



**Post Office Box 9010 Addison, Texas  
75001-9010  
5300 Belt Line Road  
(972) 450-7000 Fax: (972) 450-7043**

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## **AGENDA**

### **REGULAR MEETING OF THE CITY COUNCIL**

**AND / OR**

### **WORK SESSION OF THE CITY COUNCIL**

**6:00 PM**

**May 12, 2015**

### **ADDISON TOWN HALL**

**5300 BELT LINE RD., DALLAS, TX 75254**

**6:00PM WORK SESSION**

**7:30PM REGULAR MEETING**

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### **WORK SESSION**

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**WS1** Presentation and discussion regarding an update on Storm Water activities.

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**WS2** Discussion regarding Addison's recognition and naming policy for town parks, trails and structures.

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### **REGULAR MEETING**

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## Pledge of Allegiance

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R1 Announcements and Acknowledgements regarding Town and Council Events and Activities

Discussion of Events/Meetings

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Consent Agenda.

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R2a Approval of the Minutes for the April 28, 2015 City Council Meeting and Work Session.

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R2b Approval of a resolution approving an annual contract with Launch Agency, L.P. for marketing and advertising services for Economic Development and Tourism, Conference Centre and general advertising for Addison.

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R2c Approval of a resolution authorizing the Town to designate representatives who can transact business with the Local Government Investment Cooperative.

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R2d Approval of a resolution authorizing the Town to designate representatives who can transact business with the TexStar investment pool.

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Regular Items

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R3 Presentation and introduction of Addison's Oncor representative.

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R4 Presentation by the Addison Arbor Foundation.

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R5 Presentation and discussion regarding the Department of Finance Quarterly Financial Review of the Town for the quarter and year-to-date ended March 31, 2015.

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R6 **PUBLIC HEARING.** Public hearing, discuss, consider and take action regarding an ordinance establishing standards of care for youth recreation programs conducted by the Town for elementary age children ages 5 through 13; providing for compliance with Section 42.041(b)(14) of the Texas Human Resources Code.

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R7 **PUBLIC HEARING** Case 1712-SUP/Rio Mambo. Public hearing, discuss, consider and take action regarding an ordinance changing the zoning on property located at 4021 Belt Line Road Suite 109, which property is currently zoned LR, Local Retail, by approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, on application from Rio Mambo Restaurant, represented by Mr. Brent Johnson.

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R8 **PUBLIC HEARING** Case 1713-SUP/Twin Peaks. Public hearing, discuss, consider and take action regarding an ordinance changing the zoning on property located at 5260 Belt Line Road which property is currently zoned LR, Local Retail, by approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, on application from Front Burner Restaurants, represented by Mr. Patrick Collins.

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R9 **PUBLIC HEARING** Case 1714-SUP/Ramen Hakata. Public hearing, discuss, consider and take action regarding an ordinance changing the zoning on property located at 3714 Belt Line Road, which property is currently zoned PD, Planned Development, through Ordinance 097-031, approving for that property a Special Use Permit for a restaurant and a Special Use permit for the sale of alcoholic beverages for on-premises consumption only, on application from Gong Gan Architecture represented by Mr. Yoon Jung Kim.

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R10 Discuss, consider and take action regarding the selection of a city manager search firm.

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R11 Discussion and update regarding the Cotton Belt Corridor.

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Executive Session

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ES1 Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to seek the advice of its attorney(s) regarding pending litigation: Town of Addison, Texas v. ProAir Developments, L.P., Cause No. DC-13-15164, 14th Judicial District, Dallas County, Texas and anticipated litigation, Hunse v. Town of Addison, et. al, and anticipated litigation regarding use of newsletter email distribution list.

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Reconvene from Executive Session

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R12 **RECONVENE INTO REGULAR SESSION:** In accordance with Texas Government Code, Chapter 551, the City Council will reconvene into Regular Session to take any action necessary.

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Adjourn Meeting

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NOTE: The City Council reserves the right to meet in Executive Session closed to the public at any time in the course of this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551, including §551.071 (private consultation with the attorney for the City); §551.072 (purchase, exchange, lease or value of real property); §551.074 (personnel or to hear complaints against personnel); §551.076 (deployment, or specific occasions for implementation of security personnel or devices); and §551.087 (economic development negotiations). Any decision held on such matters will be taken or conducted in Open Session following the conclusion of the Executive Session.

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Posted:  
Chelsea Gonzalez, May 8, 2015, 5:00pm

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES.  
PLEASE CALL (972) 450-7090 AT LEAST  
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**

AI-1102

WS1

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Infrastructure- Development Services

**Council Goals:** Infrastructure improvement and maintenance

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**AGENDA CAPTION:**

Presentation and discussion regarding an update on Storm Water activities.

**BACKGROUND:**

Staff will provide an update on storm water maintenance and capital improvement activities.

**RECOMMENDATION:**

N/A

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AI-1112

WS2

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Council

**Council Goals:** Create raving fans of the Addison Experience.

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**AGENDA CAPTION:**

Discussion regarding Addison's recognition and naming policy for town parks, trails and structures.

**BACKGROUND:**

During the April 14 Work Session, Council reviewed the current policy adopted in September 2007. Council discussed possible changes to the current policy and considered how parks, structures and trails would be named. Council also discussed a mechanism to recognize those who contributed to Addison through volunteer hours, long terms of employment and through donations. No action was taken. A Public Hearing was held during the April 28 Regular Council Meeting. Based on Council discussion and the public comments, staff developed a revised version of the Naming and Recognition Policy for review and discussion.

**RECOMMENDATION:**

N/A

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**Attachments**

Draft Naming and Recognition Policy

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**Addison Naming  
And  
Recognition Policy**

**DRAFT** May 5, 2015

## **PURPOSE:**

To establish a naming, renaming and recognition policy for Addison in order to establish guidelines for the City Council and staff to follow to reflect Addison's mission. This policy will address city owned facilities, structures, trails and parks. In addition, this policy will outline how the Addison may recognize individuals, groups or corporations that contributed in a significant manner to the community.

## **NAMING CRITERIA-CITY OWNED STRUCTURES, TRAILS AND PARKS:**

- 1) Definitions
  - a) A structure would include buildings, bridges or structures within a park
  - b) Trails would be any trail within Addison maintained by the Parks Department
  - c) A park would be any area designated as a park including dog parks that are maintained by the Parks Department
- 2) Criteria to name a structure, trail or park
  - a) Naming a structure trail or park could be named after an individual or corporation if they met one of the following criteria
    - i) The individual was a former Mayor and had made a significant contribution of service toward the betterment of the Addison community and had been out of office for a minimum of 5 years.
    - ii) Individuals or corporations who donate at a minimum of **\$1,000,000.00** in land, services or funds to Addison.
    - iii) **Dog parks may be named for an individual or corporation with a minimum donated amount of \$250,000.**

## **CONTRIBUTIONS FROM INDIVIDUALS AND CORPORATIONS:**

- 1) Create a mechanism to recognize individual and corporation contributions that do not meet the above criteria.
  - a) Develop a creative way(s) to recognize contributions to Addison at a variety of levels of donation or service including volunteers and past employees. Examples may be:
    - i) Naming sculpture
    - ii) Brick path
    - iii) Recognition wall
  - b) Based on their contribution or service level they would be recognized by placing their name on the recognition mechanism.

- c) The size and location of the recognition may vary based on the amount donated, or service contribution made.

## **NAMING PROCEDURE**

- 1) Naming of a structure, trail or park
  - a) **Former Mayor**--A proposal shall be submitted detailing the qualifications including clearly outlining examples of the contributions of service made to the community. The proposal will include both the name as it is requested to appear on the structure, park or trail along with a suggestion as to the where that name would be located.
  - b) **Donation**—A proposal shall be submitted detailing the amount the donation along with the proposed name as it would appear on the structure, park or trail. The proposal shall also include suggestions on where that name should appear.
    - i) The Proposal shall be submitted to the City Manager or his/her designee.
    - ii) City staff will review the proposal and, if complete, add the proposal to the Council Agenda for consideration.
    - iii) A public hearing shall be held to give the opportunity for public comment.
    - iv) A vote of  $\frac{3}{4}$  of the Council is required to approve the naming of a structure, park or trail.
- 2) Recognition for contributions from individuals and corporations not meeting the first criteria.
  - a) An individual or corporation making a donation in land, service, funds, community service or at least 20 years of employment by Addison will be recognized through a publicly displayed mechanism.
  - b) Proposed names shall be submitted to the City Manager or his/her designee along with a supporting documentation of their contribution to Addison.
  - c) City staff shall review the proposals and, if complete, add the proposal to the Council Agenda for consideration.
  - d) A majority of the Council shall vote in favor of accepting this recognition.

**AI-1108**

**R2a**

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** City Manager

**Council Goals:** N/A

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**AGENDA CAPTION:**

Approval of the Minutes for the April 28, 2015 City Council Meeting and Work Session.

**BACKGROUND:**

N/A

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

Minutes

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# **DRAFT**

## **OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL WORK SESSION**

April 28, 2015

6:00 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

6:00 PM Work Session I 6:00 PM Regular Meeting

Present: Arfsten; Carpenter; Clemens; DeFrancisco; Heape; Mayor Meier; Moore

## **OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL REGULAR MEETING**

April 28, 2015

6:00 PM

Addison Town Hall, 5300 Belt Line Rd., Dallas, TX 75254

6:00 PM Work Session I 7:30 PM Regular Agenda

Posted by: Chelsea Gonzalez, April 24, 2015, 5:00pm

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### **WORK SESSION**

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WS1 Update and discussion regarding audience seats in the Main Space of the Addison Conference and Theatre Centre.

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WS2 Update and discussion on the Addison Conference and Theatre Centre.

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### **REGULAR MEETING**

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**Pledge of Allegiance**

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Announcements and Acknowledgements regarding Town and Council Events and Activities

Discussion of Events/Meetings

---

Consent Agenda.

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- R2a Approval of the Minutes for the April 14, 2015 City Council Meeting and Work Session.

**RECOMMENDATION:**

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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- R2b Approval of Ordinance No. O14-029 changing the zoning on property located at 3714 Belt Line Road (Ramen Hakata), which property is currently zoned PD, Planned Development, through Ordinance O97-029, by approving for that property a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

**RECOMMENDATION:**

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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- R2c Approval of Ordinance No. O14-030 changing the zoning on property located at 4440 Belt Line Road (Chuy's Mexican Food), which property is currently zoned LR, Local Retail, by amending an existing Special Use Permit for a restaurant and by amending an existing Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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- R2d Approval of Ordinance No. O14-032 changing the zoning on property located at 5076 Addison Circle (Union Park) which property is currently zoned UC, Urban Center, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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- R2e Approval of Ordinance No. O14-052 changing the zoning on property located at 4866 Belt Line Road (ZuZu's Handmade Mexican Food), which property is currently zoned LR, Local Retail, by amending an existing Special Use Permit for a restaurant and by amending an existing Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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R2f Approval of Ordinance No. O14-057 changing the zoning on properties located at 5001 Belt Line Road (Ida Claire), which property is currently zoned PD (Planned Development) through Ordinance O91-043 and 5035 Quorum Drive, which property is currently zoned LR (Local Retail) through Ordinance 392, by approving for the properties a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

**RECOMMENDATION:**

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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R2g Approval of Ordinance No. O14-058 changing the zoning on property located at 4180 Belt Line Road (Snuffers), which property is currently zoned PD, Planned Development, through Ordinance O91-066, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

**RECOMMENDATION:**

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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R2h Approval of Ordinance No. O14-059, changing the zoning on property located at 4180 Belt Line Road (La Ventana), which property is currently zoned PD, Planned Development, through Ordinance O91-066, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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- R2i Approval of Ordinance No. O15-001, changing the zoning on property located at 3761 Belt Line Road (Fast Furious Japanese Grill), which property is currently zoned PD, Planned Development, through Ordinance O98-049, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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- R2j Approval of Ordinance No. O15-002 amending the Code of Ordinances of the Town by amending Appendix A - Zoning, thereof, the same being the Comprehensive Zoning Ordinance by amending Article XIV (I-3 Industrial District Regulations), Section 1, by adding airport to the list of permitted uses in the I-3 Industrial District and amending Article XXX (Definitions) by adding thereto a definition of airport.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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R2k Approval of resolution approving an agreement with Garver LLC for Airport on-call engineering services for an amount not to exceed \$100,000.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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R2l Approval of the rejection of all bids for the Winnwood Pond Dredging Project.

RECOMMENDATION:

Administration recommends approval.

Motion made by Clemens to approve, as submitted,

Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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Regular Items

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R3 Presentation and proclamation recognizing Foot Health Month.

On behalf of Foot Health Month, the Methodist Hospital of Surgery accepted the proclamation.

There was no action taken on this item.

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R4 Presentation and proclamation recognizing Motorcycle Safety & Awareness Month.

On behalf of Motorcycle Awareness Month, the Denton Abate accepted the proclamation.

There was no action taken on this item.

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- R5 **Public Hearing.** Public hearing regarding the Town of Addison's recognition and naming policy for town parks, trails, or facilities.

A public hearing was opened and an opportunity to speak offered to the public. The following individuals spoke at the public hearing:

Aubrey Simmons, 4102 Rush Circle  
Tom Lamberth, 9919 Capridge Drive  
Jay Ihrig, 3757 Chatham Court  
Gail Barth, 14612 Dartmouth Court

The public hearing was closed.

There was no action taken on this item.

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- R6 Present, discuss, consider and take action regarding the search for city manager.

Waters & Company and S. Renée Narloch & Associates presented on the Addison City Manager search process.

There was no action taken on this item.

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- R7 Discuss, consider and take action regarding a public comment section on the City Council agenda.

The City Council directed staff to continue to research the public comment section on the City Council agenda.

There was no action taken on this item.

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- R8 Presentation and discussion of the 2014 Police Department Annual Report.

Ron Davis, Police Chief, spoke regarding this item.

There was no action taken on this item.

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- R9 Discuss, consider and take action regarding appointment of a Member to the Planning and Zoning Commission.

Motion made by Arfsten to table the item to the May 12th agenda,  
Seconded by Moore

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape,  
Mayor Meier, Moore

Passed

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### Executive Session

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- ES1 Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to conduct a private consultation with its attorney(s) on a matter in which the duty of the attorney(s) to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551, Tex. Gov. Code, pertaining to wind turbines on the water tower located at the intersection of Arapaho Road and Surveyor Boulevard.

The City Council entered executive session at 10:15 pm.

The City Council closed executive session at 11:24 pm.

- ES2 Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to seek the advice of its attorney(s) regarding pending litigation: Town of Addison, Texas v. ProAir Developments, L.P., Cause No. DC-13-15164, 14th Judicial District, Dallas County, Texas and anticipated litigation, Hunse v. Town of Addison, et. al.

The City Council entered executive session at 10:15 pm.

The City Council closed executive session at 11:24 pm.

- ES3 Closed (Executive) session of the Addison City Council pursuant to Section 551.074, Texas Government Code, to deliberate the appointment, employment, and duties of the Interim City Manager.

The City Council entered executive session at 9:48 pm.

The City Council closed executive session at 10:05 pm.

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Reconvene from Executive Session

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R10 **RECONVENE INTO REGULAR SESSION:** In accordance with Texas Government Code, Chapter 551, the City Council will reconvene into Regular Session to take any action necessary.

Motion made by Mayor Meier to approve, a resolution authorizing Charles Daniels to serve in a capacity as Addison's City Manager until a permanent City Manager is selected,

Seconded by Carpenter

**Voting** AYE: Arfsten, Carpenter, Clemens, DeFrancisco, Heape, Mayor Meier, Moore

Passed

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Adjourn Meeting

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NOTE: The City Council reserves the right to meet in Executive Session closed to the public at any time in the course of this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551, including §551.071 (private consultation with the attorney for the City); §551.072 (purchase, exchange, lease or value of real property); §551.074 (personnel or to hear complaints against personnel); §551.076 (deployment, or specific occasions for implementation of security personnel or devices); and §551.087 (economic development negotiations). Any decision held on such matters will be taken or conducted in Open Session following the conclusion of the Executive Session.

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\_\_\_\_\_  
Mayor-Todd Meier

Attest:

\_\_\_\_\_  
City Secretary-Chelsea Gonzalez

AI-1106

R2b

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Communications & Marketing

**Council Goals:** Create raving fans of the Addison Experience.

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**AGENDA CAPTION:**

Approval of a resolution approving an annual contract with Launch Agency, L.P. for marketing and advertising services for Economic Development and Tourism, Conference Centre and general advertising for Addison.

**BACKGROUND:**

Staff submitted a Request for Qualifications through BidSync seeking qualifications for an advertising agency to provide marketing and advertising services for Economic Development and Tourism, the Conference Centre and general advertising and marketing for Addison. The selected firm will provide advertising and marketing services to all departments aside from Special Events. Ten proposals were received and four firms were selected to present their qualifications. One of the selected firms, Niche, chose not to participate in the interview process.

The Interview panel consisted of:

Rob Bourestom, Manager of Special Projects, CMO

Orlando Compos, Director of Economic Development and Tourism

Mark Gooch, General Manager of the Conference and Theatre Centre

Mary Shiroma, President Shiroma Southwest

RFQs were submitted by:

Agency Creative

Alchemy

Bloomfield Noble

Dream Media

Johnson & Sekin\*

Launch Agency\*

Mindecology\*

Niche\* (withdrew from interview process)

Play Now

Rainmaker

\*Selected to present to review committee

Through the interview process, Launch Agency was selected.

**RECOMMENDATION:**

Administration recommends approval.

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**Fiscal Impact**

**Budgeted Yes/No:** Yes

**Funding Source:** Hotel Fund-Marketing

**Amount:** 91,000

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**Attachments**

Resolution

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**TOWN OF ADDISON, TEXAS**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS APPROVING AN AGREEMENT BETWEEN THE TOWN OF ADDISON AND LAUNCH AGENCY, L.P. FOR MARKETING AND ADVERTISING SERVICES, AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT, AND PROVIDING AN EFFECTIVE DATE.**

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

**Section 1.** The Agreement between the Town of Addison and Launch Agency, L.P. for marketing and advertising services, a copy of which is attached to this Resolution as **Exhibit A**, is hereby approved. The City Manager is hereby authorized to execute the agreement.

**Section 2.** This Resolution shall take effect from and after its date of adoption.

**PASSED AND APPROVED** by the City Council of the Town of Addison, Texas this the \_\_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Todd Meier, Mayor

ATTEST:

By: \_\_\_\_\_  
Chelsea Gonzalez, City Secretary

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Brenda N. McDonald, City Attorney

## EXHIBIT A

**AGREEMENT BY AND BETWEEN  
THE TOWN OF ADDISON, TEXAS AND  
LAUNCH AGENCY, L.P.  
RFQ # 15-04  
FOR MARKETING AND ADVERTISING SERVICES**

This Agreement ("Agreement") is made and entered into this the \_\_\_\_\_ day of \_\_\_\_\_, 2015 ("Effective Date"), is by and between the **Town of Addison, Texas**, hereinafter called ("Town"), a home rule Texas municipal corporation, and **Launch Agency, L.P.**, a Texas limited partnership, hereinafter called ("Contractor").

For and in consideration of the covenants and agreements contained herein, and for the mutual benefits to be obtained hereby, the parties agree as follows:

### WITNESSETH:

WHEREAS, the Town sought qualification for an advertising agency to provide marketing and advertising services to the Town pursuant to Request for Qualifications No. 15-04, and attached hereto as **Exhibit "A"**, and incorporated herein in its entirety by reference for all purposes ("RFQ"); and

WHEREAS, Contractor is an advertising agency specializing in the marketing and advertising services requested in the RFQ, as provided in the Contractor's response, on file in the Town's Purchasing Office as **Exhibit "B"**, and incorporated herein in its entirety by reference for all purposes ("Response"); and

WHEREAS, the Town has determined that it is in the best interest of the public to hire Contractor to perform said services.

NOW, THEREFORE, in consideration of the following mutual agreements and covenants, it is understood and agreed by and between the parties hereto as follows:

1. Scope of Services.  
The Contractor shall provide such services, equipment, and supplies upon the terms and conditions set forth in the Agreement Documents, hereinafter defined and shall furnish all personnel, labor, equipment, supplies and all other items necessary to provide all of the work as specified by the terms and conditions of the Agreement Documents.
2. Terms.  
This Agreement shall have an initial term commencing on May \_\_, 2015, and continuing through September 30, 2015 ("Initial Term"), subject to the terms and conditions of this Agreement.

Following the Initial Term, this Agreement may be renewed at the Town's sole option, and subsequent mutual agreement of both parties, for up to three (3) additional one (1) year terms ("Renewal Term"). A Renewal Term shall commence on October 1 and continue through and end on the immediately following September 30. Town shall give

Contractor notice of its intent to renew no later than thirty (30) days prior to the end of the existing term. The terms, conditions, and provisions of this Agreement shall apply to each Renewal Term except as the parties may otherwise agree in writing.

