA accessibility compliance Security or fire protection systems Architectural/interior design/permitting fees relate to the improvements
Narrative Description of the Project Scope	Do a shell and complete finish out of unit #103 of the legacy
Photos of Current Condition	Download File Download File Download File
Construction Schedule	Begins as soon as contractor is paid a down pmt. 2/8/2024
Contractor Scope of Work	Redo front/ of exterior building doors to fit 3 retail/commercial spots. Ours would be #103
Rendering and/or Architecture Plans	
Contractor Cost Estimates	\$117K
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	02/08/2024
Building Owner's Signature	
Date	02/08/2024



**ART CAL CONSTRUCTION
COMMERCIAL GENERAL CONTRACTOR
HOSPITALITY & RETAIL SPECIALIST
4703 SHAVANO OAKS
SAN ANTONIO TX 78249
(210) 682-5615
EMAIL: artcalconstruction@gmail.com**

THE LEGACY HELOTES, LLC / LONE STAR BBQ PRO SHOP: 28824 14108 Bandera Road Helotes Suite 401, Texas 78023

1. The undersigned BIDDER proposes and agrees, if this Bid is Accepted, to enter into an agreement with OWNER, in the form indicated in the Bidding Documents, to perform and furnish all General Construction Work as specified or indicated in the Contract Documents for the Contract Price and within the Contract Time indicated in this Bid and in accordance with the other terms and conditions of the Contract Documents.
2. BIDDER accepts all of the terms and conditions of the Bidding Requirements. This Bid will remain subject to acceptance for thirty days after the day of Bid opening. BIDDER will sign and submit the Agreement with the Bonds and other documents required by the Bidding Documents within fifteen days after receipt of the Agreement from Owner.
3. In submitting this Bid, BIDDER represents, as more fully set forth in the Agreement, that:
 - a. BIDDER has examined copies of all the Bidding Documents and of the following Addenda (receipt of all which is hereby acknowledged):

No. 14108
Dated December 12, 2023
 - b. BIDDER has familiarized itself with the nature and extent of the Contract Documents, Work, site, locality, and all local conditions and Laws and Regulations that in any manner may affect cost, progress, performance, or furnishing of the Work.
 - c. BIDDER has given ARCHITECT notice of all conflicts, errors, or discrepancies that it has discovered in the Contract Documents and the written resolution thereof by ARCHITECT is acceptable to BIDDER.
 - d. This Bid is genuine and not made in the interest of or on behalf of any undisclosed person, firm, or corporation and is not submitted in conformity with any agreement or rules of any group, association, organization, or corporation; BIDDER has not directly or indirectly induced or solicited any other Bidder to submit a false or sham Bid; BIDDER has not solicited or induced any person, firm, or corporation to refrain from bidding; and BIDDER has not sought by collusion to obtain for itself any advantage over any other Bidder or over OWNER.
 - e. No deviation for specification of the base bid will be considered unless presented in writing and approved by the Owner prior to bid due date. Any alternates must be noted as such.
4. BIDDER will complete the Work for the lump sum of:

CONTRACT COST: \$117,500.00 Dollars (ONE HUNDRED & SEVENTEEN THOUSAND & FIVE HUNDRED DOLLARS)

5. ALTERNATES: List pricing Deduct or Add

				Responsible for Payment
FIRE SPRINKLERS	BRING TO PROPER HEIGHT FOR RESTROOM & STORAGE ROOM	ART CAL CONSTRUCTION	2,000.00	Landlord
Access Control System	N/A		0.00	
Security System	N/A		0.00	
Data runs (Low Voltage)	AS PER NEEDS OF BUSINESS/INCLUDED IN ELECTRICAL	ART CAL CONSTRUCTION	0.00	

6. UNIT PRICES: If the items listed below are added or the required quantities are increased or decreased by Change Order, the adjustment unit prices set forth below shall apply to such added, increased, or decreased quantities.