The Contractor recognizes that the Agreement shall commence upon the Effective Date and continue in full force and effect until termination in accordance with its provisions. Contractor and Town herein recognize that the continuation of any Agreement after the close of any given fiscal year of the Town, which fiscal year ends on September 30th of each year, shall be subject to Town Council approval. In the event that the Town Council does not approve the appropriation of funds for the Agreement, the Agreement shall terminate at the end of the fiscal year for which funds were appropriated and the parties shall have no further obligations hereunder. However, if the Agreement is terminated, Town is obligated to pay all amounts due Contractor based on service performed before termination under the existing Agreement, notwithstanding other provisions of this Agreement. Agreement may be terminated by the Town at any time upon providing Contractor thirty (30) days written notice of the termination date.

3. Termination.

This Agreement may be terminated for any reason or for no reason whatsoever, by either party upon the terminating party giving the non-terminating party at least thirty (30) days written notice of such termination. Upon termination, Contractor shall be paid in accordance with the terms provided herein, unless Contractor is in breach.

If any party fails to perform any of its obligations under the Agreement Documents, such failure shall constitute a default. The non-defaulting party shall give the defaulting party written notice of the default. The defaulting party shall have ten (10) business days after the receipt of such notice in which to cure the default. Failure to cure the default shall constitute a breach of this Agreement. In the event of a breach, the non-breaching party may terminate this Agreement and may obtain any reasonable remedy provided by law.

Upon the termination or expiration of this Agreement, Contractor shall transfer, assign and make available to Town, or Town's representative, all advertising and marketing materials, documents, records, reports, studies, and information, and all ideas and concepts, (whether kept electronically, in writing, or otherwise) prepared by or for Contractor under or in connection with this Agreement shall be promptly delivered to Town, and all of Town's property and materials in Contractor's possession or control belonging to Town, excluding any information or knowledge which was in the possession of or used by Contractor prior to the beginning of the Agreement and not used in connection with this Agreement. Contractor also agrees to all reasonable cooperation toward transferring, with approval of third parties in interest, all reservation, contracts and arrangement with advertising media, or others, for advertising space, broadcast time, or materials yet to be used, and rights and claims thereto and therein, upon being duly released from the obligations thereof. The obligations in this subsection shall survive the expiration or termination of this Agreement.

4. Agreement Price and Payment.

In exchange for those services and schedules described in the Agreement Documents, the Agreement for Advertising and Marketing Services

Town agrees to pay Contractor in accordance with (**Exhibit “C”**). Annual expenditures for the Initial Term, hereinafter defined, are estimated in an amount not to exceed Ninety-One Thousand Dollars and No/100s (\$91,000.00), which includes the agreed upon sum of One Hundred Twenty-Five and No/100s Dollars (\$125.00) per hour of work completed by the Contractor.

On or before the 10<sup>th</sup> day of each month, Contractor shall submit to Town an invoice for the Services provided by Contractor during the immediately preceding month. Each invoice shall be form and content satisfactory to Town and shall, among other things, include: (i) a specific description of the Services; (ii) such documentation and information as Town may require to verify the accuracy of the invoice; and (iii) the sum of all prior payments under this Agreement and the balance remaining that may be charged to the Services. Charges not in dispute shall be paid within thirty (30) days of receipt of invoice.

5. Ownership.

All advertising and marketing materials, documents, records, reports, studies, and information, and all ideas and concepts, prepared by or for Contractor under or in connection with this Agreement and paid for by Town or purchased under Town’s account hereunder is and will be Town’s exclusive property, and may be used by Town as it determines for its exclusive reuse at any time without further compensation and without any restrictions, excluding any information or knowledge which was in the possession of or used by Contractor prior to the beginning of the Agreement and not used in connection with this Agreement. Contractor agrees to do and does hereby grant and assign to Town all intellectual property rights (whether copyright or otherwise) in and to all such advertising and marketing materials, documents, reports, studies, and information, and all of such ideas and concepts in which Contractor may have or claim a copyright or other intellectual property interest. Contractor represents and warrants that Town’s use of any of such advertising and marketing materials, documents, reports, studies, and information, and all of such ideas and concepts, will not infringe upon any third party’s rights and **Contractor shall indemnify, hold harmless, and defend and protect Town from any infringement or related claims arising from Town’s ownership, possession and/or use of any of the same.**

Contractor shall keep confidential all records, documents, or other materials that are requested by Town, or required by law, rule, or regulation, to be so maintained. No reports, information, documents, studies, or other materials given to or prepared by Town pursuant to this Agreement which Town requests either orally or in writing to be kept confidential, shall be made available to any third party or entity by Contractor without the prior written consent of Town.

6. Agreement Documents.

The “Agreement Documents”, as that term is used herein, shall include the following documents, and this Agreement does hereby expressly incorporate same herein as fully as if set forth verbatim in the Agreement.

- a. This Agreement;

- b. Town of Addison RFQ No. 15-04, attached hereto as **Exhibit “A”**;
- c. Contractor’s Response, on file in the Town’s Purchasing Office as **Exhibit “B”**;
- d. Scope of Services, attached hereto as **Exhibit “C”**; and
- e. Insurance Requirements, attached hereto as **Exhibit “D”**.

This Agreement shall incorporate the terms of all attachments in their entirety. To the extent that **Exhibit “A”, Exhibit “B”, Exhibit “C” and Exhibit “D”** are in conflict with provisions of this Agreement or each other, the provisions of this Agreement, then the provisions of **Exhibit “A”, Exhibit “C”, Exhibit “D” and Exhibit “B”**, shall prevail in that order.

7. Entire Agreement.

The Agreement Documents contain the entire agreement of the parties with respect to the matters contained herein. All provisions of the Agreement Documents shall be strictly complied with and conformed to by the Contractor, and no amendment to the Agreement Documents shall be made except upon the written agreement of the parties, which shall not be construed to release either party from any obligation of the Agreement Documents except as specifically provided for in such amendment.

8. Insurance.

The Contractor shall procure and keep in full force and effect throughout the term of this Agreement all insurance policies with those coverage amounts deemed necessary by the Town as provided in **Exhibit “D”**, attached hereto and incorporated herein for all purposes. Contractor, and shall present the Town with a copy of their Certificate of Insurance, which shall name the Town as an additional insured party.

9. Counterparts.

This Agreement may be executed in a number of identical counterparts, each of which shall be deemed an original for all purposes.

10. INDEMNIFICATION.

CONTRACTOR, ITS OFFICERS, DIRECTORS, PARTNERS, CONTRACTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNEES, VENDORS, GRANTEEES AND/OR TRUSTEES (COLLECTIVELY REFERRED TO AS “CONTRACTOR” FOR PURPOSES OF THIS SECTION), AGREE TO RELEASE, DEFEND, INDEMNIFY AND HOLD HARMLESS THE TOWN AND ITS OFFICERS, COUNCIL MEMBERS, REPRESENTATIVES, AGENTS AND EMPLOYEES (COLLECTIVELY REFERRED TO AS “TOWN” FOR PURPOSES OF THIS SECTION) FROM ANY AND ALL CLAIMS, DEMANDS, DAMAGES, INJURIES (INCLUDING DEATH) LIABILITIES AND EXPENSES (INCLUDING ATTORNEYS’ FEES AND COSTS OF DEFENSE) ARISING DIRECTLY OR INDIRECTLY OUT OF THE OPERATION OR PERFORMANCE OF CONTRACTOR UNDER THIS AGREEMENT. THE TOWN WILL NOT ACCEPT LIABILITY FOR INJURIES THAT ARE THE RESULT OF THE NEGLIGENCE, MALFEASANCE, ACTION OR OMISSION OF CONTRACTOR. CONTRACTOR AGREES TO ACCEPT LIABILITY FOR INJURIES TO ITSELF OR OTHERS CAUSED BY ITS OWN NEGLIGENCE, MALFEASANCE, ACTION OR OMISSION. THIS INDEMNIFICATION PROVISION IS ALSO

SPECIFICALLY INTENDED TO APPLY TO, BUT NOT LIMITED TO, ANY AND ALL CLAIMS, WHETHER CIVIL OR CRIMINAL, BROUGHT AGAINST TOWN BY ANY GOVERNMENT AUTHORITY OR AGENCY RELATED TO ANY PERSON PROVIDING SERVICES UNDER THIS AGREEMENT THAT ARE BASED ON ANY FEDERAL IMMIGRATION LAW AND ANY AND ALL CLAIMS, DEMANDS, DAMAGES, ACTIONS AND CAUSES OF ACTION OF EVERY KIND AND NATURE, KNOWN AND UNKNOWN, EXISTING OR CLAIMED TO EXIST, RELATING TO OR ARISING OUT OF ANY EMPLOYMENT RELATIONSHIP BETWEEN CONTRACTOR AND ITS EMPLOYEES OR SUBCONTRACTORS AS A RESULT OF THAT SUBCONTRACTOR'S OR EMPLOYEE'S EMPLOYMENT AND/OR SEPARATION FROM EMPLOYMENT WITH THE CONTRACTOR, INCLUDING BUT NOT LIMITED TO ANY DISCRIMINATION CLAIM BASED ON SEX, SEXUAL ORIENTATION OR PREFERENCE, RACE, RELIGION, COLOR, NATIONAL ORIGIN, AGE OR DISABILITY UNDER FEDERAL, STATE OR LOCAL LAW, RULE OR REGULATION, AND/OR ANY CLAIM FOR WRONGFUL TERMINATION, BACK PAY, FUTURE WAGE LOSS, OVERTIME PAY, EMPLOYEE BENEFITS, INJURY SUBJECT TO RELIEF UNDER THE WORKERS' COMPENSATION ACT OR WOULD BE SUBJECT TO RELIEF UNDER ANY POLICY FOR WORKERS COMPENSATION INSURANCE, AND ANY OTHER CLAIM, WHETHER IN TORT, CONTRACT OR OTHERWISE.

IN ITS SOLE DISCRETION, TOWN SHALL HAVE THE RIGHT TO APPROVE OR SELECT DEFENSE COUNSEL TO BE RETAINED BY CONTRACTOR IN FULFILLING ITS OBLIGATION HEREUNDER TO DEFEND AND INDEMNIFY TOWN, UNLESS SUCH RIGHT IS EXPRESSLY WAIVED BY TOWN IN WRITING. TOWN RESERVES THE RIGHT TO PROVIDE A PORTION OR ALL OF ITS OWN DEFENSE; HOWEVER, TOWN IS UNDER NO OBLIGATION TO DO SO. ANY SUCH ACTION BY TOWN IS NOT TO BE CONSTRUED AS A WAIVER OF TOWN'S OBLIGATION TO DEFEND TOWN OR AS A WAIVER OF TOWN'S OBLIGATION TO INDEMNIFY TOWN PURSUANT TO THIS AGREEMENT. CONTRACTOR SHALL RETAIN TOWN-APPROVED DEFENSE COUNSEL WITHIN SEVEN (7) BUSINESS DAYS OF TOWN'S WRITTEN NOTICE THAT TOWN IS INVOKING ITS RIGHT TO INDEMNIFICATION UNDER THIS AGREEMENT. IF CONTRACTOR FAILS TO RETAIN COUNSEL WITHIN SUCH TIME PERIOD, TOWN SHALL HAVE THE RIGHT TO RETAIN DEFENSE COUNSEL ON ITS OWN BEHALF, AND OWNER SHALL BE LIABLE FOR ALL COSTS INCURRED BY TOWN.

THIS PARAGRAPH SHALL SURVIVE THE TERMINATION OF THIS AGREEMENT.

11. Venue.  
This Agreement shall be constructed under and in accordance with the laws of the State of Texas and venue shall be in Dallas County, Texas.
12. Binding Effect.  
This Agreement shall be binding on and inure to the benefit of the Parties and their respective heirs, executors, administrators, legal representatives, successors, and assigns when permitted by this Agreement.
13. Ordinances.  
Except as specifically provided in the Agreement Documents, the parties agree that

contractor shall be subject to all Ordinances of the Town, whether now existing or in the future arising.

14. Authority to Execute.

The individuals executing this Agreement on behalf of the respective parties below represent to each other and to others that all appropriate and necessary action has been taken to authorize the individual who is executing this Agreement to do so for and on behalf of the party for which his or her signature appears, that there are no other parties or entities required to execute this Agreement in order for the same to be an authorized and binding agreement on the party for whom the individual is signing this Agreement and that each individual affixing his or her signature hereto is authorized to do so, and such authorization is valid and effective on the date hereof.

15. Assignment.

This Agreement may not be assigned without the written agreement of both parties.

16. Sovereign Immunity.

The parties agree that the Town has not waived its sovereign immunity by entering into and performing its obligations under this Agreement.

17. Notice.

Any notice provided or permitted to be given under this Agreement must be in writing and may be served by depositing same in the United States mail, addressed to the party to be notified, postage pre-paid and registered or certified with return receipt requested, or by delivering the same in person to such party via a hand-delivery service, Federal Express or any courier service that provides a return receipt showing the date of actual delivery of same, to the addressee thereof. Notice given in accordance herewith shall be effective upon receipt at the address of the addressee. For purposes of notification, the addresses of the parties shall be as follows:

If to Contractor, to:                      Launch Agency, L.P.  
Michael Boone, Principal  
4100 Midway Road, Suite 2110  
Carrollton, Texas 75007  
Phone

If to Town, to:                                Town of Addison  
Attn: City Manager  
5300 Belt Line Road  
Dallas, Texas 75254

18. Severability.

In case any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof, and this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.

19. Representations.

Each signatory represents this Agreement has been read by the party for which this Agreement is executed and that such party has had an opportunity to confer with its legal counsel.

20. Force Majeure.

If the performance of any covenant or obligation to be performed hereunder by any party is delayed as a result of circumstances which are beyond the reasonable control of such party (which circumstances may include, without limitation, pending litigation, acts of God, war, acts of civil disobedience, fire or other casualty, shortage of materials, adverse weather conditions [such as, by way of illustration and not of limitation, severe rain storms or below freezing temperatures, or tornados] labor action, strikes or similar acts, moratoriums or regulations or actions by governmental authorities), the time for such performance shall be extended by the amount of time of such delay, but no longer than the amount of time reasonably occasioned by the delay. The party claiming delay of performance as a result of any of the foregoing "force majeure" events shall deliver written notice of the commencement of any such delay resulting from such "force majeure" event not later than seven (7) days after the claiming party becomes aware of the same, and if the claiming party fails to so notify the other party of the occurrence of a "force majeure" event causing such delay and the other party shall not otherwise be aware of such "force majeure" event, the claiming party shall not be entitled to avail itself of the provisions for the extension of performance contained in this subsection.

22. Miscellaneous Drafting Provisions.

This Agreement shall be deemed drafted equally by all parties hereto. The language of all parts of this Agreement shall be construed as a whole according to its fair meaning, and any presumption or principle that the language herein is to be construed against any party shall not apply. Headings in this Agreement are for the convenience of the parties and are not intended to be used in construing this document.

**IN WITNESS, WHEREOF**, we, the contracting parties, by our duly authorized agents, hereto affix our signatures and seals on this the \_\_\_\_ day of \_\_\_\_\_, 2015.

**TOWN OF ADDISON, TEXAS**  
**a Texas municipality**

By: \_\_\_\_\_  
\_\_\_\_\_, CityManager

Date: \_\_\_\_\_

**LAUNCH AGENCY, L.P.**  
**a Texas limited partnership**

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

STATE OF TEXAS       §  
                                  §  
COUNTY OF DALLAS   §

**BEFORE ME**, the undersigned authority, on this day personally appeared **First Name Last Name** known to me to be one of the persons whose names are subscribed to the foregoing instrument; he acknowledged to me she is the duly authorized representative for the **Town of Addison, Texas** and she executed said instrument for the purposes and consideration therein expressed.

**GIVEN UNDER MY HAND AND SEAL OF OFFICE** this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Notary Public in and for the State of Texas  
My Commission Expires: \_\_\_\_\_

STATE OF \_\_\_\_\_ §  
                                  §  
COUNTY OF \_\_\_\_\_ §

**BEFORE ME**, the undersigned authority, on this day personally appeared **Vendor First Name Last Name** known to me to be one of the persons whose names are subscribed to the foregoing instrument; he acknowledged to he is the duly authorized representative for **Launch Agency, L.P.** and he executed said instrument for the purposes and consideration therein expressed.

**GIVEN UNDER MY HAND AND SEAL OF OFFICE** this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Notary Public in and for the State of Texas  
My Commission Expires: \_\_\_\_\_

**EXHIBIT "A"**  
**Request for Qualifications No. 15-04**



# **Request for Qualifications Marketing and Advertising Services**

**For  
The Town of Addison (Economic Development and Tourism,  
Conference Centre, and General Marketing)  
RFQ \_\_\_\_**

## **OVERVIEW**

The Town of Addison, Texas is seeking qualifications for an advertising agency to provide marketing and advertising services to the Town of Addison, Texas. The selected firm will provide services related to promoting Addison as a city, for economic development, as well as tourism/visitors produced by the Town of Addison as outlined in the Scope of Services. If chosen, no guarantees of amount of work or amount of billings will be made. The selected agency will be brought before the Addison City Council for final review and approval before a contract can be signed and work can begin.

## **BACKGROUND**

The Town of Addison is a 4.3 square mile city located on the northern edge of Dallas, Texas. Addison is truly unique in the amenities and customer service it provides to Dallas area residents and visitors. In a 2-mile loop, Addison offers abundant opportunities for lodging, dining, and shopping with more than 177 restaurants, 22 hotels, and 12 million square feet of office space. Addison perfectly blends the diversity of a big city with the ambiance of a small town. For more information on the Town of Addison, please visit the Town of Addison visitor's website at [www.addisontexas.net](http://www.addisontexas.net) or Town website at [www.addisontx.gov](http://www.addisontx.gov)

## **TYPES OF PROJECTS**

The purpose of the RFQ is to select a vendor to assist Town staff with marketing, advertising and original publicity. It is the Town's intent to engage one or more agencies to perform these functions. Collateral pieces created for but not limited to: community awareness campaigns, city project campaigns, resident and business communications, electronic/email promotions, economic development business kits and retention materials, sales kits, print and online ads, roadway banners, etc. Strong marketing and communications is a major part of the Town's events success and the selected agency will be expected to work as seamlessly as possible with Addison's City Manager's Office, Addison's Director of Marketing & Communications, Addison's Director of Economic Development & Tourism, Conference Centre General Manager and other department directors on all projects as needed—strong, flexible collaboration is essential and required.

It is essential that the selected Agency function well in Addison's highly collaborative environment. A high degree of flexibility is essential to be successful as there are multiple interests that are represented in this process. Change of direction during each project is to be expected. The Agency must have a good process in place for guiding the collaborative process, managing the needs of multiple parties involved as well as accommodating the possible change in direction.

Addison and the selected agency will begin planning for new economic development and tourism advertising campaigns, marketing materials, and a new city promotional campaign for “Addison: It All Comes Together” soon after the Agency is selected and approved by the City Council. Shortly after, the selected agency shall have in place the professional staff to immediately begin planning, designing and developing collateral for designated Addison projects.

**SCOPE OF SERVICES**

The following are key deliverables:

- Marketing strategy and project management for the Town of Addison, and the Department of Economic Development & Tourism, and other departments as needed
- All new creative concepts and implementation as requested by the Town of Addison (scope and pricing will be agreed upon prior to work commencing)
- Attend marketing team meetings as required by Addison.
- Monthly status call as needed to review outstanding items
- Track budget, schedule, and list of deliverables to ensure timely completion, review and submission
- Manage advertising and insertions
- Purchase/creation of photography and/or illustrations for campaigns
- Copywriting
  - Writing and editing services for all collateral pieces outlined in the Deliverables listed below.
- Printing and production of requested deliverables described below
- Other marketing collateral as requested—with cost estimates provided and approved before work begins
- Graphic design and production as outlined in the list below:

**Addison Deliverables**

<b>Economic Development &amp; Tourism</b>	<b>Town of Addison</b>
(3-4) Print and Online ads	(2) Print and Online ads
Email Template	Email Template
Social Media Graphics as needed	Social Media Graphics as needed
Print and Online Ad resizing	Kiosk Posters (4)
Economic Development Kits	Misc. Invitations for residents and businesses
Visitor collateral	Utility Inserts

	Road Banners
	Branding Pieces as needed)
	Print and Online Ad resizing

**QUESTIONS**

Questions concerning this RFQ shall be posted through BidSync. Questions will be answered in a timely manner on BidSync. All interested vendors will be able to see all answers.

**RIGHT TO MODIFY OR WITHDRAW**

The Town of Addison reserves the right to change, amend, supplement or withdraw this RFQ. The Town of Addison may also decide to reject all submitted responses and either reissue the RFQ or discontinue the search for an Agency.

**SUBMISSION OF PROPOSALS**

The vendor shall submit, at no cost to the City of Addison; One (1) Original and Three (3) copies of the Proposal along with a PDF copy on a memory stick. All shall be enclosed in a sealed envelope and be mailed or hand delivered to the attention of:

Town of Addison  
Purchasing Division, Marketing and Advertising: Special Events RFQ  
5350 Belt Line Road  
Addison, Texas 75001

**Proposals will be accepted until 5:00 P.M. on October 31, 2014**

**Late proposal submissions will be returned unopened, and unsigned or incomplete proposals will be rejected as non-responsive.**

**OBJECTIVE OF RFQ**

The purpose of the RFQ is to select a vendor to assist Town staff with marketing, advertising and original publicity. It is the Town's intent to engage one or more agencies to perform these functions.