Unit Price No. 1a: Aluminum Entrance Door (Prior to Storefront Installation)	ROUGH OPENING AND OUTSIDE, OWNER PROVIDE DOORS	ASSIGNMENT OF ADDRESSING	3,000.00	Landlord
Unit Price No. 1b: Aluminum Back Entrance Door (After Storefront Installation)	ROUGH OPENING AND OUTSIDE, OWNER PROVIDE DOORS	ART CAL CONSTRUCTION	2,000.00	Landlord
Unit Price No. 2a: Hollow Metal Door and Frame (Prior to Wall Completion)	N/A		0.00	
Unit Price No. 2b: Hollow Metal Door and Frame (After to Wall Completion)	N/A		0.00	

\$ 7,000.00

7. Notice to Proceed will be provided by Owner. BIDDER agrees that the work will be Substantially Complete within the Stated Calendar days in the Bid Form after the Date of Commencement of the work. Construction Rain Days will be defined as a minimum of 1/2" precipitation as documented by the National Oceanic and Atmospheric Administration (NOAA). Bidder shall document all Rain Delay Dates in Change Orders to be reviewed and approved by Architect & Owner.

8. **PERMITS AND FEES: All responsibilities with permit and Fees for my trades with CITY OF HELOTES and other authorities having jurisdiction shall be paid by: General Contractor "ART CAL CONSTRUCTION"**

9. General Contractor shall coordinate with all authorities.

Osa Project # 1227-2023

Location: 14108 Bandera Road Suite 401, Helotes, Texas 78023

Date Prepared: 12-27-2023

Project Manager: ARTURO CALVILLO

GENERAL REQUIREMENTS

Item Description			Contract Amount
General Conditions	SUPERVISION INCLUDED / PROJECT MANAGEMENT	ART CAL CONSTRUCTION	0.00

GENERAL REQUIREMENTS SUBTOTAL 0.00

DEMOLITION WORK WILL INCLUDE TO PROVIDE ENGINEER LETTER (ABESTOS) ENGINEER FOUNDATION LETTERS AND OR ANY LEGAL DOC'S REQUIRED BY CITY OF SAN ANTONIO DEVELOPMENT SERVICES

Item Description	Sub-Contractor		Contract Amount
INTERIOR DEMOLITION AND PROPER DISPOSAL	Includes all "Demo" *AS NEEDED PER PLAN* UNDERGROUND	ART CAL CONSTRUCTION	3,000.00
DEMOLITION WORKSHEET			0.00
Erosion Control / NPDES/SWPPP	N/A		0.00
Site Paving	N/A		0.00
Site Markings & Signage	N/A		0.00
Conc. Curbs, Walls, Gutters, & Sidewalks	N/A		0.00
Site Electrical Distribution System	N/A		0.00
Site Domestic Water Distribution System	N/A		0.00
30" & 48" CSC Adjustment	N/A		0.00
Site Sanitary Sewer	N/A		0.00

ART CAL CONSTRUCTION
COMMERCIAL GENERAL CONTRACTOR
HOSPITALITY & RETAIL SPECIALIST
4703 SHAVANO OAKS
SAN ANTONIO TX 78249
(210) 682-5615
EMAIL: artcalconstruction@gmail.com

THE LEGACY HELOTES, LLC / LONE STAR BBQ PRO SHOP: 28824 14108 Bandera Road Helotes Suite 401, Texas 78023

Landscaping & Irrigation	N/A		0.00	
Concrete Wheel Stops	N/A		0.00	
Temporary Fencing	N/A		0.00	
Temporary Facilities	PROVIDE DURING CONSTRUCTION		600.00	Landlord
Modular Block Site Retaining Walls (Keystone Compac - Straight Split or equal) & Associated Railing	N/A		0.00	
SITE SUBTOTAL			3,600.00	
BUILDING (SHELL)				
Item Description		Sub-Contractor	Contract Amount	
03. CONCRETE				
Concrete Foundation	PROPERLY BACKFILL, REBAR, INSPECT, & POUR CONCRETE	ART CAL CONSTRUCTION	6,000.00	Landlord
Concrete Reinforcement	N/A EXISTING		0.00	
Cast-In-Place Concrete	N/A EXISTING		0.00	
CMU	N/A EXISTING		0.00	
05. METALS				
Miscellaneous Steel	N/A EXISTING	ART CAL CONSTRUCTION	0.00	
Structural Metal Framing	N/A EXISTING	ART CAL CONSTRUCTION	0.00	
Cold Form Metal Framing, Sheetrock, Tape/Float, texture, & paint	(2) DEMISING WALLS (1) ADA RESTROOM	ART CAL CONSTRUCTION	34,500.00	Landlord
06. WOOD & PLASTICS				
Misc. Rough Carpentry	BLOCKING AS NEEDED	ART CAL CONSTRUCTION	600.00	Landlord
07. THERMAL & MOISTURE (NOISE BARRIER)				
Insulation	ALL NEW WALLS PROPER INSULATION / SUPPLIES & LABOR	ART CAL CONSTRUCTION	6,000.00	Landlord
Water Repellents	N/A EXISTING		0.00	
Metal Flashing, Downspouts, Trim, Etc...	N/A EXISTING		0.00	
Roof Accessories	N/A EXISTING		0.00	
Joint Sealants	N/A EXISTING		0.00	
08. DOORS & WINDOWS				
Door & Frame "AS PER PLAN"	NEW ADA RESTROOM AND STORAGE ROOM	ART CAL CONSTRUCTION	1,000.00	Landlord
			350.00	Landlord
Door Hardware	PER SPECS & PLAN SUPPLIES & LABOR	ART CAL CONSTRUCTION	450.00	Landlord
Door/Hardware Install	PER SPECS & PLAN	ART CAL CONSTRUCTION		
09. FINISHES				
Portland Cement Plastering	N/A EXISTING		0.00	
Gypsum Board	5/8" FIRE RATED SHEETROCK ENTER SUITE & NEW OFFICES	INCLUDED IN COLD METAL FRAMING		
Painting	PRIMER, PAINT FINISH AS PER TENANT SPECS	INCLUDED IN COLD METAL FRAMING		
Flooring	FLOORING	ART CAL CONSTRUCTION	4,500.00	Tenant
10. SPECIALTIES				
Postal Specialties	N/A EXISTING		0.00	
22. PLUMBING				
Building Domestic Water Distribution	LABOR, PLUMBING SUPPLIES, & FIXTURES AS PER PLAN	ART CAL CONSTRUCTION	10,000.00	Landlord
Building Sanitary Sewer	LABOR & PLUMBING SUPPLIES AS PER PLAN	ART CAL CONSTRUCTION	10,000.00	Landlord
26. ELECTRICAL				
Building Electrical Distribution	ALL ELECTRICAL RUNS AS PER CODE AND PLANS	ART CAL CONSTRUCTION	15,000.00	Landlord
Building Electrical Lighting Fixtures AS PER PLAN & ATTACHMENT	LABOR AND INSTALLATION	ART CAL CONSTRUCTION	6,000.00	Tenant
HVAC	(1) 4-TON UNIT, AND (1) RESTROOM EXHAUST	ART CAL CONSTRUCTION	12,500.00	Landlord
BUILDING SUBTOTAL			106,900.00	
ALTERNATIVES SUBTOTAL			7,000.00	
GENERAL CONDITIONS SUBTOTAL			0.00	
DEMOLITION WORK SUBTOTAL			3,600.00	
BUILDING SUBTOTAL			106,900.00	
BUILDERS RISK INSURANCE			0	
CONTRACTOR'S OH & P				
TOTAL COST TURNKEY, PLANS, WORK, SUPPLIES, & EQUIPMENT RENTALS			\$ 117,500.00	

30-PERCENT MOBILIZATION DEPOSIT TO START: \$ 35,250

Signature of acceptance:

ARTURO CALVO S LO

ART CAL CONSTRUCTION / BIDDER AGREES TO DEFEND INDEMNIFY AND HOLD HARMLESS "THE LEGACY HELOTES, LLC" AND HIS AGENTS FROM AGAINST ALL LOSSES, LIABILITIES, DAMAGES, OBLIGATION, PAYMENT, COST & EXPENSES (INCLUDING REASONABLE ATTORNEY'S FEE & LEGAL COST) ARISING FROM OR NEGLIGENT ACTS OR OMISSIONS OF ART CAL CONSTRUCTION, ITS SUBCONTRACTORS OR THEIR RESPECTIVE CONSULTANTS OR EMPLOYEES