**CRITERIA FOR EVALUATION OF RESPONSES**

Responses will be evaluated with respect to criteria specifically developed to examine the technical competence and suitability of prospective proposals.

The Town will only award the contract to a responsible vendor(s). In order to qualify as responsible, a vendor must meet the following criteria as they relate to this Request for Qualifications:

- 1) The successful vendor must have adequate technical and financial resources to ensure satisfactory performance.
- 2) The successful vendor must have the necessary experience, organization, and technical skill to ensure satisfactory performance.
- 3) The successful vendor must have printing capabilities or relationships with printers, for marketing collateral including flyers, posters, and other pieces. The Town does have several Addison vendors that it uses for printing certain collateral such as Roadway banners and kiosk posters, etc.
- 4) The successful vendor will have a Texas office located within the four country regions of Dallas, Collin, Denton, and Tarrant. Selected vendor(s) will be expected to attend regular marketing team meetings in Addison.

#### **RFQ EVALUATION PROCESS**

Responses will be evaluated using the following weighted criteria:

**1) Samples of Work (Up to 40 Points)**

Submit two examples (if available) of each of the following: creative concepts, brochures, event collateral, posters, newspaper and/or magazine advertisements, online advertisements, and social media creative (FB covers/profile pics, Twitter backgrounds, etc.).

**2) References (Up to 30 Points)**

**Three (3) references related to prior marketing and/or advertising service are required in the proposal.** This evaluation criterion will assign up to ten (10) points per reference. Special attention will be given to the quality of services provided to past or current customers. See #6-“References” under Qualifications section of this RFQ.

**3) Vendor Questionnaire (Up to 20 Points)**

This evaluation criterion will consist of verifying that all portions of the vendor questionnaire are accurately completed. In addition, the number of points per

question will be based on the relevance of each response to advertising services for the Town of Addison.

**4) Average Hourly Cost (Up to 10 Points)**

The lowest average hourly fee (see question #7 on the Vendor Questionnaire) will be awarded all 10 points. All other proposals will receive points based on their ratio to the lowest proposal.

**MAXIMUM RESPONSE GRADE IS 100 POINTS**

**VENDOR PROPOSAL EVALUATION MEETINGS**

Discussions may be conducted with vendors to clarify the Town's requirements and the vendor's proposals. In addition, vendor finalists will be invited to give formal, in-person presentations to the Town panel approximately mid-November 2014.

**AWARD**

We may award this bid in part to one or more vendors. Award shall be made to the responsible vendor(s) whose qualifications is/are determined to be the most advantageous to the Town taking into consideration the criteria for proposal acceptance and the evaluation composite score. Vendors may team up and submit a joint proposal (ex: marketing support and design services)

**CONTRACT TERM**

Negotiations will be undertaken with the contractor whose proposal, as to price and other factors, demonstrate them to be qualified, responsible, and capable of performing the work. The contract developed will be the one most advantageous to the Town of Addison, cost and other factors considered. The Town reserves the right to consider proposals or modifications thereof received at any time before an award is made, if such action will be in the best interest of the Town.

This award would be a one-year (1) contract with an option for four (4) subsequent annual options to renew.

The contents of the proposal by the successful agency shall become contractual obligations if a contract ensues. Failure of the successful contractor to accept these obligations may result in cancellation of the award.

**QUALIFICATIONS**

To assure consistency, proposals must conform to the following format:  
**Agreement for Advertising and Marketing Services**

1. Table of Contents
2. Cover Letter
3. Sample Work
4. Introduction: This section should contain your understanding of the Town's needs and objectives.
5. Vendor Questionnaire: Complete the vendor questionnaire. All questions must be answered thoroughly.
6. References: This section shall contain names of at least three (3) but no more than five (5) organizations for which you have provided similar levels of service. Municipal/government contracts are preferred, but not required. Please include organization name, address, telephone number and contact person.
7. Fee Structure: Provide a fee structure (preferably government rates) for your services. This schedule should include a description of the services offered for each rate. The Town of Addison is tax exempt.
8. Contract: Enclose a copy of your standard contract. Indicate any clause(s) that are conditional or non-negotiable.

### **Vendor Questionnaire**

1. Provide a brief description of your agency.
2. What is your main area of expertise (events, tourism, consumer, other)?
3. What services do you provide (creative development, illustration, writing, strategic marketing, collateral development, etc.)?
4. Describe the creative process and how/when you involve the client.
5. Provide two short case studies showing the creative process and results.
6. How many people are employed at your agency? How many of these employees work on creative advertising projects? How many of these employees work in general administrative capacities?
7. Provide a list of key personnel and bios including creative or marketing specialists, as well as those who would be assigned to the Town of Addison account? What are their billing rates by person/title?
8. Describe your process to manage the creative interests of multiple parties who may have differing opinions which may lead to minor or major conflict.
9. Comment on your process to manage frequent changes in direction.
10. What is your mark-up on printing and outside services?
11. What is your mark-up on advertising placement?
12. If you have marketed economic development in the past, provide a list of what elements the agency created, and any awards.
13. If you have marketed tourism in the past, provide a description.
14. If you have worked in the past or are currently working for another municipality, provide a description of the work performed.
15. Do you have any potential account conflicts?

**APPROXIMATE TIMELINE OF RFQ PROCESS**

(All dates are approximate and are subject to change without notice)

- Release of RFQ October 20, 2014
- All submissions due by 2:00 PM October 31, 2014
- Interviews with finalists in mid-November 2014
- Selected Agency may be taken to the City Council in early December for consideration and approval.

**EXHIBIT "B"**  
**Contractor's Response**  
**(On file with the Town's Purchasing Office)**

**Exhibit “C”  
Scope of Services**

**The parties agree that some portions of the Scope of Services may not be defined at the time of execution of this Agreement. Therefore, the Scope of Services is included but not limited to the following:**

<b>Economic Development &amp; Tourism</b>	<b>Town of Addison</b>
Print and Online ads	Print and Online ads
Email Template	Email Template
Social Media Graphics as needed	Social Media Graphics as needed
Print and Online Ad resizing	Kiosk Posters
Economic Development Kits	Misc. Invitations for residents and businesses
Visitor collateral	Utility Inserts
	Road Banners
	Branding Pieces (as needed)
	Print and Online Ad resizing

**Exhibit “D”  
Insurance Requirements**

**TOWN OF ADDISON, TEXAS  
 CONTRACTOR INSURANCE REQUIREMENTS & AGREEMENT  
 REQUIREMENTS**

Contractors performing work on TOWN OF ADDISON property or public right-of-way shall provide the TOWN OF ADDISON a certificate of insurance or a copy of their insurance policy(s) (and including a copy of the endorsements necessary to meet the requirements and instructions contained herein) evidencing the coverages and coverage provisions identified herein within ten (10) days of request from TOWN OF ADDISON. Contractors shall provide TOWN OF ADDISON evidence that all subcontractors performing work on the project have the same types and amounts of coverages as required herein or that the subcontractors are included under the contractor's policy. Work shall not commence until insurance has been approved by TOWN OF ADDISON.

All insurance companies and coverages must be authorized by the Texas Department of Insurance to transact business in the State of Texas and must have a A.M. Best's rating A-:VII or greater.

Listed below are the types and **AMOUNT OF INSURANCE** **PROVISIONS**  
 minimum amounts of insurances  
 required and which must be  
 maintained during the term of the  
 contract. TOWN OF ADDISON  
 reserves the right to amend or  
 require additional types and  
 amounts of coverages or  
 provisions depending on the  
 nature of the work. **TYPE OF  
 INSURANCE**

1.	<b>Workers' Compensation Employers' Liability</b> to include: (a) each accident (b) Disease Policy Limits (c) Disease each employee	Statutory Limits per occurrence Each accident \$1,000,000 Disease Policy Limits \$1,000,000 Disease each employee \$1,000,000	<b>TOWN OF ADDISON to be provided a WAIVER OF SUBROGATION AND 30 DAY NOTICE OF CANCELLATION</b> or material change in coverage. Insurance company must be A-:VII rated or above.
2.	<b>Commercial General (Public) Liability</b> to include coverage for: a) Bodily Injury b) Property damage c) Independent Contractors d) Personal Injury e) Contractual Liability	Bodily Injury/Property Damage per occurrence \$1,000,000, General Aggregate \$2,000,000 Products/Completed Aggregate \$2,000,000, Personal Advertising Injury per occurrence \$1,000,000, Medical Expense 5,000	<b>TOWN OF ADDISON to be listed as ADDITIONAL INSURED and provided 30 DAY NOTICE OF CANCELLATION</b> or material change in coverage. Insurance company must be A-:VII rated or above.

3.

**Business Liability** to include coverage for:  
a) Owned/Leased vehicles  
b) Non-owned vehicles  
c) Hired vehicles

Combined Single Limit  
\$1,000,000

**TOWN OF ADDISON to be listed as ADDITIONAL INSURED and provided 30 DAY NOTICE OF CANCELLATION or material change in coverage. Insurance company must be A:VII-rated or above.**

AI-1118

R2c

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Finance

**Council Goals:** Mindful stewardship of Town Resources.

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**AGENDA CAPTION:**

Approval of a resolution authorizing the Town to designate representatives who can transact business with the Local Government Investment Cooperative.

**BACKGROUND:**

The Local Government Investment Cooperative (“LOGIC”) is JP Morgan-affiliated investment group which the Town utilizes in order to gain interest on idle funds from Town revenues. This resolution updates the authorized representatives for the LOGIC group.

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

LOGIC Resolution

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**TOWN OF ADDISON, TEXAS**

**RESOLUTION NO. R15-013**

**A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS, CHANGING AUTHORIZED REPRESENTATIVES FOR LOCAL GOVERNMENT INVESTMENT COOPERATIVE**

**WHEREAS**, by authority of that certain Local Government Investment Cooperative Resolution has entered into that certain Interlocal Agreement (the "Agreement") and has become a participant in the public funds investment pool created thereunder known as Local Government Investment Cooperative ("LOGIC");

**WHEREAS**, the Resolution designated one or more "Authorized Representatives" within the meaning of the Agreement; and

**WHEREAS**, the Government Entity now wishes to update and designate the following persons as the "Authorized Representatives" within the meaning of the Agreement;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

Section

1.

The following officers, officials or employees of the Government Entity are hereby designated as "Authorized Representatives" within the meaning of the Agreement, with full power and authority to: deposit money to and withdraw money from the Government Entity's LOGIC account or accounts from time to time in accordance with the Agreement and the Information Statement describing the Agreement and to take all other actions deemed necessary or appropriate for the investment of funds of the Government Entity in LOGIC:

1. Name: Eric Cannon

Title: Chief Financial Office

Signature: \_\_\_\_\_ Phone: 972-450-7087

Email: [ecannon@addisontx.gov](mailto:ecannon@addisontx.gov)

2. Name: Amanda Turner

Title: Accounting Manager

Signature: \_\_\_\_\_ Phone: 972-450-7064

Email: [adturner@addisontx.gov](mailto:adturner@addisontx.gov)

Section 2.

**{REQUIRED}** PRIMARY CONTACT: List the name of the Authorized Representative listed above that will be designated as the Primary Contact and will receive all LOGIC correspondence including transaction confirmations and monthly statements

Name: Eric Cannon, Chief Financial Officer

Section 3.

**{OPTIONAL}** INQUIRY ONLY CONTACTS: In addition, the following additional Participant representative (not listed above) is designated as an **Inquiry Only** Representative authorized to obtain account information:

Name: Mushtaq Ali Title: Accountant

Signature: \_\_\_\_\_ Phone: 972-450-7061

Email: mali@addisontx.gov

Name: Paul DeBuff Title: Management Analyst

Signature: \_\_\_\_\_ Phone: 972-450-7061

Email: pdebuff@addisontx.gov

Section 4.

Applicant may designate other authorized representatives by written instrument signed by an existing Applicant Authorized Representative or Applicant's chief executive officer.

The foregoing supersedes and replaces the Government Entity's previous designation of officers, officials or employees of the Government Entity as Authorized Representatives under the Agreement pursuant to paragraph 4 of the Resolution. Except as hereby modified, the Resolution shall remain in full force and effect.

**PASSED AND APPROVED** by the city Council of the Town of Addison, Texas this 12<sup>th</sup> day of May, 2015.

\_\_\_\_\_  
Todd Meier, Mayor

ATTEST:

By: \_\_\_\_\_  
Chelsea Gonzalez, City Secretary

AI-1119

R2d

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Finance

**Council Goals:** Mindful stewardship of Town Resources.

---

**AGENDA CAPTION:**

Approval of a resolution authorizing the Town to designate representatives who can transact business with the TexStar investment pool.

**BACKGROUND:**

In addition to investing in individual securities, the Town also invests a portion of our investment portfolio in a local government investment pool known as TexStar. The pool invests primarily in short-term securities maturing in less than 7 days, and Town funds are available at any time without penalty. As such, TexStar offers the Town a competitive short-term investment yield with the added flexibility of immediate funds availability. Due to staffing changes, the list of authorized representatives with TexStar needs to be amended to add the Accounting Manager. To make these changes, TexStar requires that the City Council approve a resolution. The CFO is retained as an authorized representative that can conduct transactions with TexStar.

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

TexStar Resolution

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## AMENDING RESOLUTION

WHEREAS, \_\_\_\_\_ the Town of \_Addison, Texas\_\_\_\_\_ (the "Government Entity") by authority of the Application for Participation in TexSTAR (the "Application") has entered into an Interlocal Agreement (the "Agreement") and has become a participant in the public funds investment pool created there under known as TexSTAR Short Term Asset Reserve Fund ("TexSTAR");

WHEREAS, the Application designated on one or more "Authorized Representatives" within the meaning of the Agreement;

WHEREAS, the Government Entity now wishes to update and designate the following persons as the "Authorized Representatives" within the meaning of the Agreement;

NOW, THEREFORE, BE IT RESOLVED:

SECTION 1. The following officers, officials or employees of the Government Entity specified in this document are hereby designated as "Authorized Representatives" within the meaning of the Agreement, with full power and authority to open accounts, to deposit and withdraw funds, to designate other authorized representatives, and to take all other action required or permitted by Government Entity under the Agreement created by the application, all in the name and on behalf of the Government Entity.

SECTION 2. This document supersedes and replaces the Government Entity's previous designation of officers, officials or employees of the Government Entity as Authorized Representatives under the Agreement

SECTION 3. This resolution will continue in full force and effect until amended or revoked by Government Entity and written notice of the amendment or revocation is delivered to the TEXSTAR Board.

SECTION 4. Terms used in this resolution have the meanings given to them by the Application.

**Authorized Representatives.** Each of the following Participant officials is designated as Participant's Authorized Representative authorized to give notices and instructions to the Board in accordance with the Agreement, the Bylaws, the Investment Policy, and the Operating Procedures:

- 1. Name: \_\_\_\_\_ Eric Cannon \_\_\_\_\_ Title: \_\_\_\_\_ Chief Financial Officer \_\_\_\_\_  
Signature: \_\_\_\_\_ Phone: \_\_\_\_\_ 972-450-7050 \_\_\_\_\_  
Email: \_\_\_\_\_ ecannon@addisontx.gov \_\_\_\_\_
- 2. Name: \_\_\_\_\_ Amanda Turner \_\_\_\_\_ Title: \_\_\_\_\_ Accounting Manager \_\_\_\_\_  
Signature: \_\_\_\_\_ Phone: \_\_\_\_\_ 972-450-7064 \_\_\_\_\_  
Email: \_\_\_\_\_ adturner@addisontx.gov \_\_\_\_\_
- 3. Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_
- 4. Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**{REQUIRED} PRIMARY CONTACT:** List the name of the Authorized Representative **listed above** that will be designated as the Primary Contact and will receive all TexSTAR correspondence including transaction confirmations and monthly statements

Name: \_\_\_\_\_ Eric Cannon, CFO \_\_\_\_\_

**{OPTIONAL} INQUIRY ONLY CONTACT:** In addition, the following additional Participant representative (**not listed above**) is designated as an ***Inquiry Only*** Representative authorized to obtain account information:

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Participant may designate other authorized representatives by written instrument signed by an existing Participant Authorized Representative or Participant's chief executive officer.

DATED \_\_\_\_\_ May 12, 2015 \_\_\_\_\_

\_\_\_\_\_ Town of Addison \_\_\_\_\_  
(NAME OF PARTICIPANT)

SIGNED BY: \_\_\_\_\_  
Todd Meier, Mayor

ATTESTED BY: \_\_\_\_\_  
Chelsea Gonzalez, City Secretary



**FOR INTERNAL USE ONLY**  
APPROVED AND ACCEPTED: TEXAS SHORT TERM ASSET RESERVE FUND  
.....  
AUTHORIZED SIGNER

AI-1107

R3

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** City Manager

**Council Goals:** N/A

---

**AGENDA CAPTION:**

Presentation and introduction of Addison's Oncor representative.

**BACKGROUND:**

The City Council will introduce Addison's new Oncor representative, Grace Daniels, to the public.

**RECOMMENDATION:**

N/A

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**AI-1105**

**R4**

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** City Manager

**Council Goals:** Fully integrate the Arts as part of our brand

---

**AGENDA CAPTION:**

Presentation by the Addison Arbor Foundation.

**BACKGROUND:**

N/A

**RECOMMENDATION:**

N/A

---

AI-1113

R5

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Finance

**Council Goals:** Mindful stewardship of Town Resources.

---

**AGENDA CAPTION:**

Presentation and discussion regarding the Department of Finance Quarterly Financial Review of the Town for the quarter and year-to-date ended March 31, 2015.

**BACKGROUND:**

The Town of Addison's financial policies require the publication of a financial report within sixty days of the end of a fiscal quarter.

**RECOMMENDATION:**

N/A

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**Attachments**

FY15 2nd Quarter Report

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Department of Finance  
*Quarterly Review*

*For the Period Ended March 31, 2015*

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*Town of Addison*

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## How to Read This Document

### Welcome!

The information attached is the internal Town of Addison's quarterly review document for the period ending March 31, 2015. This document has been specially prepared to help the reader understand the year-to-date performance of the Town's major funds.

### Report Format

The document is divided into three major sections: Introduction, Financial and Appendices. The Introduction section contains the Memorandum to the City Manager from the Chief Financial Officer, which summarizes the revenue/expenditure activity for the Town's five major funds (General, Hotel, Airport, Utility, Stormwater), as well as a report on the cash and investments for the period. This section also contains the executive dashboards, which are visual illustrations used to organize and display key performance indicators.

The Financial section displays the quantitative aspects of the Town's organization. Like many local governments, the Town uses the fund method of accounting. Simply stated, a fund is a unit which tracks the application of various public resources. For example, the Hotel Fund is established to track the use of hotel/motel occupancy tax. Most people are particularly interested in the General Fund which comprises the majority of the Town's operations, such as Police, Fire, and Parks. Financial statement summaries are presented for each fund. The statements show the fund's financial condition for the specific quarter, as well as the year-to-date totals and a comparison to prior fiscal period. Also included in this section are additional collections related statements, which more fully illustrate various major tax revenue sources, cash receipts/disbursements information, and the Town's collateral summary.

Finally, additional relevant information is presented in the appendices section of the document, and is used to more fully describe appropriate detail not included in the quarterly review. Currently, these attachments represent investment data from the Town's financial advisors, First Southwest Co., including the portfolio report and compliance statement for the same time period, as well as a glossary of terms.

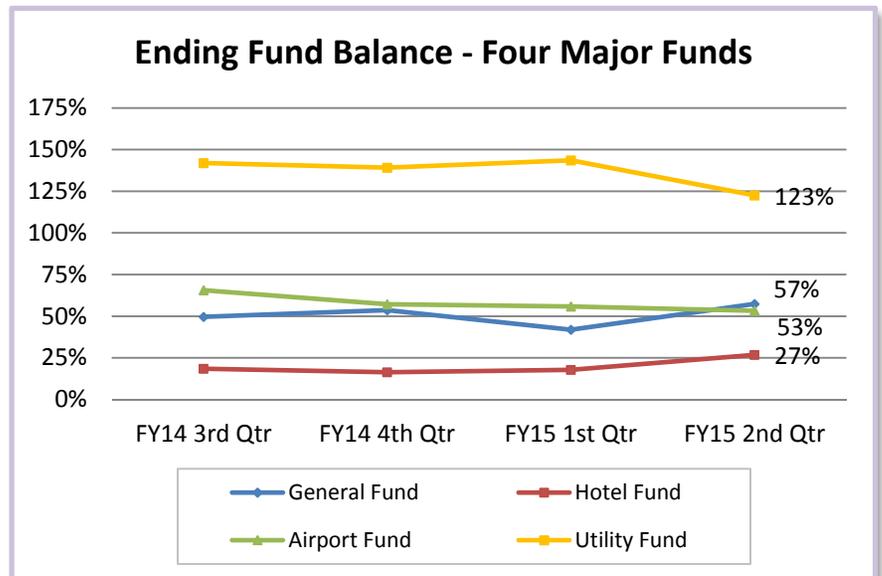
# Executive Dashboard – 2nd Quarter, 2015 Fiscal Year

## Financial Indicators

### Overall Fund Outlook:



Key Revenue Sources	FY15 Budget	through 3/31/15	% Annual Budget
Ad Valorem Taxes - General Fund	\$ 11,736,390	\$ 11,546,784	98.38%
Non-Property Taxes	\$ 14,320,000	\$ 6,926,491	48.37%
Hotel Tax	\$ 5,439,311	\$ 3,080,491	56.63%
Franchise Fees	\$ 2,627,000	\$ 1,557,123	59.27%
Service/Permitting/License Fees	\$ 2,183,500	\$ 1,045,514	47.88%
Rental Income	\$ 5,255,545	\$ 2,757,830	52.47%
Fines and Penalties	\$ 980,000	\$ 425,221	43.39%
Interest/Other Income	\$ 107,032	\$ 124,504	116.32%
Special Event Revenue	\$ 1,400,000	\$ 9,106	0.65%
Fuel Flowage Fees	\$ 741,280	\$ 412,915	55.70%
Water and Sewer Charges	\$ 10,478,446	\$ 3,795,351	36.22%



Key Expenditures	FY15 Budget	FY15 YTD 3/31/15	% Annual Budget
General Fund	\$ 36,923,876	\$ 16,630,686	45.04%
Hotel Fund	\$ 7,123,476	\$ 2,493,038	35.00%
Economic Development	\$ 1,129,750	\$ 380,038	33.64%
Airport Operations	\$ 4,733,141	\$ 1,749,487	36.96%
Utility Operations	\$ 8,403,099	\$ 3,461,786	41.20%

# Executive Dashboard –2nd Quarter, 2015 Fiscal Year

## Financial Indicators

### Personnel Information:

New Hires - Benefitted Positions				
01/2015 - 3/2015				
Department	Part-Time Positions	Full-time positions	Total, 2nd Qtr	YTD
City Manager	0	0	0	1
Conference Centre	0	0	0	1
Development Services	0	0	0	1
Economic Development	0	1	1	1
Emergency Communications	0	0	0	1
Finance	0	0	0	2
Fire	0	6	6	9
Human Resources	0	2	2	2
Information Technology	0	0	0	1
Parks	0	2	2	2
Police	0	3	3	5
Special Events	0	1	1	1
Streets	0	1	1	2
Utilities	0	1	1	1
Recreation	0	0	0	1
<b>Grand Total</b>	<b>0</b>	<b>17</b>	<b>17</b>	<b>31</b>

Separations - Benefitted Positions				
01/2015 - 3/2015				
Department	Part-Time Positions	Full-time	Total, 2nd Qtr	YTD
City Manager	0	2	2	2
Economic Development	0	0	0	1
Marketing and Communication	0	0	0	1
Finance	0	1	1	1
Fire	0	1	1	5
Special Events	0	0	0	1
Human Resources	0	0	0	1
Parks	0	1	1	1
Police	0	2	2	7
Streets	0	0	0	1
Recreation	0	0	0	1
<b>Grand Total</b>	<b>0</b>	<b>7</b>	<b>7</b>	<b>22</b>

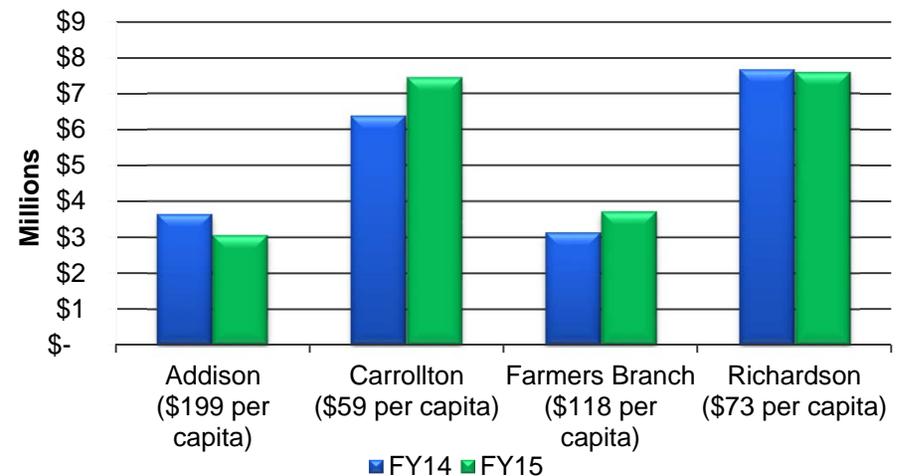
### Economic Development Incentives:

Executed Agreements	Amount Paid FY15	Total Incentives Committed
7	\$10,669	\$482,002

### Purchasing Information:

FY14 Savings	FY15 Bid Savings	FY15 Savings Goal
\$392,079	\$974,903	\$650,000

### 2nd Quarter Sales Tax Comparison



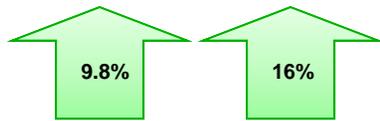
# Executive Dashboard – 2nd Quarter, 2015 Fiscal Year

## Economic Indicators

### Hotel Indicators:

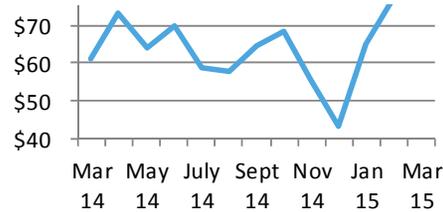
Hotel Occupancy

RevPAR



Source: STR Report  
(compares to prior year)

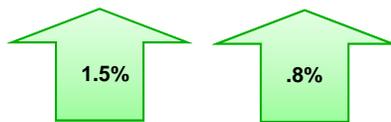
Hotel Rev Per Available Room  
Last 12 months



### Occupancy Indicators:

Office Occupancy

Retail Occupancy

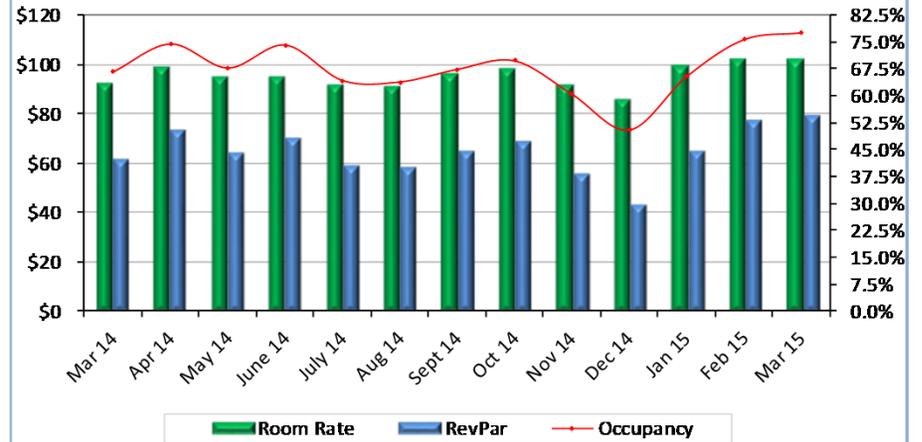


Source: CoStar  
(compares to prior year)

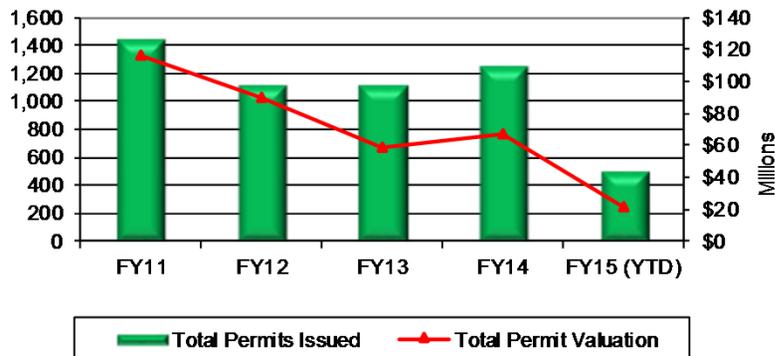
DFW Unemployment Rate  
Last 12 months



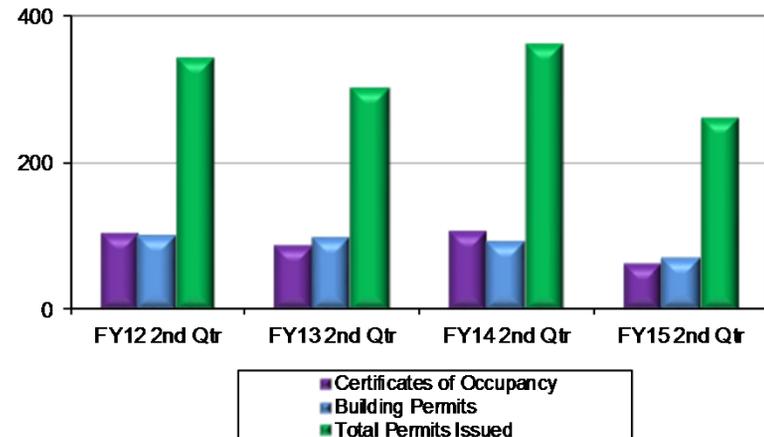
Addison Hotel Statistics



Total Permits Issued and Valuation



Quarterly Permit Activity





# MEMO

**To:** Charles Daniels, Interim City Manager  
**From:** Eric Cannon, CPA, Chief Financial Officer  
**Re:** Second Quarter Financial Review  
**Date:** May 8, 2015

This is the second quarter report for the 2014-2015 fiscal year. Revenues and expenditures reflect activity from October 1, 2014 through March 31, 2015.

## GENERAL FUND

- Revenues through the quarter ended March 31, 2015 totaled \$21.7 million, approximately \$0.5 million or 2 percent less than received this time last year. Net sales tax collections totaled \$6.3 million, a 10 percent decrease over the previous year-to-date collections. Current year alcoholic beverage tax collections exceeded the amount received this time last year by \$103,148 or 22 percent. Municipal Court and Licenses and Permits are trending slightly behind budgeted amounts.
- Expenditures totaled \$16.6 million, which is 45 percent of budget and \$2.9 million, or 22 percent more than amounts spent this time last year, which can be attributed to contributions to the newly created Infrastructure Investment Fund. Most departments appear to be on pace with their respective budgets.

## HOTEL FUND

- Revenues through the second quarter totaled \$3.5 million, an increase of \$662 thousand from the prior year. Hotel occupancy tax collections are \$600 thousand, or 27 percent more than at this time last year. The other revenue categories are either on pace or slightly behind their budgeted numbers. Proceeds from Special Events are below budget primarily due to the timing of the events.
- Hotel fund expenditures of \$2.5 million are 35 percent of budget and \$234 thousand less than this time a year ago. All departments are trending within their respective budgets, except for Performing Arts which historically incurs most of its costs during the first half of the fiscal year.

## **AIRPORT FUND**

- Operating revenue through the second quarter totaled \$2.7 million, compared to \$2.4 million in the prior year. This represents an increase of 12.2 percent. This can be attributed mainly to an increase in rental revenue.
- Through the second quarter, operating expenses amounted to \$1.7 million, resulting in operating income of \$901 thousand. All expenses are tracking in-line with their budgeted amounts.

## **UTILITY FUND**

- Operating revenue through the second quarter totaled \$3.8 million, compared to \$3.7 million in the prior year. This represents an increase of 2.7 percent. Revenues are 36 percent of budgeted amounts. This is in line with historical trends for the first half of the year. Weather during the final two quarters of the fiscal year will play a vital role in actual water revenue for the entire year.
- Operating expenses through the second quarter totaled \$3.4 million, bringing net operating income to \$381 thousand. Working capital decreased \$1,769,852 from the 1st quarter of fiscal year 2015, due in large part to capital expenses.

## **CASH AND INVESTMENT REPORT**

- Cash and investments for all funds as of March 31, 2015 totaled \$101 million, representing an increase of approximately \$2.5 million from the previous quarter.
- The City's average investment yield to maturity at the end of March was 0.437 percent, an increase from the previous quarter's yield of 0.074 percent. This yield is higher than the TexPool benchmark of 0.048 percent. The average weighted maturity increased from 250 days to 283 days.
- The Town's current portfolio consists of 45% CDs, 9% Commercial Paper, 11% Local Government Investment Pools, and 33% Agency Securities while 22% of the portfolio has maturities of 90 days or less. Additionally, staff will continue to seek out CDs and callable agency securities in order to maximize yields. Finally, with interest rates expected to remain extremely low through the end of 2015, we will look to extend the portfolio's duration to the extent that cash flow allows.

**TOWN OF ADDISON**  
**EXECUTIVE SUMMARY OF MAJOR OPERATING FUNDS FOR THE QUARTER ENDED MARCH 31, 2015**  
 UNAUDITED ACTUAL AMOUNTS COMPARED TO THE FY14-15 ADOPTED BUDGET  
 With Comparative Information from Prior Fiscal Year

	General Fund			Hotel Fund			Airport Fund			Utility Fund			Stormwater Fund			Total Major Operating Funds*		
	Budget	Actual	PY Actual	Budget	Actual	PY Actual	Budget	Actual	PY Actual	Budget	Actual	PY Actual	Budget	Actual	PY Actual	Budget	Actual	PY Actual
<b>RESOURCES</b>																		
Ad Valorem Tax	\$ 11,736,390	\$ 11,546,784	\$ 11,400,167	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,736,390	\$ 11,546,784	\$ 11,400,167
Non-Property Tax	14,320,000	6,926,491	7,565,539	5,439,311	3,080,491	2,419,457	-	-	-	-	-	-	-	-	19,759,311	10,006,981	9,984,997	
Franchise Fees	2,627,000	1,557,123	1,529,710	-	-	-	-	-	-	-	-	-	-	-	2,627,000	1,557,123	1,529,710	
Service/Permitting/License Fees	2,183,500	1,045,514	989,611	1,400,000	9,106	31,457	-	-	-	10,488,726	3,804,056	3,683,883	1,675,350	720,398	694,448	15,747,576	5,579,074	5,399,399
Rental, Interest and Other Income	1,219,000	618,309	718,099	993,750	449,025	425,221	4,880,075	2,655,164	2,367,500	115,000	59,241	47,375	5,000	13,468	9,597	7,212,825	3,795,207	3,567,792
Capital Grants	-	-	-	-	-	-	-	-	2,588,755	-	-	-	-	-	-	-	-	2,588,755
Debt Proceeds	-	-	-	-	-	-	-	-	-	-	-	7,565,000	-	-	-	-	-	7,565,000
Transfers and Other Sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Resources</b>	<b>32,085,890</b>	<b>21,694,221</b>	<b>22,203,126</b>	<b>7,833,061</b>	<b>3,538,621</b>	<b>2,876,135</b>	<b>4,880,075</b>	<b>2,655,164</b>	<b>4,956,255</b>	<b>10,603,726</b>	<b>3,863,297</b>	<b>11,296,258</b>	<b>1,680,350</b>	<b>733,866</b>	<b>704,045</b>	<b>57,083,102</b>	<b>32,485,170</b>	<b>42,035,820</b>
<b>APPLICATION OF RESOURCES</b>																		
Personnel Services	20,725,243	9,565,468	8,917,802	1,449,376	400,049	620,135	388,707	145,329	164,229	1,292,475	564,070	611,144	109,659	31,193	11,200	23,965,460	10,706,109	10,324,510
Supplies	1,459,543	602,609	587,690	119,857	46,518	80,231	57,600	31,263	7,165	141,000	51,011	57,426	12,700	216	-	1,790,700	731,617	732,512
Maintenance and Materials	3,095,922	1,035,346	1,178,085	454,380	145,764	197,224	3,339,545	1,066,453	1,076,873	3,262,170	138,247	310,103	66,500	82,312	-	10,218,517	2,468,122	2,762,285
Contractual Services	5,970,900	2,710,680	2,284,983	3,768,181	1,225,109	1,477,252	947,289	506,442	363,141	7,630,151	3,348,166	2,592,809	231,200	123,994	92,551	18,547,721	7,914,391	6,810,736
Capital Equipment Amortization	1,441,671	701,583	644,529	89,600	44,795	58,177	-	-	-	101,050	22,024	71,815	545,066	406,358	405,754	2,177,387	1,174,760	1,180,275
Capital Equipment/Projects	215,597	-	53,652	31,000	25,262	8,998	382,000	88,840	4,918,458	1,488,624	449,164	118,452	3,100,000	119,695	2,800	5,217,221	682,961	5,102,360
Transfers and Other Uses**	4,015,000	2,015,000	-	1,211,082	605,541	285,000	583,267	516,008	523,022	1,048,815	774,846	436,952	-	-	-	6,858,164	3,911,395	1,244,974
<b>Total Application of Resources</b>	<b>36,923,876</b>	<b>16,630,686</b>	<b>13,666,741</b>	<b>7,123,476</b>	<b>2,493,038</b>	<b>2,727,017</b>	<b>5,698,408</b>	<b>2,354,335</b>	<b>7,052,888</b>	<b>14,964,285</b>	<b>5,347,528</b>	<b>4,198,701</b>	<b>4,065,125</b>	<b>763,768</b>	<b>512,305</b>	<b>68,775,170</b>	<b>27,589,355</b>	<b>28,157,652</b>
<b>Net Change in Fund Balances</b>	<b>\$ (4,837,986)</b>	<b>\$ 5,063,535</b>	<b>\$ 8,536,385</b>	<b>\$ 709,585</b>	<b>\$ 1,045,583</b>	<b>\$ 149,118</b>	<b>\$ (818,333)</b>	<b>\$ 300,829</b>	<b>\$ (2,096,633)</b>	<b>\$ (4,360,559)</b>	<b>\$ (1,484,231)</b>	<b>\$ 7,097,557</b>	<b>\$ (2,384,775)</b>	<b>\$ (29,902)</b>	<b>\$ 191,740</b>	<b>\$ (11,692,068)</b>	<b>\$ 4,895,815</b>	<b>\$ 13,878,168</b>

**TOWN OF ADDISON**  
**GENERAL FUND**  
**FY 2015 QUARTERLY STATEMENT OF REVENUES COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
Ad Valorem taxes:						
Current taxes	\$ 11,717,010	\$ 8,758,161	\$ 11,536,759	98.5%	\$ 11,400,913	98.3%
Delinquent taxes	5,540	(1,235)	(4,155)	-75.0%	(13,448)	-228.7%
Penalty & interest	13,840	12,271	14,180	102.5%	12,702	86.5%
Non-property taxes:	-	-	-	-	-	-
Sales tax	13,500,000	3,070,186	6,348,136	47.0%	7,090,333	57.9%
Alcoholic beverage tax	820,000	303,412	578,355	70.5%	475,207	60.5%
Franchise / right-of-way use fees:	-	-	-	-	-	-
Electric franchise	1,500,000	355,429	791,075	52.7%	824,719	55.0%
Gas franchise	175,000	270,454	270,454	154.5%	203,641	116.4%
Telecommunication access fees	665,000	152,223	293,120	44.1%	319,676	48.1%
Cable franchise	280,000	105,636	202,125	72.2%	181,674	64.9%
Street rental fees	7,000	-	350	5.0%	-	0.0%
Licenses and permits:	-	-	-	-	-	-
Business licenses and permits	180,000	66,384	83,525	46.4%	74,376	41.3%
Building and construction permits	560,000	219,072	269,552	48.1%	266,012	47.5%
Service fees:	-	-	-	-	-	-
General government	500	294	619	123.9%	493	98.6%
Public safety	765,000	190,980	361,744	47.3%	326,204	42.6%
Urban development	3,000	995	1,385	46.2%	1,630	54.3%
Streets and sanitation	380,000	100,104	180,873	47.6%	173,553	45.7%
Recreation	65,000	19,667	32,816	50.5%	30,328	46.7%
Interfund	230,000	57,500	115,000	50.0%	117,015	50.9%
Court fines	900,000	212,292	387,840	43.1%	418,239	41.8%
Interest earnings	20,000	18,029	29,545	147.7%	21,803	218.0%
Rental income	250,000	55,000	130,000	52.0%	130,000	76.5%
Other	49,000	16,649	70,924	144.7%	148,057	302.2%
<b>Total Revenues</b>	<b>\$ 32,085,890</b>	<b>\$ 13,983,502</b>	<b>\$ 21,694,221</b>	<b>67.6%</b>	<b>\$ 22,203,126</b>	<b>72.3%</b>