THE LEGACY HELOTES, LLC
 14108 Bandera Road Suite 401 Helotes, Texas 78023

ART CAL CONSTRUCTION COMMERCIAL GENERAL CONTRACTOR HOSPITALITY & RETAIL SPECIALIST

ART CAL CONSTRUCTION
 Address
 4703 Shavano Oaks Suite 100
 P.O. Box 261 6066
 SAN ANTONIO, TEXAS 78249

Bidder's Initials: AC

ART CAL CONSTRUCTION/BIDDER represents and warrants the services described in the Scope of work. Will be performed in a professional and workmanlike manner in accordance with applicable industry standards by individuals possessing the general skills, knowledge and experience required to perform such services

ART CAL CONSTRUCTION/BIDDER will maintain general liability, property damage automobile liability, employers liability and workers compensation insurance in amounts and coverage that will protect "THE LEGACY HELOTES, LLC" from any claim, loss or damage which may result, in anyway, from any act or omission of ART CAL CONSTRUCTION/BIDDER its agents, employees or subcontractors and from any claims under applicable workers compensation laws or regulations to ART CAL CONSTRUCTION/BIDDER services under any Scope of work

**ART CAL CONSTRUCTION
COMMERCIAL GENERAL CONTRACTOR
HOSPITALITY & RETAIL SPECIALIST
4703 SHAVANO OAKS
SAN ANTONIO TX 78249
(210) 682-5615
EMAIL: artcalconstruction@gmail.com**

THE LEGACY HELOTES, LLC / LONE STAR BBQ PRO SHOP: 28824 14108 Bandera Road Helotes Suite 401, Texas 78023

ART CAL CONSTRUCTION/ BIDDER agrees to cooperate with any of owners other contractors and not impact their work. ART CAL CONSTRUCTION/ BIDDER understands that there may be work done while ART CAL CONSTRUCTION/ BIDDER is on site. Should ART CAL CONSTRUCTION/ BIDDER encounter any hazardous materials that may affect the performance of its work ART CAL CONSTRUCTION/ BIDDER agrees to immediately notify Owner. ART CAL CONSTRUCTION/ BIDDER agrees to defend, indemnify and hold "THE LEGACY HELOTES, LLC" its affiliates and each of their respective employees, officers, directors and agents from and against all losses, liabilities, damages, obligations, payments, costs and expense (including reasonable attorney's fees and legal costs) arising from or relating to ART CAL CONSTRUCTION/ BIDDER failure to notify Owner of hazardous materials or ART CAL CONSTRUCTION/ BIDDER, its subcontractors or agents disturbance of any hazardous materials

ART CAL CONSTRUCTION responsibilities include Certificate Of Occupancy for "LONE STAR BBQ PRO SHOP"
ART CAL CONSTRUCTION responsibilities include all permit cost city inspections and proper plans

Signature of Acceptance

x Arturo Calvillo

Arturo Calvillo
4703 Shavano Oaks Ste 100
San Antonio TX 78249

Signature of Acceptance

x

THE LEGACY HELOTES, LLC
14108 Bandera Road Suite 401
Helotes, Texas 78023

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) 	1
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) 	1
	Total Points (projects with less than 5 points will not be considered for funding.)	8



**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: February 21, 2024**

AGENDA PLACEMENT:

- PUBLIC HEARING**
- CONSENT**
- INDIVIDUAL**
- CLOSED**

CAPTION:

Discussion of and action on approval of sponsoring the 2024 Helotes Cornyval Festival produced by the Helotes Festival Association.

EXECUTIVE SUMMARY:

The Helotes EDC has sponsored the Cornyval Festival for the last two years in the amount of \$3,500. This year the sponsorship package would be \$3,650 and include the following benefits; (2) rodeo signs, (2) park benches, (1) voice announcement each night, and (1) video scoreboard advertisement each night.

Staff recommends approval of the sponsorship in the amount of \$3,650.

ATTACHMENTS:

Attachment A: 2024 Sponsorship Proposal

PREPARED BY: Glenn Goolsby, Executive Director

Helotes Festival Association, Inc.
P.O. Box 922
Helotes, TX 78023
(210) 695-2103 www.cornyval.org



On behalf of the Helotes Festival Association, we want to thank for your continued support of the Helotes PRCA Rodeo. As part of our continued “Right of First Refusal Policy” we continue to provide past sponsors the opportunity to maintain their sponsorship, as well as making additions before we offer to those on the waiting list. It is very important that you let us know if you are renewing your sponsorship.

Renewal Confirmation Form and payment to HFA, P.O. Box 922, Helotes, TX 78023 no **later than February 29, 2024.**

- Cornyval funds benefit many local charities supporting our youth, seniors, firemen, police, military and cancer treatment & research.
- 2024 marks the **58th annual Helotes Cornyval** and 36th annual P.R.C.A Rodeo, it all begins on Thursday, May 2 thru Sunday, May 5, 2024. Go to cornyval.org for the most current event information.
- Cornyval & Rodeo Sponsorships are seen by approximately 35,000 attendees in 4 days.

If you have additional questions or need assistance, please contact Kathy Buys at Kathy.helotesrodeo@att.net or 210-367-5546.

Sincerely,

Kathy Buys
Rodeo Chairperson

Helotes Economic Development			
Helotes Economic Development 12682 Old FM 1560, Ste 105 Helotes, TX 78023			
Sponsorship & Events	Quantity	Pricing	
Event:			
Rodeo General			
Rodeo Box Seats			
Rodeo Deck Table Only:			
Rodeo Deck Table + VIP Parking and Badges			
X Rodeo Arena Signage (2 HFA Events)	2	\$ 600	
Rodeo Parking			
VIP Rodeo Parking			
Rodeo Badges			
X Scoreboard Ads: 1 per Night	3	\$ 2,050	
X Park Bench Ad	2	\$ 1,000	
Website Placement			
X Voice Recognition: Each Night	3	Included	
TOTAL:			\$ 3,650

Please forward this confirmation, along with your payment to:

HELOTES FESTIVAL ASSOCIATION, INC.
PRCA RODEO
PO BOX 922
HELOTES, TX 78023

Thank you! Your support is greatly appreciated.

City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: February 21, 2024

AGENDA PLACEMENT:

- PUBLIC HEARING
- CONSENT
- STAFF/COMMITTEE REPORT
- INDIVIDUAL
- CLOSED

CAPTION:

Discussion of and action on approval of funding for an educational documentary TV series surrounding Discover America: Great Places to Live, Raise a Family, and Start a Business produced by Viewpoint.

EXECUTIVE SUMMARY:

The producers of Viewpoint reached out to the Mayor's office and presented an opportunity to participate in a paid documentary-style TV program focused on Discover America: Great Places to Live, Raise a Family, and Start a Business that runs on Public Television, and is also broadcasted as commercial news breaks on CNBC, FOX Business, CNN Headline News, Discovery Channel, and is distributed on the Internet via narrowcasting.

The producer described it as follows.

“We have a three-pronged approach to our education and outreach. In simplest terms and numbers:

1. **Public Television Segment (3-5 minutes):** This segment is above all else about education - education that informs viewers on the very latest topics and trends impacting the world. It will be distributed nationally. It is a 3-5-minute short-form documentary that bridges the gap between 25-min and 55-min shows. On average our segments air 45-60 times per quarter, so roughly 60 million households and businesses will see them. This segment is hosted by Dennis Quaid and must remain educational and informative. There won't be any flashing phone numbers, websites, or logos on this particular piece. With that being said you will have creative input into the storyline, and the name of each person on camera and the name of the company they work for will appear, so essentially it will be documentary style. If selected, you will have creative freedom to educate viewers about your specific operation and talk about the industry as you – our expert - sees it developing.

2. **Corporate Identity Demo (5-6 minutes):** This segment is an in-depth look at the organization that we select and will be emailed to 1 million viewers requesting

information about **Discover America: Great Places to Live, Work, start a Business and Raise a Family** . It is 100% opted-in and there will be a call-to-action in place so that after watching this segment, viewers would click and go to your website, or donate to a charity, or sign up for a newsletter. This call-to-action will be up to our featured guest, but it is mandatory that we have a call-to-action in place. The goal here is to educate a very niche/targeted group of viewers that will connect with this topic. We can target specific companies and individuals. Again, everything is opted-in, there is NO spam.