**TOWN OF ADDISON**  
**GENERAL FUND**  
**FY 2015 QUARTERLY STATEMENT OF EXPENDITURES COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
General Government:						
City manager	\$ 1,350,180	\$ 315,163	\$ 567,049	42.0%	\$ 562,878	48.9%
Finance	1,150,539	329,231	493,636	42.9%	385,570	40.9%
General services	727,260	141,100	280,417	38.6%	338,489	45.3%
Municipal court	561,053	108,473	219,158	39.1%	223,693	39.4%
Human resources	587,947	102,880	218,967	37.2%	245,656	39.5%
Information technology	1,861,330	309,633	653,089	35.1%	647,183	33.0%
Combined services	977,730	211,022	482,774	49.4%	320,356	35.4%
Council projects	509,535	118,458	351,126	68.9%	280,179	49.1%
Public safety:						
Police	8,502,771	2,003,814	4,077,582	48.0%	3,772,194	47.0%
Emergency communications	1,483,047	313,783	606,689	40.9%	609,565	47.4%
Fire	6,841,514	1,617,451	3,226,482	47.2%	2,917,671	43.0%
Development services	1,125,030	213,895	416,619	37.0%	460,299	45.2%
Streets	2,037,535	415,618	750,017	36.8%	750,987	40.9%
Parks and Recreation:						
Parks	3,512,367	664,863	1,546,171	44.0%	1,486,595	42.2%
Recreation	1,681,038	393,669	725,910	43.2%	665,426	43.5%
Other financing uses:						
Transfers	4,015,000	1,000,000	2,015,000	50.2%	-	0.0%
<b>Total Expenditures</b>	<b>\$ 36,923,876</b>	<b>\$ 8,259,053</b>	<b>\$ 16,630,686</b>	<b>45.0%</b>	<b>\$ 13,666,741</b>	<b>43.4%</b>

**TOWN OF ADDISON**  
HOTEL FUND  
FY 2015 QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
<b>Revenues:</b>						
Hotel/Motel occupancy taxes	\$ 5,439,311	\$ 1,480,125	\$ 3,080,491	56.6%	\$ 2,419,457	49.2%
Proceeds from special events	1,400,000	-	9,106	0.7%	31,457	1.7%
Conference centre rental	603,750	154,611	303,348	50.2%	287,823	45.5%
Visit Addison rental	310,000	14,554	86,941	28.0%	98,666	41.5%
Theatre centre rental	70,000	29,408	58,043	82.9%	37,416	53.5%
Interest and miscellaneous	10,000	11,470	693	6.9%	1,316	13.2%
<b>Total Revenues</b>	<b>7,833,061</b>	<b>1,690,168</b>	<b>3,538,621</b>	<b>45.2%</b>	<b>\$ 2,876,135</b>	<b>37.4%</b>
<b>Expenditures and other uses:</b>						
Visitor services	-	-	-	0.0%	370,680	33.8%
Visit Addison	847,992	250,230	376,499	44.4%	271,379	43.3%
Marketing	975,889	155,662	297,392	30.5%	435,702	47.5%
Special events	2,358,050	207,782	424,096	18.0%	517,781	19.8%
Conference centre	1,178,942	209,412	445,017	37.7%	501,108	45.6%
Performing arts	551,521	12,132	344,493	62.5%	345,367	61.1%
Other financing uses:						
Transfer to debt serv & ED funds	1,211,082	302,770	605,541	50.0%	285,000	50.0%
<b>Total Expenditures and Other Uses</b>	<b>\$ 7,123,476</b>	<b>\$ 1,137,988</b>	<b>\$ 2,493,038</b>	<b>35.0%</b>	<b>\$ 2,727,017</b>	<b>36.4%</b>

**TOWN OF ADDISON**  
ECONOMIC DEVELOPMENT FUND  
FY 2015 QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
<b>Revenues:</b>						
Ad Valorem taxes:						
Current taxes	\$ 998,390	\$ 746,334	\$ 983,130	98.5%	\$ 778,438	98.3%
Delinquent taxes	470	(100)	(348)	-74.0%	(918)	-229.5%
Penalty & interest	1,170	1,045	1,208	103.3%	836	83.6%
Business license fee	70,000	60,625	61,125	87.3%	61,205	76.5%
Interest income and other	1,660	884	1,105	66.6%	1,100	73.3%
Transfers from General/Hotel Fund	515,282	125,070	265,141	51.5%	-	0.0%
<b>Total Revenues and Other Sources</b>	<b>1,586,972</b>	<b>933,859</b>	<b>1,311,362</b>	<b>82.6%</b>	<b>\$ 840,661</b>	<b>96.1%</b>
<b>Expenditures:</b>						
Personnel services	343,600	77,009	153,751	44.7%	121,351	41.1%
Supplies	20,200	134	(1,189)	-5.9%	6,057	33.1%
Maintenance	41,840	6,398	13,526	32.3%	2,000	26.7%
Contractual services	718,640	94,398	211,215	29.4%	103,384	11.6%
Capital replacement/lease	5,470	1,368	2,735	50.0%	3,535	65.8%
<b>Total Expenditures</b>	<b>\$ 1,129,750</b>	<b>\$ 179,307</b>	<b>\$ 380,038</b>	<b>33.6%</b>	<b>\$ 236,327</b>	<b>19.4%</b>

**TOWN OF ADDISON**  
**CAPITAL PROJECT FUND**  
**FY 2015 QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
<b>Revenues:</b>						
Interest income and other	\$ 100,000	\$ 38,644	\$ 70,961	71.0%	\$ 57,580	2303.2%
2015 GO Bond Proceeds	6,000,000	-	-	0.0%	-	-
2014 GO Bond proceeds - Beltline Rd	-	-	-	0.0%	10,000,000	-
2014 GO Bond proceeds - Midway Rd	-	-	-	0.0%	2,000,000	-
Bond premium	-	-	-	0.0%	97,299	-
Other	-	-	-	0.0%	-	-
<b>Total Revenues</b>	<b>6,100,000</b>	<b>38,644</b>	<b>70,961</b>		<b>12,154,879</b>	<b>486195.2%</b>
<b>Expenditures:</b>						
<b>Administration:</b>						
Supplies	-	-	-	0.0%	3,148	0.0%
Maintenance	-	-	-	0.0%	-	0.0%
Contractual Services	-	-	288	0.0%	-	0.0%
Debt issue costs	-	-	-	0.0%	97,299	-
Other	-	-	-	0.0%	-	0.0%
Subtotal: Non-Capital Expenditures	-	-	288	0.0%	100,447	0.0%
<b>Design and Engineering:</b>						
Engineering and contractual services	900,000	-	-	0.0%	773,096	38.1%
Land, construction and equipment	41,690,917	2,099,103	2,331,889	5.6%	536,591	1.8%
Subtotal: Capital Expenditures	42,590,917	2,099,103	2,331,889	5.5%	1,309,687	4.0%
<b>Total Expenditures</b>	<b>\$ 42,590,917</b>	<b>\$ 2,099,103</b>	<b>\$ 2,332,177</b>	<b>5.5%</b>	<b>\$ 1,410,134</b>	<b>4.3%</b>
<b>Capital Projects:</b>						
Wireless Network Improvements	\$ 1,980,000	\$ -	\$ -	0.0%	-	-
Midway Road Design	900,000	316,202	412,173	45.8%	-	-
Addison Road Rehabilitation	2,274,473	-	-	0.0%	-	-
Belt Line Road Utility Relocation	18,579,670	484,233	583,349	3.1%	-	-
Vitruvian Park Public Infrastructure	8,839,774	41,059	41,900	0.5%	-	-
Vitruvian Park Amphitheater	352,000	140,413	140,413	39.9%	-	-
Public Safety Radio Replacement	3,000,000	942,095	886,350	29.5%	-	-
Park and Pedestrian Connectivity	3,665,000	157,317	249,920	6.8%	-	-
Streets Land Acquisition	3,000,000	-	-	0.0%	-	-
Joint Dispatch Project	-	17,784	17,784	0.0%	-	-
<b>Total</b>	<b>\$ 42,590,917</b>	<b>\$ 2,099,103</b>	<b>\$ 2,331,889</b>	<b>5.5%</b>		

**AIRPORT FUND**  
**FY 2015 QUARTERLY STATEMENT OF REVENUES, EXPENDITURES**  
**COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
<b>Operating revenues:</b>						
Operating grants	\$ 50,000	\$ -	\$ -	0.0%	\$ 48,140	96.3%
Fuel flowage fees	741,280	198,987	421,915	56.9%	396,706	54.7%
Rental	4,021,795	1,090,846	2,144,527	53.3%	1,856,153	51.7%
User fees	62,000	13,448	25,948	41.9%	32,342	61.8%
Other income	-	6,600	57,623	0.0%	27,603	0.0%
<b>Total operating revenues</b>	<b>4,875,075</b>	<b>1,309,881</b>	<b>2,650,013</b>	<b>54.4%</b>	<b>2,360,944</b>	<b>53.5%</b>
<b>Operating expenses:</b>						
Town - Personnel services	388,707	73,908	145,329	37.4%	164,229	44.3%
Town - Supplies	57,600	28,166	31,263	54.3%	7,165	11.4%
Town - Maintenance	113,040	20,243	38,021	33.6%	34,143	59.6%
Town - Contractual services	605,120	145,635	278,059	46.0%	190,677	34.9%
Grant - Maintenance	100,000	-	-	0.0%	-	0.0%
Operator operation & maintenance	3,126,505	483,345	1,028,432	32.9%	1,042,730	35.7%
Operator service contract	342,169	85,117	228,383	66.7%	172,464	54.0%
<b>Total operating expenses</b>	<b>4,733,141</b>	<b>836,414</b>	<b>1,749,487</b>	<b>37.0%</b>	<b>1,611,408</b>	<b>36.8%</b>
<b>Operating Income/(Loss) (excluding depreciation)</b>	<b>141,934</b>	<b>473,467</b>	<b>900,526</b>	<b>634.5%</b>	<b>749,536</b>	<b>2165.8%</b>
<b>Non-Operating revenues (expenses):</b>						
Interest earnings	5,000	2,741	5,151	103.0%	6,556	131.1%
Principal & interest on debt, fiscal fees & other	(583,267)	(516,008)	(516,008)	88.5%	(523,022)	241.3%
Capital grants	-	-	-	0.0%	\$ 2,588,755	0.0%
Capital outlay	(382,000)	(83,804)	(88,840)	23.3%	(4,918,458)	212.9%
Depreciation	-	-	-	0.0%	-	0.0%
<b>Total non-operating revenues (expenses)</b>	<b>(960,267)</b>	<b>(597,071)</b>	<b>(599,697)</b>	<b>62.5%</b>	<b>(2,846,169)</b>	<b>112.9%</b>
<b>NET INCOME/(LOSS)</b>	<b>\$ (818,333)</b>	<b>\$ (123,604)</b>	<b>\$ 300,829</b>	<b>-36.8%</b>	<b>\$ (2,096,633)</b>	<b>84.3%</b>

**UTILITY FUND**  
**FY 2015 QUARTERLY STATEMENT OF REVENUES, EXPENDITURES**  
**COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
<b>Operating revenues:</b>						
Water sales	\$ 5,970,671	\$ 928,106	\$ 1,992,287	33.4%	\$ 1,902,592	33.0%
Sewer charges	4,507,775	1,005,535	1,803,064	40.0%	1,781,291	41.2%
Tap fees	10,280	7,375	8,705	84.7%	2,355	22.9%
Penalties	80,000	18,535	37,381	46.7%	49,559	32.8%
Other Income/(Expenses)	20,000	(550)	1,000	5.0%	4,195	0.0%
<b>Total operating revenues</b>	<b>10,588,726</b>	<b>1,959,001</b>	<b>3,842,437</b>	<b>36.3%</b>	<b>3,739,992</b>	<b>36.5%</b>
<b>Operating expenses:</b>						
Water purchases	3,127,904	909,285	1,395,755	44.6%	1,197,835	40.3%
Wastewater treatment	2,448,590	625,449	1,051,670	43.0%	1,001,373	42.8%
Utility operations	2,826,605	460,006	1,014,361	35.9%	1,396,441	48.5%
<b>Total operating expenses</b>	<b>8,403,099</b>	<b>1,994,740</b>	<b>3,461,786</b>	<b>41.2%</b>	<b>3,595,649</b>	<b>43.9%</b>
<b>Operating Income/(Loss) (excluding depreciation)</b>	<b>2,185,628</b>	<b>(35,739)</b>	<b>380,651</b>	<b>17.4%</b>	<b>144,343</b>	<b>7.0%</b>
<b>Non-Operating revenues (expenses):</b>						
Debt proceeds	-	-	-	0.0%	7,565,000	100.9%
Interest earnings and other	(119,248)	(3,637)	(17,462)	14.6%	(42,925)	38.8%
Principal and interest on debt, fiscal fees & other	(1,048,815)	(796,870)	(796,870)	76.0%	(436,952)	36.8%
Capital outlay	(5,378,124)	(929,897)	(1,050,550)	19.5%	(131,909)	7.2%
Depreciation	-	-	-	0.0%	-	0.0%
<b>Total non-operating revenues (expenses)</b>	<b>(6,546,187)</b>	<b>(1,730,404)</b>	<b>(1,864,882)</b>	<b>28.5%</b>	<b>6,953,214</b>	<b>159.3%</b>
<b>NET INCOME/(LOSS)</b>	<b>\$ (4,360,559)</b>	<b>\$ (1,766,143)</b>	<b>\$ (1,484,231)</b>	<b>34.0%</b>	<b>\$ 7,097,557</b>	<b>110.5%</b>

**STORM WATER UTILITY FUND**  
**FY 2015 QUARTERLY STATEMENT OF REVENUES, EXPENDITURES**  
**COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

Category	FY2014-15				FY2013-14	
	Budget	2nd Quarter	Year-to-Date	YTD as % of Budget	2nd Quarter	% of Budget
<b>Operating revenues:</b>						
Drainage Fees	\$ 1,675,350	\$ 427,170	\$ 720,398		\$ 694,448	
<b>Total Operating Revenues</b>	<b>1,675,350</b>	<b>427,170</b>	<b>720,398</b>	<b>43.0%</b>	<b>694,448</b>	<b>44.7%</b>
<b>Operating expenses</b>						
Personnel services	109,659	15,468	31,193	28.4%	11,200	0.0%
Supplies	12,700	90	216	1.7%	92,551	5.2%
Maintenance	66,500	12,173	82,312	123.8%	-	-
Contractual services	231,200	65,563	123,994	53.6%	-	0.0%
<b>Total operating expenses</b>	<b>420,059</b>	<b>93,294</b>	<b>237,715</b>	<b>56.6%</b>	<b>103,751</b>	<b>32.8%</b>
<b>Operating Income/(Loss) (excluding depreciation)</b>	<b>1,255,291</b>	<b>333,876</b>	<b>482,683</b>	<b>38.5%</b>	<b>590,697</b>	<b>47.8%</b>
<b>Non-Operating revenues (expenses):</b>						
Interest earnings and other	5,000	7,433	13,468	269.4%	9,597	191.9%
Interest and principal on debt, fiscal fees & other	(545,066)	(406,358)	(406,358)	74.6%	(405,754)	74.6%
Capital outlay	(3,100,000)	(100,086)	(119,695)	3.9%	(2,800)	0.1%
<b>Total non-operating revenues (expenses)</b>	<b>(3,640,066)</b>	<b>(499,011)</b>	<b>(512,585)</b>	<b>14.1%</b>	<b>(398,957)</b>	<b>11.5%</b>
<b>NET INCOME/(LOSS)</b>	<b>\$ (2,384,775)</b>	<b>\$ (165,135)</b>	<b>\$ (29,902)</b>	<b>1.3%</b>	<b>\$ 191,740</b>	<b>-8.6%</b>

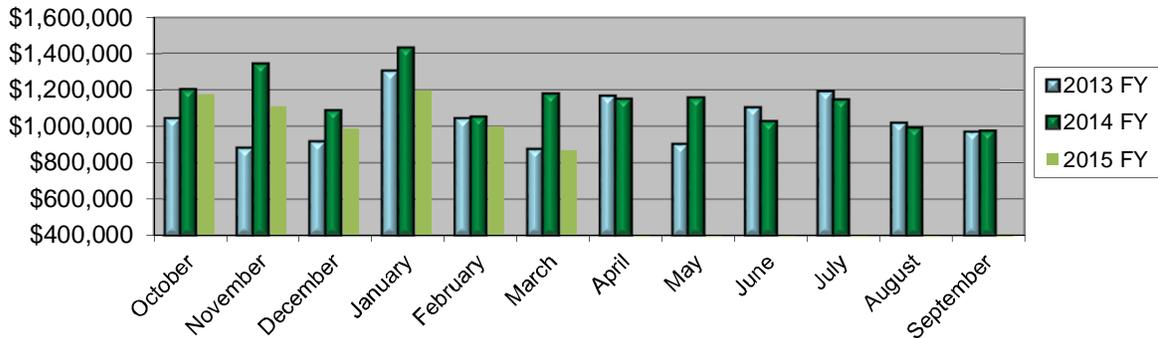
# TOWN OF ADDISON

## Schedule of Sales Tax Collections and Related Analyses

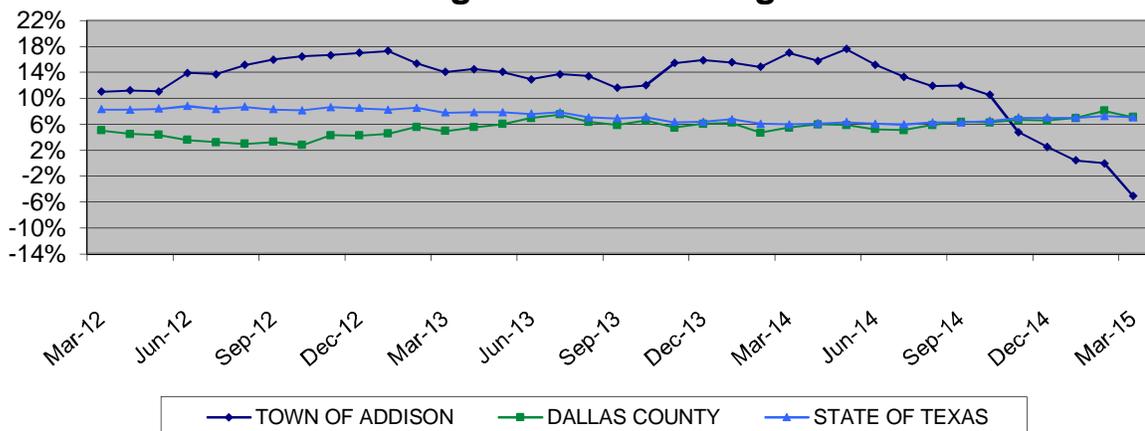
*For the period ending March 31, 2015*

	TOWN OF ADDISON				DALLAS COUNTY		STATE OF TEXAS	
	2014-15 Collections		% Change from Prior Year		% Change from Prior Year		% Change from Prior Year	
	Monthly	Cumulative	Monthly	Cumulative	Monthly	Cumulative	Monthly	Cumulative
October	\$ 1,177,509	\$ 1,177,509	-1.8%	-1.8%	6.1%	6.2%	9.6%	6.5%
November	1,112,210	2,289,718	-17.0%	-9.8%	10.4%	6.6%	10.7%	7.0%
December	988,505	3,278,223	-8.7%	-9.5%	8.6%	6.6%	7.1%	7.0%
January	1,200,408	4,478,631	-15.9%	-11.3%	10.7%	7.0%	8.3%	7.0%
February	998,879	5,477,511	-4.7%	-10.2%	10.5%	8.1%	6.1%	7.2%
March	870,899	6,348,409	-25.9%	-12.7%	0.6%	7.1%	3.3%	7.1%
April	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
May	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
June	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
July	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
August	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
September	-	-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budget 14-15:	\$ 13,500,000							
Projected Year End	\$ 12,500,000							

### Monthly Sales Tax Collections

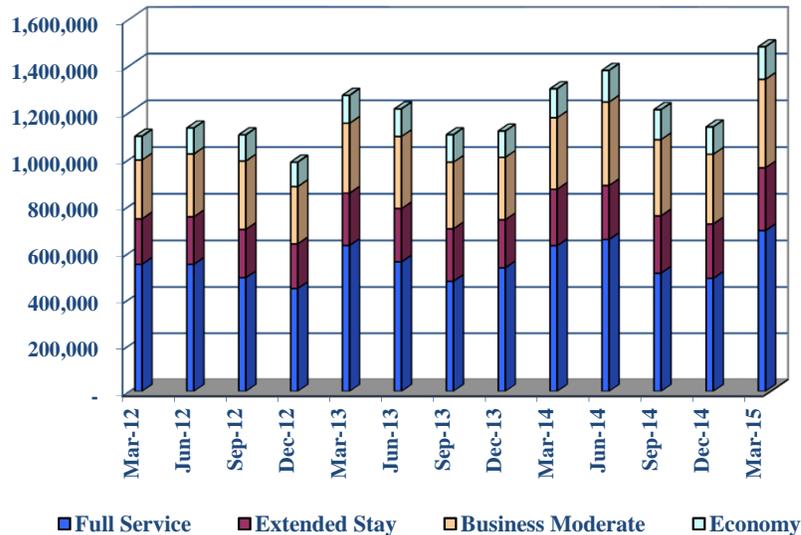


### Rolling 12-Month Averages



**TOWN OF ADDISON HOTEL OCCUPANCY TAX COLLECTION**  
**Hotels By Service Type for the Quarter and Year-to-Date Ended March 31, 2015**  
*With Comparative Information from Prior Fiscal Year*