3. Educational "Commercial" Spot for the Major Networks (1 minute): The 1-minute educational commercial spot, or “60-Second Documentary” as I like to call it, will air once nationally in all 50 states and 400 times regionally in the top 100 cities based on population (Chicago, San Francisco, NYC, Dallas etc.). Viewership is 84 million homes and all of our airings are peak and prime-time (6 p.m.-11 p.m. local). The networks this segment will air on CNBC, Fox Business, Discovery Channel, and Bloomberg. You’ll know the airing schedule prior to the actual airings and you’ll also receive the airing affidavits directly from the major networks after the segments air.”

The time commitment is approximately 8 hours for the entire project and about 6-7 hours of that will be for the filming day. If selected we’d be responsible for underwriting the production which is \$25,900 and \$3,400 for the travel fee for our film crew and field producers to shoot on location.

FINANCIAL: \$29,300.00

ATTACHMENTS: Viewpoint National Overview and Detailed Project Overview

SUBMITTED BY: Glenn Goolsby, Executive Director

VIEWPOINT

WITH DENNIS QUAID



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VIEWPOINT

— WITH DENNIS QUAID —

CONTENT PROVIDER BENEFITS

PARTNERING WITH VIEWPOINT

VIEWPOINT is uniquely positioned in the educational media market. The segments created are not just for a "general" audience; rather, these segments are customized to feature important aspects of your specific industry. Our partnerships allow **VIEWPOINT** to feature the biggest names, organizations, and breaking storylines to create the most intuitive and entertaining content available for the viewer.

PUBLIC TELEVISION SEGMENT

VIEWPOINT will develop and deliver a 3-5 minute educational segment comprehensively covering your field, hosted by Dennis Quaid. This cutting edge, network ready segment will feature topics specifically pertaining to your industry, and what role your organization plays in it. Every segment highlights new technologies, trends, and advancements being made while abiding by the strict educational statutes expected by Public Television.

PROJECT DELIVERABLES

As a thank you for participating as a Content Provider for the **VIEWPOINT**, a high end Commercial and Custom Documentary will be created and distributed to a wide array of national and international media outlets with millions of viewers. This content is high-quality, informative, and content-specific. These files will be provided as HD digital files at the completion of the project.

VIEWPOINT

— WITH DENNIS QUAID —

NETWORK EXPOSURE

COMMERCIAL DISTRIBUTION

VIEWPOINT utilizes strategic partnerships with various networks such as CNBC, MSNBC, The Learning Channel, CNN, Fox Business, The Discovery Channel, and many more to place commercial segments that are constructed to communicate the key issues impacting your target markets. These national spots reach over 84 million households nationwide, and only air in peak and prime-time slots.

Additionally, these spots are independently distributed on a regional basis in the top one hundred DMAs across the country, reaching an additional 30 million households.

DOCUMENTARY

CUSTOM CORPORATE DOCUMENTARY

The **VIEWPOINT** team understands that to have the proper content, it is critical to secure exemplary stories from our participant's. We also understand and realize the need for organizations such as yours to have a valuable set of deliverables at the conclusion of the project.

In addition to the other segments created, **VIEWPOINT** will utilize the resources provided, such as the additional footage obtained on the one-day location shoot, to produce a 5-6 minute corporate identity segment solely featuring your organization, and for your exclusive use. Using the driving industry story from our Content Providers as the backbone, this customized segment will feature the content in groundbreaking ways. The final segment can serve as a conduit to audiences online and elsewhere.

VIEWPOINT

WITH DENNIS QUAID

INTERNET EXPOSURE

INTERNET DISTRIBUTION & NARROWCASTING

VIEWPOINT has a unique laser targeted approach to internet branding for the series and our participant's educational content. Our Narrowcasting campaign involves the demographic targeting of audiences most inclined to take interest in your story and/or product. Content Providers and Partners of the **VIEWPOINT** have the ability to Narrowcast information and link directly to the video and/or applicable online content through a customized email campaign. Those receiving the email are demographically selected opt-in viewers who have an explicit interest in the topic and content presented.