	Rooms		January - March		15 to 14 % Diff.	YTD FY 15		15 to 14 % Diff.
	Number	Percentage	Amount	Percentage		Amount	Percentage	
<b>Full Service</b>								
Marriott Quorum	535	14%	\$ 261,631	18%	10%	\$ 430,779	14%	-3%
Intercontinental	532	13%	278,410	19%	10%	463,288	15%	3%
Crowne Plaza	429	11%	153,423	10%	12%	288,007	9%	7%
	<u>1,496</u>	<u>38%</u>	<u>693,464</u>	<u>47%</u>		<u>1,182,074</u>	<u>38%</u>	
<b>Extended Stay</b>								
Budget Suites	344	9%	2,439	0%	-36%	6,122	0%	2%
Hawthorne Suites	70	2%	19,118	1%	13%	32,825	1%	0%
Marriott Residence	150	4%	63,900	4%	16%	115,442	4%	17%
Summerfield Suites	132	3%	55,245	4%	11%	99,930	3%	8%
Homewood Suites	128	3%	54,784	4%	8%	106,280	3%	12%
Springhill Suites	159	4%	73,373	5%	12%	141,338	5%	16%
	<u>983</u>	<u>25%</u>	<u>268,859</u>	<u>18%</u>		<u>501,937</u>	<u>16%</u>	
<b>Business Moderate</b>								
Marriott Courtyard Quorum	176	4%	92,892	6%	13%	622,790	20%	2%
LaQuinta Inn	152	4%	53,095	4%	39%	99,320	3%	31%
Marriott Courtyard Proton	145	4%	64,233	4%	33%	113,317	4%	39%
Holiday Inn Express	102	3%	45,567	3%	16%	83,015	3%	10%
Hilton Garden Inn	96	2%	54,463	4%	20%	100,167	3%	16%
Holiday Inn - Arapaho	101	3%	40,865	3%	30%	75,161	2%	35%
Comfort Inn	86	2%	27,464	2%	30%	46,326	2%	11%
	<u>858</u>	<u>22%</u>	<u>378,579</u>	<u>26%</u>		<u>1,140,096</u>	<u>37%</u>	
<b>Economy</b>								
Motel 6	126	3%	21,818	1%	8%	42,245	1%	8%
Hampton Inn	159	4%	66,201	4%	16%	121,847	4%	11%
Quality Inn	115	3%	15,772	1%	33%	28,883	1%	30%
Comfort Suites	78	2%	24,900	2%	9%	41,216	1%	-2%
Super 8	78	2%	6,818	0%	-13%	14,308	0%	-7%
Best Value	60	2%	3,714	0%	-9%	7,883	0%	-1%
	<u>616</u>	<u>16%</u>	<u>139,223</u>	<u>9%</u>		<u>256,384</u>	<u>8%</u>	
<b>TOTAL</b>	<u>3,953</u>	<u>100%</u>	<u>\$ 1,480,125</u>	<u>100%</u>		<u>\$ 3,080,491</u>	<u>100%</u>	



**TOWN OF ADDISON**  
**INTERIM STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS**  
*For the Quarter Ending March 31, 2015*

Fund	Balance 12/31/2014	Quarter Receipts	Quarter Disbursements	Balance 3/31/2015
<b>General Fund</b>	\$ 14,176,471	\$ 14,398,087	\$ 8,765,440	\$ 19,809,118
<b>Special Revenue Funds:</b>				
Hotel	1,195,182	1,546,903	1,200,804	1,541,281
Economic Development	590,594	978,277	287,079	1,281,792
Public Safety	21,202	197	60	21,339
Municipal Court	387,693	173,354	398,591	162,456
Child Safety	-	106,187	-	106,187
Court Technology	-	70,342	-	70,342
Building Security Fund	-	67,899	-	67,899
Reimbursement Grant	(225,285)	1,166,641	1,168,796	(227,440)
Advanced Funding Grant	21,904	5,442	-	27,346
<b>Debt Service Funds:</b>				
G. O. Bonds	3,014,771	6,186,994	6,698,303	2,503,462
Hotel Revenue Bonds	665,439	177,992	680,200	163,231
<b>Capital Projects Funds:</b>				
Infrastructure Investment Fund	1,034,680	1,176,972	55,272	2,156,380
Streets	917,004	809	-	917,813
Parks	3,315	3	-	3,318
2006 G.O. Bonds	334,466	295	-	334,761
2008 C.O. Bonds	2,120,162	3,545	133,392	1,990,315
2012 C.O. Bonds	28,357,120	618,299	2,434,059	26,541,360
2013 Tax Exempt Bonds	1,175,849	1,038	-	1,176,887
2013 AMT Bonds	(204)	-	68	(272)
2014 G.O. Bonds	12,034,953	10,623	-	12,045,576
<b>Enterprise Funds:</b>				
Utility	13,231,192	2,234,164	3,846,940	11,618,416
Storm Water Fund	9,397,650	432,446	609,131	9,220,965
Airport	3,206,984	723,542	851,180	3,079,346
<b>Internal Service Funds:</b>				
Capital Replacement	3,363,749	202,976	99,938	3,466,787
Information Technology	3,403,932	190,145	673,703	2,920,374
<b>TOTAL - ALL FUNDS</b>	<b>\$ 98,428,823</b>	<b>\$ 30,473,172</b>	<b>\$ 27,902,956</b>	<b>\$ 100,999,039</b>

Note: Cash inflows and outflows represent revenues, expenditures, and investment transactions.

<b>INVESTMENTS BY MATURITY AND TYPE</b>				
<i>For the Quarter Ending March 31, 2015</i>				
	Type	% of Portfolio	Yield to Maturity	Amount
	Pools	11.54%	0.06%	\$ 11,299,918
	Agencies	33.71%	0.49%	33,016,037
	Bank CD's	45.06%	0.54%	44,129,542
	Commercial Paper	9.70%	0.25%	9,497,408
<b>Total Investments</b>		<b>100.00%</b>	<b>0.44%</b>	<b>97,942,905</b>
	Accrued Interest Earnings and Unrealized Gain or Loss			59,430
	Demand Deposits			2,996,704
<b>TOTAL</b>				<b>\$ 100,999,039</b>

## COLLATERAL SUMMARY

The first and most important objective for public funds investments is safety of assets. Therefore, all non-government security investments and bank accounts in excess of FDIC coverage must be secured by collateral. The bank balances and investments are monitored on a regular basis for appropriate coverage by marking the collateral to market. Collateral levels are adjusted to secure the varying levels of receipts throughout the fiscal year.

### Town of Addison Collateral Analysis Demand Deposit Cash March 31, 2015

Pledging Institution	Safekeeping Location	Account Title	Pledged Security Description	Security Par Value	Market Value	FDIC Insurance	Ending Bank Balance	Difference Over(Under)
Frost Bank	Federal Reserve	Operating	GNMA due 9/15/2024	\$ 741,601	\$ 793,559			
Frost Bank	Federal Reserve	Operating	GNMA due 9/15/2024	\$ 1,360,816	\$ 1,456,157			
Frost Bank	Federal Reserve	Operating	GNMA due 9/15/2024	\$ 2,287,453	\$ 2,447,715			
Frost Bank	Federal Reserve	Operating	GNMA due 9/15/2024	833,099	891,467			
				<u>\$ 5,222,969</u>	<u>\$ 5,588,897</u>	<u>\$ 250,000</u>	<u>\$ 3,556,326</u>	<u>\$ 2,282,571</u>

**TOWN OF ADDISON  
DETAIL OF RECOMMENDED FY 14-15 BUDGET AMENDMENTS**

Fund / Category	Revenues and Other Funding Sources/Uses	Expenditures						Total Department
		Personnel Services	Supplies	Maintenance	Contractual Services	Capital Outlay		
<b>General Fund / Finance</b>								
Dunbar cash manager safes (COSO Initiative)	-	-	-	-	-	16,452	-	16,452
Groves Electric (cash drawer project)	-	-	-	-	-	345	-	345
<b>Total Finance</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>16,796</b>	<b>\$ -</b>	<b>16,796</b>
<b>General Fund / Municipal Court</b>								
Safe and combination change	-	-	2,047	-	-	-	-	2,047
<b>Total General Services</b>	<b>\$ -</b>	<b>\$ -</b>	<b>2,047</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>2,047</b>
<b>General Fund / Council Projects</b>								
Kanter WA #1 (COSO Initiative)	-	-	-	-	-	12,000	-	12,000
Kanter WA #1 (COSO Initiative)	-	-	-	-	-	37,500	-	37,500
Kanter Addendum #2 (COSO Initiative)	-	-	-	-	-	49,850	-	49,850
Kanter Revision to Addendum #2 (COSO Initiative)	-	-	-	-	-	2,000	-	2,000
Infosol Report (COSO Initiative)	-	-	-	-	-	4,000	-	4,000
Gradient WA#1 (COSO Initiative)	-	-	-	-	-	30,000	-	30,000
Gradient WA#2 (COSO Initiative)	-	-	-	-	-	20,500	-	20,500
Gradient WA#3 (COSO Initiative)	-	-	-	-	-	22,000	-	22,000
Gradient WA#4 (COSO Initiative)	-	-	-	-	-	11,000	-	11,000
Gradient WA#5 (COSO Initiative)	-	-	-	-	-	14,500	-	14,500
Records Consultant Inc. (COSO Initiative)	-	-	-	-	-	12,950	-	12,950
City Attorney Search	-	-	-	-	-	27,000	-	27,000
<b>Total Council Projects</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>243,300</b>	<b>\$ -</b>	<b>243,300</b>
<b>Development Services</b>								
JD Brunson (Cash Drawer Project)	-	-	-	-	-	595	-	-
BI Safe Install (Cash Drawer Project)	-	-	-	-	-	10	-	-
Code Enforcement Positions	-	51,600	41,700	30,000	-	7,700	-	-
<b>Total Development Services</b>	<b>\$ -</b>	<b>51,600</b>	<b>41,700</b>	<b>30,000</b>	<b>\$ -</b>	<b>8,305</b>	<b>\$ -</b>	<b>131,605</b>
<b>Total General Fund</b>	<b>\$ -</b>	<b>51,600</b>	<b>43,747</b>	<b>30,000</b>	<b>\$ -</b>	<b>268,401</b>	<b>\$ -</b>	<b>393,748</b>
<b>Hotel Fund / General Hotel Operations</b>								
Senior Accountant (COSO Initiative)	-	71,500	-	-	-	-	-	71,500
<b>Total General Hotel Operations</b>	<b>\$ -</b>	<b>71,500</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>71,500</b>
<b>Total Hotel Fund</b>	<b>\$ -</b>	<b>71,500</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>71,500</b>
<b>Economic Development Fund / ED Department</b>								
Incr. funding for World Affairs Council	-	-	-	-	-	25,000	-	25,000
Fund incentive commitment to Behringer Harvard	-	-	-	-	-	20,000	-	20,000
<b>Total Economic Development Fund</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>45,000</b>	<b>\$ -</b>	<b>45,000</b>
<b>TOTAL AMENDMENTS:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 510,248</b>
<b>NET TOTAL:</b>								<b>\$ (510,248)</b>

## Glossary of Terms

### A

**Accrual Accounting** – Recognition of the financial effects of transactions, events and circumstances in the period(s) when they occur regardless of when the cash is received or paid.

**Ad Valorem** – Latin for “according to the value.” Refers to the tax assessed against real (land and building) and personal (equipment and furniture) property.

**Appropriation** – A legal authorization granted by a legislative body (City Council) to make expenditures and incur obligation for designated purposes.

**Assessed Valuation** – A valuation set upon real estate or other property by a government as a basis for levying taxes.

### B

**Balance Sheet** – The basic financial statement, which discloses the assets, liabilities and equities of an entity at a specific date in conformity with Generally Accepted Accounting Principles (GAAP).

**Balanced Budget** – Annual financial plan in which expenses do not exceed revenues.

**Budget** – A plan of financial operation embodying an estimate of proposed expenditures for any given period and the proposed means of financing them.

### C

**Capital Outlays** – Expenditures which result in the acquisition of or addition to fixed assets which are individually priced at more than \$5,000.

**Contractual Services** – The costs related to services performed for the Town by individuals, businesses, or utilities.

**Cost** – The amount of money or other consideration exchanged for property or services. Costs may be incurred even before the money is paid; that is, as soon as liability is incurred. Ultimately, however, money or other consideration must be given in exchange.

### D

**Delinquent Taxes** – Taxes remaining unpaid on or after the date on which a penalty for nonpayment is attached.

## E

**Encumbrances** – Commitments related to unperformed contracts for goods and services used in budgeting. Encumbrances are not expenditures or liabilities, but represent the estimated amount of expenditures ultimately to result if unperformed contracts in process are completed.

**Expenditures** – Decreases in net financial resources. Expenditures include current operating expenses which require the current or future use of net current assets, debt service, and capital outlays.

## F

**Fixed Assets** – Assets of a long-term character, which are intended to continue to be held or used, such as land, buildings, improvements other than buildings, machinery and equipment.

**Franchise** – A special privilege granted by a government permitting the continuing use of public property, such as city streets, and usually involving the elements of monopoly and regulation.

**Fund** – A fiscal and accounting entity with a self-balancing set of accounts recording cash and other financial resources, together with all related liabilities and residual equities of balances, and charges therein, which are segregated for the purpose of carrying on specific activities or attaining certain objectives in accordance with special regulations, restrictions or limitations.

**Fund Balance** – The difference between governmental fund assets and liabilities, also referred to as fund equity.

**FY** – Acronym for fiscal year, a 12-month period to which the annual operating budget applies and at the end of which a government determines its financial position and the results of its operations. The Town of Addison's fiscal year begins October 1st and ends the following September 30th. The term FY2012 denotes the fiscal year beginning October 1, 2011 and ending September 30, 2012.

## G

**GAAP** – Acronym for Generally Accepted Accounting Principles, which are a collection of rules and procedures that set the basis for the fair presentation of financial statements. The accounting and reporting policies of the Town conform to the GAAP applicable to state and local governments.

**GASB** – Acronym for Government Accounting Standards Board, an independent, non-profit agency responsible for the promulgation of accounting and financial reporting procedures for governmental entities.

***Governmental Funds*** – Those funds through which most governmental functions typically are financed. The acquisition, use, and financial resources and the related current liabilities are accounted for through governmental funds (General, Special Revenue, Capital Projects, and Debt Service Funds).

## M

***Maintenance*** – The upkeep of physical properties in condition for use of occupancy. Examples are the inspection of equipment to detect defects and the making of repairs.

***Modified Accrual Accounting*** – Accounting system in which revenues are recognized and recorded in the accounts when they are measurable, available and collectible in the fiscal year.

***Modified Level of Service*** – A modified level of service represents an increase or decrease in a department's scope of service or funding levels. A modified level of service may be a request for additional funding submitted by a department during the budget process for new or expanding programs or services, or it may be the elimination of a position in a department. Modified levels of service are highlighted in the department narratives in alternate color text.

## O

***Operating Expenditure*** – Expenditure on an existing item of property or equipment that is not a capital expenditure.

***Ordinance*** – A formal legislative enactment by the governing body of a municipality. If it is not in conflict with any higher form of law, such as a state statute or constitutional provision, it has the full force and effect of law within the boundaries of the municipality to which it applies. The difference between an ordinance and a resolution is that the latter requires less legal formality and has a lower legal status. Revenue raising measures, such as the imposition of taxes, special assessments and service charges, usually require ordinances.

## P

***Personal Services*** – The costs associated with compensating employees for their labor.

***P-Card*** – Acronym for procurement card, a Town-issued credit card which allows employees to make small purchases in a cost effective manner.

***Proprietary Fund*** – Operation that operates like a private commercial operation, in which services are financed through user charges and expenditures include the full cost of operations.

***Purchase Order (PO)*** – A document which authorizes the delivery of specified merchandise or the rendering of certain services and the making of a charge for them.

## R

**Revenues** – Increases in net financial resources. Revenues include the receipt of assets for goods sold or services provided in the current reporting period, intergovernmental grants, and interest income.

## S

**Special Assessment** – A compulsory levy made against certain properties to defray part or all of the cost of a specific improvement or service deemed to primarily benefit those properties.

**Special Revenue Fund** – A fund used to account for the proceeds of specific revenue sources that are legally restricted or formally committed to expenditures for specified purposes.

**Supplies** – A cost category for minor items (individually priced at less than \$5,000) required by departments to conduct their operations.

## T

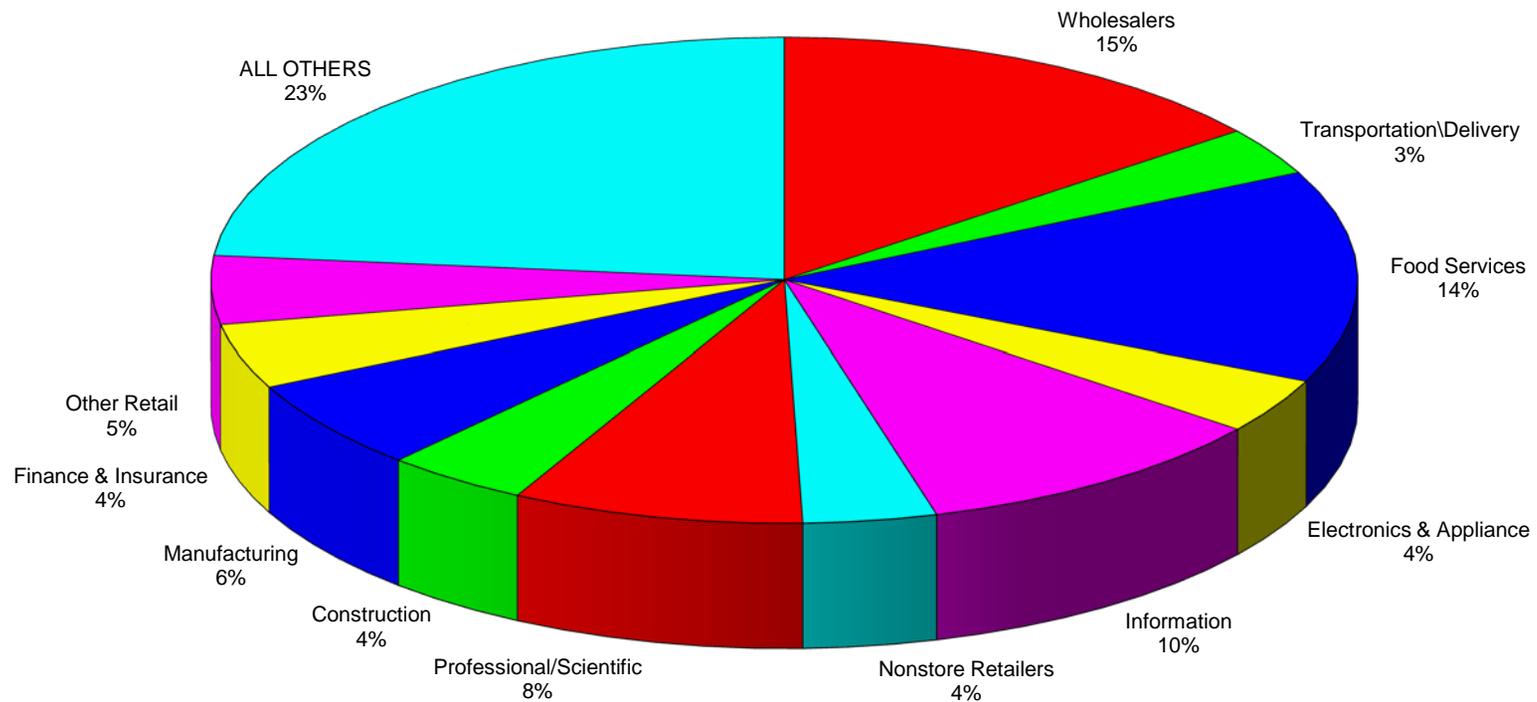
**Taxes** – Compulsory charges levied by a government for the purpose of financing services performed for the common benefit. This term does not include specific charges made against particular persons or property for current or permanent benefits such as special assessment.