PTV FACTS

PUBLIC TELEVISION FACTS

Public Television base is Affluent, Educated Adults as a Target Audience.
Public Television Viewers in areas of: (% more likely than US Average)

WEALTH

- 84% more likely to own \$150,000+ in stocks
- 42% more likely to have used money management or financial counsel
- 21% more likely to own investment real estate
- 67% more likely to have spent \$6,000+ in foreign travel in the last year

EMPLOYMENT

- 14% more likely to have the job title of Vice President
- 13% more likely to have the job title of President

EDUCATION

- 25% more likely to have completed post-graduate education
- 25% more likely to have taken adult education courses in the last year
- 54% more likely to attend museums
- 44% more likely to be a book club member

VIEWPOINT

— WITH DENNIS QUAID —

PRODUCTION CYCLE

PRE-PRODUCTION SCHEDULE

- Sign and Return Production Authorization - Upon Receipt
- Pre-Production Fee Due - Upon Receipt of Invoice, net 14 days
- Fill out and Return Project Research Questionnaire - Within 2 weeks of Receipt
- Send Collateral Materials (Logos, documents, website, etc.) - Within 2 weeks of Receipt

PRODUCTION SCHEDULE (90 DAY PROJECT SCHEDULE)

Day 1 - Field Producer Assigned to your Project at beginning of the Month

Day 2-3 - Field Producer reviews Project Research Questionnaire and Collateral Materials and Speaks with the Participant

Day 7-8 - Shoot Date and Location are confirmed by Participant

Day 30-45 - Script is Written and Story Board is developed

Day 35-50 - Participant Informs Field Producer of Script Approval or Technical Revisions within a Week of Receipt

Day 55-65 - Shoot Takes Place on Date and Location Selected by Participant

Day 65-80 - Segments are Edited based on Approved Script and Shot List

Day 85-90 - Segments are Approved by Participant within 10 days of Receipt

Day 90 - Segments are Delivered to the Participant in HD format on a Flash Drive

Day 90+ - Participant is Notified of Public Television Distribution and Scheduled for Commercial Airings and Internet Distribution

NATIONAL

Public Television Documentary

Viewpoint short-form documentary (3-5 minutes) will be distributed to Public Television stations in all 50 states, airing for one year, for unlimited broadcast (estimated reach for one year is 60 million households). The short-form documentary is hosted by Dennis Quaid.

5-6 Minute Corporate Profile

Viewpoint will provide the production of one (1) broadcast quality, 5-6 minute educational documentary profile in HD with expansive and detailed information documenting the issues and educational message that concern your target audience.