## W

**Working Capital** – The amount of current assets which exceeds current liabilities.

# 12 MONTH SALES TAX CATEGORY BREAKDOWN: JAN 1, 2014 - DEC 31, 2014

TOWN OF ADDISON  
TOTAL TOWN \$13,275,318

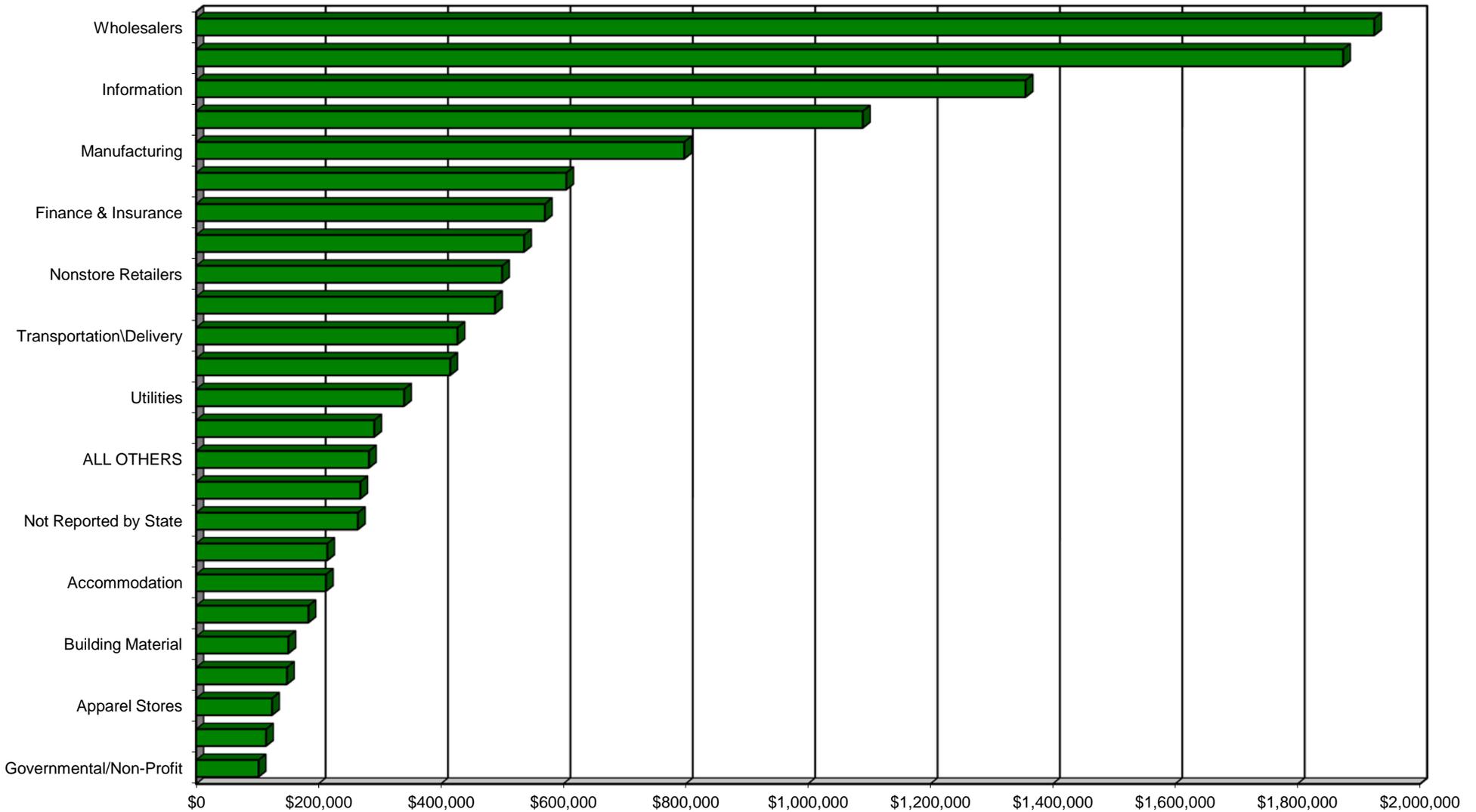


BENCHMARK YEAR ENDING FOURTH QUARTER 2014

PROVIDED BY: MUNISERVICES

# 12 MONTH SALES TAX CATEGORY BREAKDOWN: JAN 1, 2014 - DEC 31, 2014

## LOCAL SALES TAX REVENUE BY ECONOMIC SEGMENT

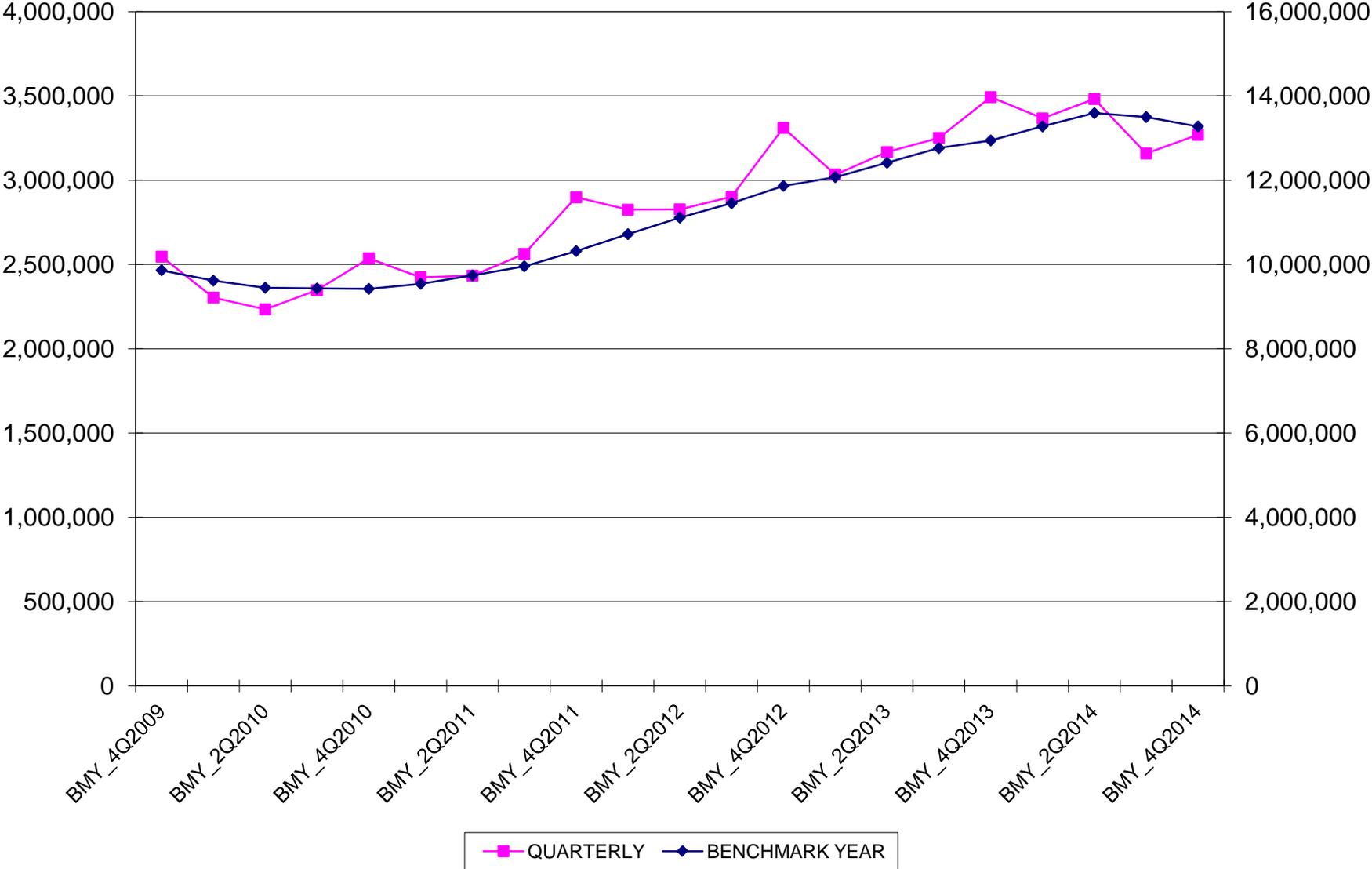


BENCHMARK YEAR ENDING FOURTH QUARTER 2014

PROVIDED BY: MUNISERVICES

# TOWN OF ADDISON

## HISTORICAL SALES TAX REVENUE PERFORMANCE

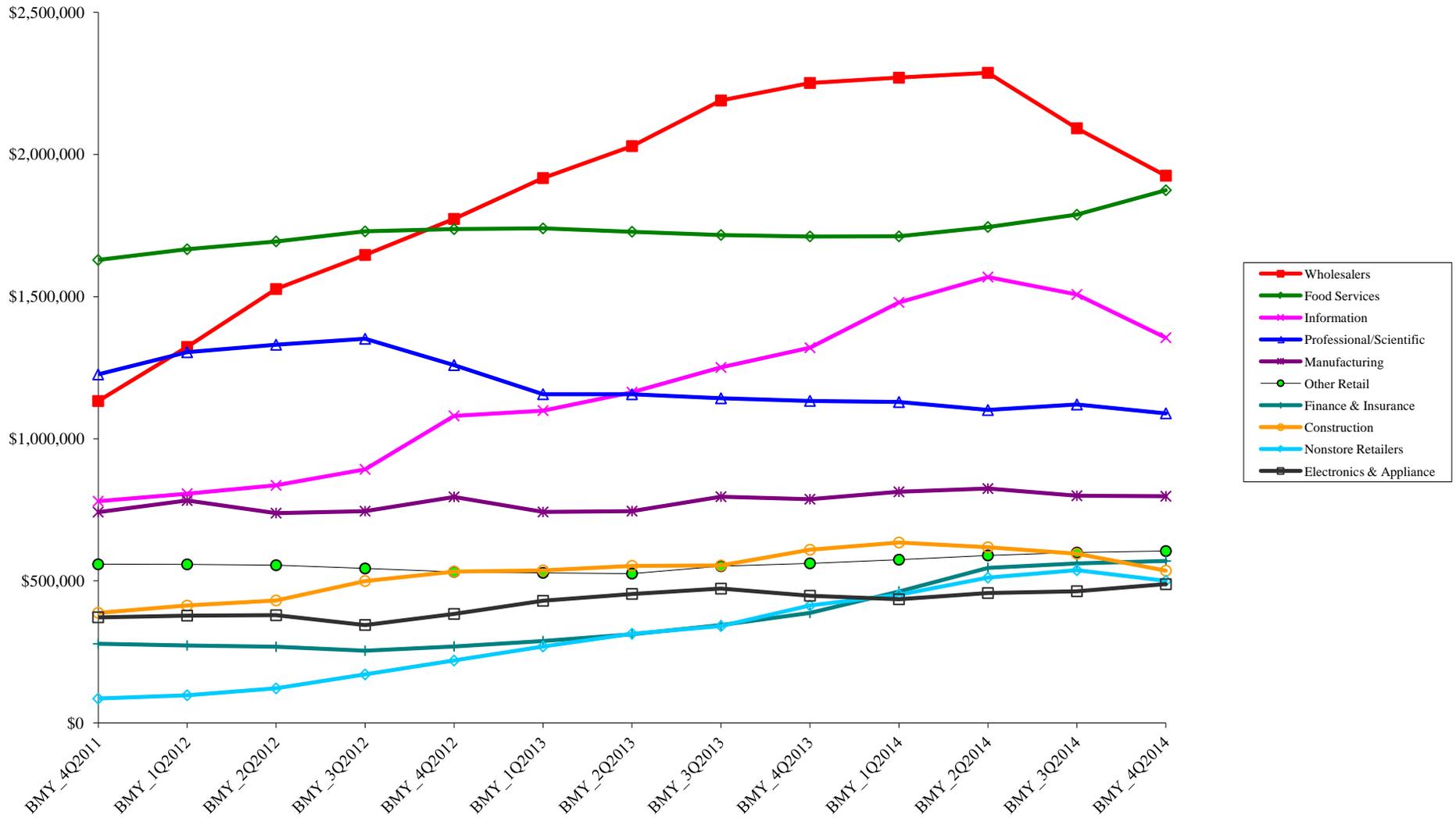


BY QUARTER AND BENCHMARK YEAR ENDING QUARTER

PROVIDED BY: MUNISERVICES

# TOWN OF ADDISON

## SALES TAX FROM TEN LARGEST BUSINESS SEGMENTS

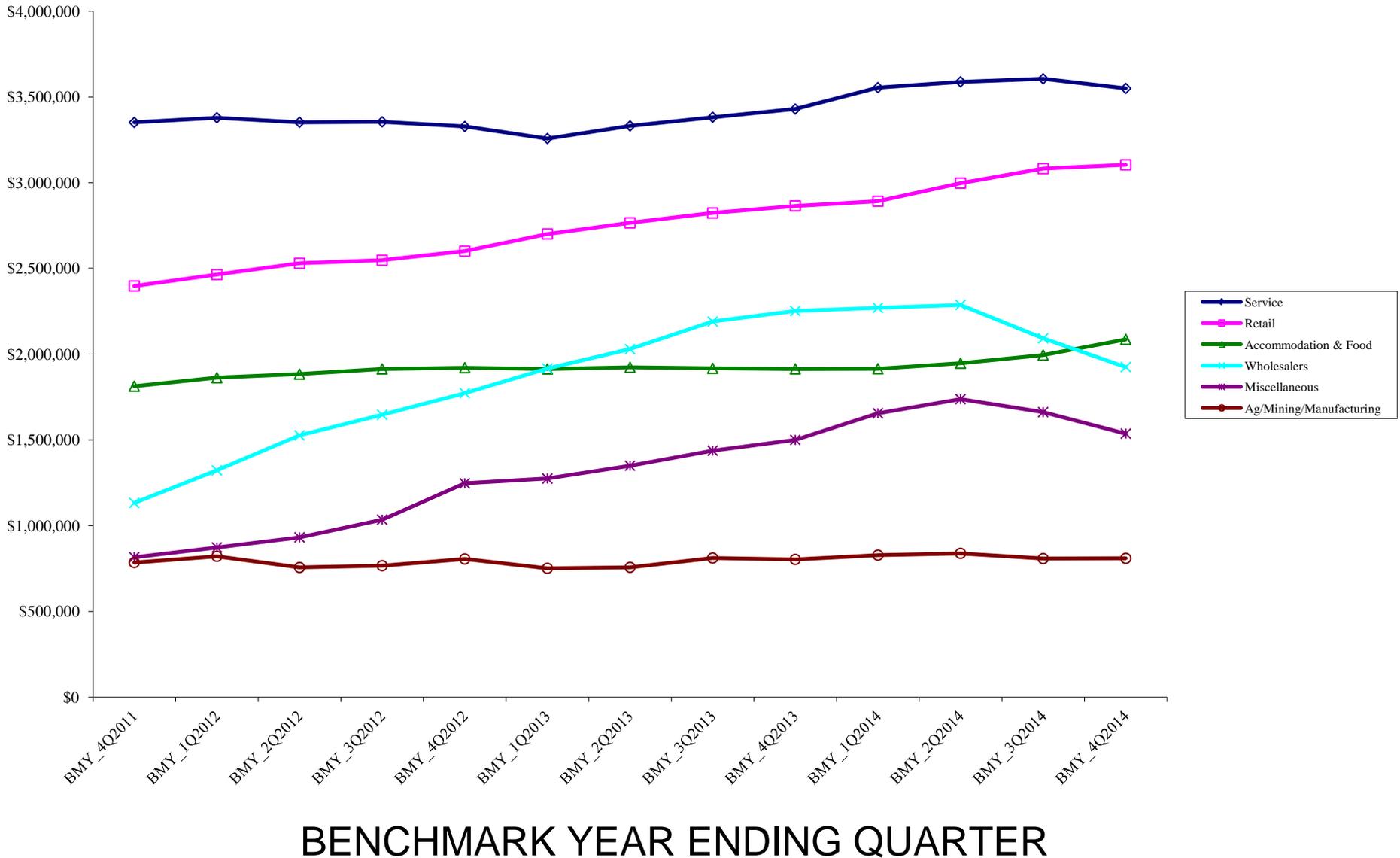


BENCHMARK YEAR ENDING QUARTER

PROVIDED BY: MUNISERVICES

# TOWN OF ADDISON

## SALES TAX BY ECONOMIC CATEGORY



PROVIDED BY: MUNISERVICES

**Town of Addison**



**For the Quarter Ended**

**March 31, 2015**

### Report Name

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Certification Page

Executive Summary

Benchmark Comparison

Detail of Security Holdings

Change in Value

Earned Income

Investment Transactions

Amortization and Accretion

Projected Fixed Income Cash Flows

#### **MARKET RECAP:**

Early March brought another strong employment report as the economy added +295k new jobs during February, the 12th straight month job growth has topped +200k and the best run since a 19-month string back in 1995. The unemployment rate dipped to 5.5%, the lowest since May 2008. The one negative from the report was wages, as average hourly earnings managed just a +0.1% increase, following a surprisingly robust +0.5% gain in January that may have been bolstered by statutorily mandated minimum wage increases in several large states. Just like in February, the strong employment report sent bond yields higher as investors priced in better odds of a June rate hike from the Fed. But as was the case last month, other data was more mixed and in some cases down right weak. As the month wore on, the odds of a June rate hike shrank. The ISM manufacturing survey slipped from 53.5 to 52.9, the lowest level in over a year with the declines driven by slower growth in orders, particularly export orders, production, employment and prices paid. Retail sales have failed to reflect the expected boost from falling gas prices, declining -0.6% in February following -0.8% and -0.9% drops in the previous two months. Savings at the pump are being saved, not spent. Inflation remains subdued with the producer price index falling -0.5% in February and now negative year-over-year at -0.6%. Consumer prices fared slightly better, rising +0.2% for February with headline CPI unchanged for the year. Excluding food and energy, core-CPI is up +1.7% over the last 12 months. Core PCE, the Fed's preferred inflation measure, is up just +1.4% year-over-year, well below the 2% target. Home sales were mixed as existing home sales fell short of forecasts but did climb +1.2% to a 4.88 million unit annual rate. New homes surprised to the upside with a +7.8% jump to 539k annual units. Both overall durable goods orders and core capital goods orders fell by -1.4% in February. Core capital goods orders have now dropped in each of the last six months.

Putting it all together, the seemingly strong employment reports of the last several months have not been corroborated by the balance of data, raising doubts about the economy's health as collapsing oil prices and a strong dollar appear to be having a deleterious effect. The Fed seems to have taken notice. Although they did remove the "patient" language from their official statement at the March FOMC meeting, an action that had been viewed as a precursor to rate hikes, the overall tone of the statement was dovish and did not suggest a June hike was imminent. Further, member's actually lowered their forward looking projections for the fed funds rate. So after climbing as high as 0.72% early in the month, the two-year Treasury note closed the month yielding 0.56%, while the 10-year stood at 1.92%.



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**For the Quarter Ended  
March 31, 2015**

This report is prepared for the **Town of Addison** (the "Entity") in accordance with Chapter 2256 of the Texas Public Funds Investment Act ("PFIA"). Section 2256.023(a) of the PFIA states that: "Not less than quarterly, the investment officer shall prepare and submit to the governing body of the entity a written report of the investment transactions for all funds covered by this chapter for the preceding reporting period." This report is signed by the Entity's investment officers and includes the disclosures required in the PFIA. To the extent possible, market prices have been obtained from independent pricing sources.

The investment portfolio complied with the PFIA and the Entity's approved Investment Policy and Strategy throughout the period. All investment transactions made in the portfolio during this period were made on behalf of the Entity and were made in full compliance with the PFIA and the approved Investment Policy.