Internet Media

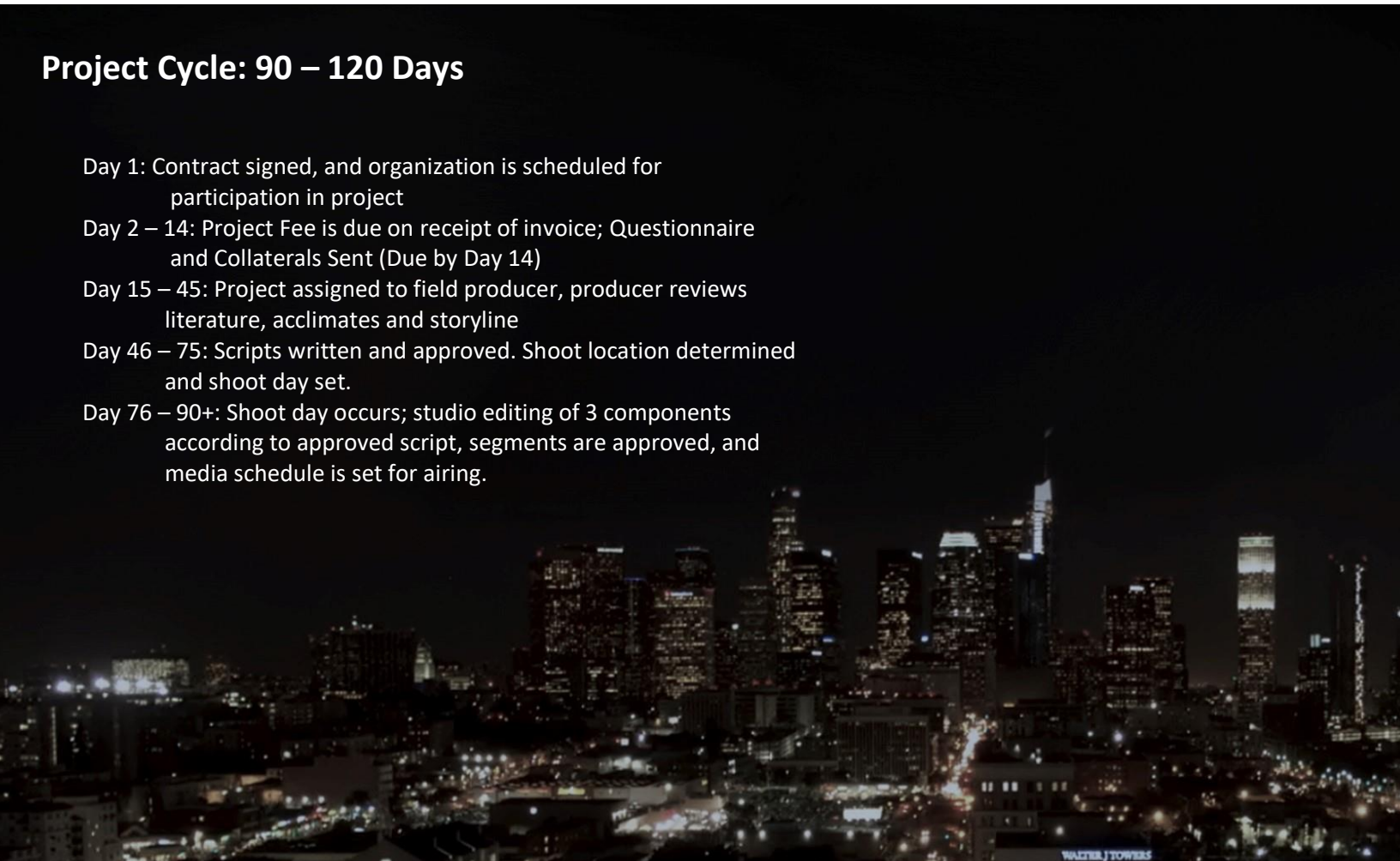
Viewpoint will digitize the 5-6 minute documentary into a digital file for streaming on your company or organization's website, and will be delivered in a format for streaming on social media. Viewpoint will design and generate an email campaign to your narrowcasted audience sending up to 1,000,000 video emails from the Viewpoint email database.

Commercial Television Airings

Viewpoint will provide the production of one (1) highend one-minute educational commercial segment used for network distribution, broadcast once prime time in over 84 million homes via MSNBC, CNBC, or an equivalent network; and airing 400 times in the top 100 Designated Market Areas during peak and prime time on networks such as CNBC, CNN Headline News, The Learning Channel, Discovery Life, Discovery Channel, or equivalent networks.

Project Cycle: 90 – 120 Days

- Day 1: Contract signed, and organization is scheduled for participation in project
- Day 2 – 14: Project Fee is due on receipt of invoice; Questionnaire and Collaterals Sent (Due by Day 14)
- Day 15 – 45: Project assigned to field producer, producer reviews literature, acclimates and storyline
- Day 46 – 75: Scripts written and approved. Shoot location determined and shoot day set.
- Day 76 – 90+: Shoot day occurs; studio editing of 3 components according to approved script, segments are approved, and media schedule is set for airing.





**City of Helotes EDC
AGENDA ITEM REQUEST FORM
DATE: February 21, 2024**

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

CAPTION:

Discussion of and action on nominating up to two candidates to fill a vacancy on the HEDC Board of Directors for Place Two as required by Article Two: Section 2.1 (c) & (e) of the HEDC Bylaws.

EXECUTIVE SUMMARY:

The HEDC Executive Committee received a letter of resignation from Melody Cooper and according to the HEDC Bylaws Article Two: Section 2.1(c) Vacancies of the Board, term expirations, and replacements shall be filled by nominations of candidates submitted to Council from the Corporation and (e) The Corporation may provide up to two nominees for each vacancy, term expiration, or replacement. The Corporation may submit a letter(s) of recommendation within sixty (60) calendar days, prior to the Term Expiration of any Director.

The Governance Committee solicited applications to fill the vacancy and interviewed the following candidates for consideration; Austin Lane, Jeremy Ingram, and Kyle Gilbert.

FINANCIAL:

ATTACHMENTS:

SUBMITTED BY: Glenn Goolsby, Executive Director