**Officer Names and Titles:**

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Chief Financial Officer

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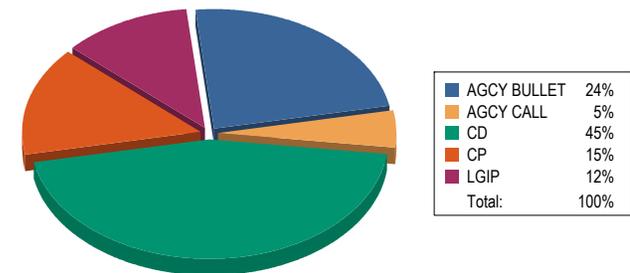
**Account Summary**

**Allocation by Security Type**

Beginning Values as of 12/31/14

Ending Values as of 03/31/15

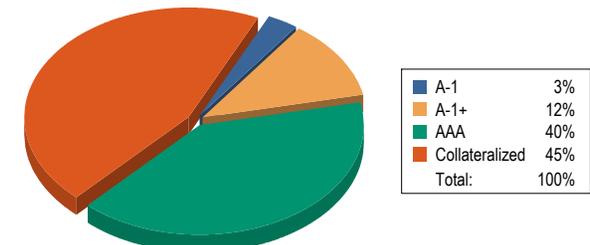
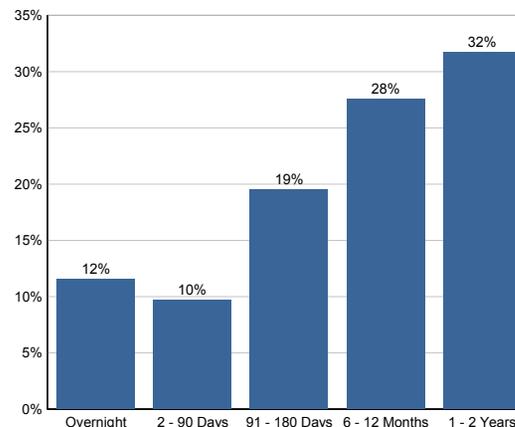
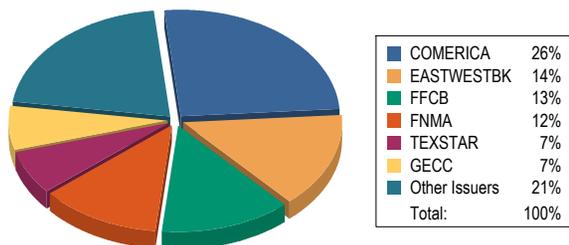
Par Value	91,888,731.17	97,929,459.56
Market Value	91,928,676.17	97,962,014.06
Book Value	91,921,117.25	97,942,904.66
Unrealized Gain / Loss	7,558.92	19,109.40
<b>Market Value %</b>	<b>100.01%</b>	<b>100.02%</b>
Weighted Avg. YTW	0.363%	0.437%
Weighted Avg. YTM	0.363%	0.437%



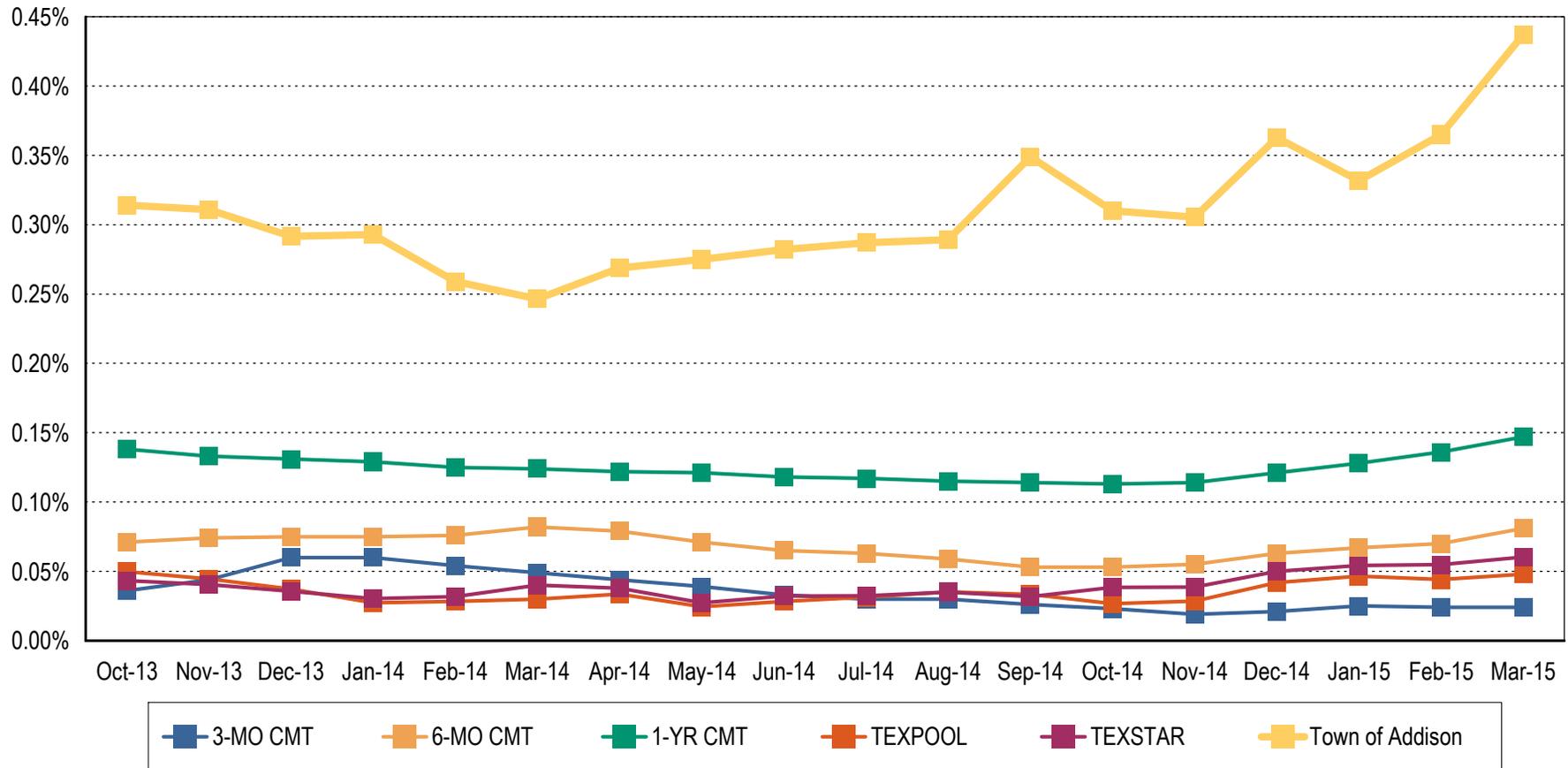
**Allocation by Issuer**

**Maturity Distribution %**

**Credit Quality**



**Weighted Average Days to Maturity: 283**



**Note 1:** CMT stands for Constant Maturity Treasury. This data is published in Federal Reserve Statistical Release H.15 and represents an average of all actively traded Treasury securities having that time remaining until maturity. This is a standard industry benchmark for Treasury securities. The CMT benchmarks are moving averages. The 3-month CMT is the daily average for the previous 3 months, the 6-month CMT is the daily average for the previous 6 months, and the 1-year and 2-year CMT's are the daily averages for the previous 12-months.

**Note 2:** Benchmark data for TexPool is the monthly average yield.

**Note 3:** Benchmark data for TexSTAR is the monthly average yield.



**Town of Addison**  
**Detail of Security Holdings**  
 As of 03/31/2015

CUSIP	Settle Date	Sec. Type	Sec. Description	CPN	Mty Date	Next Call	Call Type	Par Value	Purch Price	Orig Cost	Book Value	Mkt Price	Market Value	Days to Mty	Days to Call	YTM	YTW
<b>Pooled Funds</b>																	
TEXPOOL		LGIP	TexPool					4,609,612.74	100.000	4,609,612.74	4,609,612.74	100.000	4,609,612.74	1		0.048	0.048
TEXSTAR		LGIP	TexSTAR					6,690,304.77	100.000	6,690,304.77	6,690,304.77	100.000	6,690,304.77	1		0.060	0.060
89233HRQ9	07/29/14	CP - DISC	Toyota Mtr Cr		04/24/15			5,000,000.00	99.813	4,990,659.72	4,999,201.40	99.995	4,999,775.00	24		0.250	0.250
46640QSS1	12/23/14	CP - DISC	J.P.Morgan Sec		05/26/15			3,000,000.00	99.885	2,996,535.00	2,998,762.50	99.973	2,999,184.00	56		0.270	0.270
36959JSV6	09/03/14	CP - DISC	GE Capital Corp		05/29/15			1,500,000.00	99.829	1,497,431.67	1,499,444.16	99.981	1,499,710.50	59		0.230	0.230
CD-6655	03/02/15	CD	East West Bk CD	0.245	09/02/15			5,001,006.94	100.000	5,001,006.94	5,001,006.94	100.000	5,001,006.94	155		0.245	0.245
CD-5525	09/03/14	CD	East West Bk CD	0.395	09/03/15			4,009,057.30	100.000	4,009,057.30	4,009,057.30	100.000	4,009,057.30	156		0.395	0.395
CD-3620	09/17/13	CD	Comerica Bk CD	0.550	09/17/15			10,082,594.38	100.000	10,082,594.38	10,082,594.38	100.000	10,082,594.38	170		0.550	0.550
3135G0NV1	03/26/14	AGCY BULET	FNMA	0.500	09/28/15			8,000,000.00	100.295	8,023,600.00	8,007,718.80	100.140	8,011,200.00	181		0.303	0.303
31398A4M1	10/07/13	AGCY BULET	FNMA	1.625	10/26/15			4,000,000.00	102.515	4,100,600.00	4,027,986.04	100.800	4,032,000.00	209		0.394	0.394
36959JZA4	03/17/15	CP - DISC	GE Capital Corp		12/10/15			5,000,000.00	99.710	4,985,483.33	4,986,295.85	99.704	4,985,185.00	254		0.391	0.391
CD-3820-1	01/30/15	CD	Green Bk CD	0.448	01/30/16			5,000,000.00	100.000	5,000,000.00	5,000,000.00	100.000	5,000,000.00	305		0.448	0.448
CD-8583	03/02/15	CD	East West Bk CD	0.395	03/02/16			5,001,623.54	100.000	5,001,623.54	5,001,623.54	100.000	5,001,623.54	337		0.395	0.395
3133EDK84	04/25/14	AGCY CALL	FFCB	0.390	04/25/16	Anytime	CONT	2,000,000.00	99.900	1,998,000.00	1,998,931.20	99.960	1,999,200.00	391	5	0.440	0.440
3133EEQG8	02/27/15	AGCY BULET	FFCB	0.550	08/17/16			4,000,000.00	100.029	4,001,160.00	4,001,085.88	100.190	4,007,600.00	505		0.530	0.530
3134G56B6	05/30/14	AGCY CALL	FHLMC	0.580	08/26/16	05/26/15	QRTL	3,000,000.00	100.000	3,000,000.00	3,000,000.00	99.770	2,993,100.00	514	56	0.580	0.580
CD-7123	09/04/14	CD	Comerica Bk CD	0.710	09/06/16			10,035,259.89	100.000	10,035,259.89	10,035,259.89	100.000	10,035,259.89	525		0.710	0.710
3133EEFA3	12/23/14	AGCY BULET	FFCB	0.720	12/15/16			7,000,000.00	99.901	6,993,070.00	6,994,019.27	100.080	7,005,600.00	625		0.771	0.771
CD-7917	03/02/15	CD	Comerica Bk CD	0.800	03/02/17			5,000,000.00	100.000	5,000,000.00	5,000,000.00	100.000	5,000,000.00	702		0.800	0.800
<b>Total for Pooled Funds</b>								<b>97,929,459.56</b>	<b>100.089</b>	<b>98,015,999.28</b>	<b>97,942,904.66</b>	<b>100.034</b>	<b>97,962,014.06</b>	<b>283</b>		<b>0.437</b>	<b>0.437</b>
<b>Total for Town of Addison</b>								<b>97,929,459.56</b>	<b>100.089</b>	<b>98,015,999.28</b>	<b>97,942,904.66</b>	<b>100.034</b>	<b>97,962,014.06</b>	<b>283</b>		<b>0.437</b>	<b>0.437</b>



**Town of Addison**  
**Change in Value**  
 From 12/31/2014 to 03/31/2015

CUSIP	Security Type	Security Description	12/31/14 Book Value	Cost of Purchases	Maturities / Calls / Sales	Amortization / Accretion	Realized Gain/(Loss)	03/31/15 Book Value	12/31/14 Market Value	03/31/15 Market Value	Change in Mkt Value
<b>Pooled Funds</b>											
TEXPOOL	LGIP	TexPool	4,609,086.93	525.81	0.00	0.00	0.00	4,609,612.74	4,609,086.93	4,609,612.74	525.81
TEXSTAR	LGIP	TexSTAR	15,687,844.84	12,000,951.81	(20,998,491.88)	0.00	0.00	6,690,304.77	15,687,844.84	6,690,304.77	(8,997,540.07)
CD-3820	CD	Green Bk CD 0.370 01/30/15	5,000,000.00	0.00	(5,000,000.00)	0.00	0.00	0.00	5,000,000.00	0.00	(5,000,000.00)
3130A16W3	AGCY BULET	FHLB 0.125 03/04/15	3,999,668.12	0.00	(4,000,000.00)	331.88	0.00	0.00	3,999,600.00	0.00	(3,999,600.00)
89233HQH0	CP - DISC	Toyota Mtr Cr 0.000 03/17/15	4,997,604.15	0.00	(5,000,000.00)	2,395.85	0.00	0.00	4,998,570.00	0.00	(4,998,570.00)
89233HRQ9	CP - DISC	Toyota Mtr Cr 0.000 04/24/15	4,996,076.40	0.00	0.00	3,125.00	0.00	4,999,201.40	4,997,405.00	4,999,775.00	2,370.00
46640QSS1	CP - DISC	J.P.Morgan Sec 0.000 05/26/15	2,996,737.50	0.00	0.00	2,025.00	0.00	2,998,762.50	2,996,106.00	2,999,184.00	3,078.00
36959JSV6	CP - DISC	GE Capital Corp 0.000 05/29/15	1,498,581.66	0.00	0.00	862.50	0.00	1,499,444.16	1,498,764.00	1,499,710.50	946.50
CD-6655	CD	East West Bk CD 0.245 09/02/15	0.00	5,001,006.94	0.00	0.00	0.00	5,001,006.94	0.00	5,001,006.94	5,001,006.94
CD-5525	CD	East West Bk CD 0.395 09/03/15	4,005,154.51	3,902.79	0.00	0.00	0.00	4,009,057.30	4,005,154.51	4,009,057.30	3,902.79
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	10,068,933.08	13,661.30	0.00	0.00	0.00	10,082,594.38	10,068,933.08	10,082,594.38	13,661.30
3135G0NV1	AGCY BULET	FNMA 0.500 09/28/15	8,011,637.92	0.00	0.00	(3,919.12)	0.00	8,007,718.80	8,014,400.00	8,011,200.00	(3,200.00)
31398A4M1	AGCY BULET	FNMA 1.625 10/26/15	4,040,251.36	0.00	0.00	(12,265.32)	0.00	4,027,986.04	4,045,600.00	4,032,000.00	(13,600.00)
36959JZA4	CP - DISC	GE Capital Corp 0.000 12/10/15	0.00	4,985,483.33	0.00	812.52	0.00	4,986,295.85	0.00	4,985,185.00	4,985,185.00
CD-3820-1	CD	Green Bk CD 0.448 01/30/16	0.00	5,000,000.00	0.00	0.00	0.00	5,000,000.00	0.00	5,000,000.00	5,000,000.00
CD-8583	CD	East West Bk CD 0.395 03/02/16	0.00	5,001,623.54	0.00	0.00	0.00	5,001,623.54	0.00	5,001,623.54	5,001,623.54
3133EDK84	AGCY CALL	FFCB 0.390 04/25/16	1,998,681.48	0.00	0.00	249.72	0.00	1,998,931.20	1,994,400.00	1,999,200.00	4,800.00
3133EEQG8	AGCY BULET	FFCB 0.550 08/17/16	0.00	4,001,160.00	0.00	(74.12)	0.00	4,001,085.88	0.00	4,007,600.00	4,007,600.00
3134G56B6	AGCY CALL	FHLMC 0.580 08/26/16	3,000,000.00	0.00	0.00	0.00	0.00	3,000,000.00	2,995,800.00	2,993,100.00	(2,700.00)
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	10,017,711.81	17,548.08	0.00	0.00	0.00	10,035,259.89	10,017,711.81	10,035,259.89	17,548.08
3133EEFA3	AGCY BULET	FFCB 0.720 12/15/16	6,993,147.49	0.00	0.00	871.78	0.00	6,994,019.27	6,999,300.00	7,005,600.00	6,300.00
CD-7917	CD	Comerica Bk CD 0.800 03/02/17	0.00	5,000,000.00	0.00	0.00	0.00	5,000,000.00	0.00	5,000,000.00	5,000,000.00
<b>Total for Pooled Funds</b>			<b>91,921,117.25</b>	<b>41,025,863.60</b>	<b>(34,998,491.88)</b>	<b>(5,584.31)</b>	<b>0.00</b>	<b>97,942,904.66</b>	<b>91,928,676.17</b>	<b>97,962,014.06</b>	<b>6,033,337.89</b>
<b>Total for Town of Addison</b>			<b>91,921,117.25</b>	<b>41,025,863.60</b>	<b>(34,998,491.88)</b>	<b>(5,584.31)</b>	<b>0.00</b>	<b>97,942,904.66</b>	<b>91,928,676.17</b>	<b>97,962,014.06</b>	<b>6,033,337.89</b>



**Town of Addison**  
**Earned Income**  
 From 12/31/2014 to 03/31/2015

CUSIP	Security Type	Security Description	Beg. Accrued	Interest Earned	Interest Rec'd / Sold / Matured	Interest Purchased	Ending Accrued	Disc Accr / Prem Amort	Net Income
<b>Pooled Funds</b>									
TEXPOOL	LGIP	TexPool	0.00	525.81	525.81	0.00	0.00	0.00	525.81
TEXSTAR	LGIP	TexSTAR	0.00	2,459.93	2,459.93	0.00	0.00	0.00	2,459.93
CD-3820	CD	Green Bk CD 0.370 01/30/15	3,193.15	1,520.54	4,713.69	0.00	0.00	0.00	1,520.54
3130A16W3	AGCY BULET	FHLB 0.125 03/04/15	1,625.00	875.00	2,500.00	0.00	0.00	331.88	1,206.88
89233HQH0	CP - DISC	Toyota Mtr Cr 0.000 03/17/15	0.00	0.00	0.00	0.00	0.00	2,395.85	2,395.85
89233HRQ9	CP - DISC	Toyota Mtr Cr 0.000 04/24/15	0.00	0.00	0.00	0.00	0.00	3,125.00	3,125.00
46640QSS1	CP - DISC	J.P.Morgan Sec 0.000 05/26/15	0.00	0.00	0.00	0.00	0.00	2,025.00	2,025.00
36959JSV6	CP - DISC	GE Capital Corp 0.000 05/29/15	0.00	0.00	0.00	0.00	0.00	862.50	862.50
CD-6655	CD	East West Bk CD 0.245 09/02/15	0.00	1,040.51	1,006.94	0.00	33.57	0.00	1,040.51
CD-5525	CD	East West Bk CD 0.395 09/03/15	43.34	3,902.84	3,902.79	0.00	43.39	0.00	3,902.84
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	2,275.85	13,664.39	13,661.30	0.00	2,278.94	0.00	13,664.39
3135G0NV1	AGCY BULET	FNMA 0.500 09/28/15	10,333.33	10,000.00	20,000.00	0.00	333.33	(3,919.12)	6,080.88
31398A4M1	AGCY BULET	FNMA 1.625 10/26/15	11,736.11	16,250.00	0.00	0.00	27,986.11	(12,265.32)	3,984.68
36959JZA4	CP - DISC	GE Capital Corp 0.000 12/10/15	0.00	0.00	0.00	0.00	0.00	812.52	812.52
CD-3820-1	CD	Green Bk CD 0.448 01/30/16	0.00	3,743.56	0.00	0.00	3,743.56	0.00	3,743.56
CD-8583	CD	East West Bk CD 0.395 03/02/16	0.00	1,677.67	1,623.54	0.00	54.13	0.00	1,677.67
3133EDK84	AGCY CALL	FFCB 0.390 04/25/16	1,430.00	1,950.00	0.00	0.00	3,380.00	249.72	2,199.72
3133EEQ88	AGCY BULET	FFCB 0.550 08/17/16	0.00	2,077.78	0.00	(611.11)	2,688.89	(74.12)	2,003.66
3134G56B6	AGCY CALL	FHLMC 0.580 08/26/16	6,041.67	4,350.00	8,700.00	0.00	1,691.67	0.00	4,350.00
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	5,140.62	17,556.96	17,548.08	0.00	5,149.50	0.00	17,556.96
3133EEFA3	AGCY BULET	FFCB 0.720 12/15/16	2,240.00	12,600.00	0.00	0.00	14,840.00	871.78	13,471.78
CD-7917	CD	Comerica Bk CD 0.800 03/02/17	0.00	3,287.67	0.00	0.00	3,287.67	0.00	3,287.67
<b>Total for Pooled Funds</b>			<b>44,059.07</b>	<b>97,482.66</b>	<b>76,642.08</b>	<b>(611.11)</b>	<b>65,510.76</b>	<b>(5,584.31)</b>	<b>91,898.35</b>
<b>Total for Town of Addison</b>			<b>44,059.07</b>	<b>97,482.66</b>	<b>76,642.08</b>	<b>(611.11)</b>	<b>65,510.76</b>	<b>(5,584.31)</b>	<b>91,898.35</b>



**Town of Addison**  
**Investment Transactions**  
 From 01/01/2015 to 03/31/2015

Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW
<b>Pooled Funds</b>															
<b>Maturities</b>															
01/30/15	01/30/15	CD-3820	CD	Green Bk CD	0.370	01/30/15		5,000,000.00	100.000	5,000,000.00	0.00	5,000,000.00		0.370	
03/04/15	03/04/15	3130A16W3	AGCY BULET	FHLB	0.125	03/04/15		4,000,000.00	100.000	4,000,000.00	0.00	4,000,000.00		0.172	
03/17/15	03/17/15	89233HQH0	CP - DISC	Toyota Mtr Cr		03/17/15		5,000,000.00	100.000	5,000,000.00	0.00	5,000,000.00		0.230	
<b>Total for: Maturities</b>								<b>14,000,000.00</b>		<b>14,000,000.00</b>	<b>0.00</b>	<b>14,000,000.00</b>		<b>0.264</b>	
<b>Purchases</b>															
01/30/15	01/30/15	CD-3820-1	CD	Green Bk CD	0.448	01/30/16		5,000,000.00	100.000	5,000,000.00	0.00	5,000,000.00		0.448	0.448
02/26/15	02/27/15	3133EEQG8	AGCY BULET	FFCB	0.550	08/17/16		4,000,000.00	100.029	4,001,160.00	611.11	4,001,771.11		0.530	0.530
03/02/15	03/02/15	CD-7917	CD	Comerica Bk CD	0.800	03/02/17		5,000,000.00	100.000	5,000,000.00	0.00	5,000,000.00		0.800	0.800
03/02/15	03/02/15	CD-6655	CD	East West Bk CD	0.245	09/02/15		5,000,000.00	100.000	5,000,000.00	0.00	5,000,000.00		0.245	0.245
03/02/15	03/02/15	CD-8583	CD	East West Bk CD	0.395	03/02/16		5,000,000.00	100.000	5,000,000.00	0.00	5,000,000.00		0.395	0.395
03/17/15	03/17/15	36959JZA4	CP - DISC	GE Capital Corp		12/10/15		5,000,000.00	99.710	4,985,483.33	0.00	4,985,483.33		0.391	0.391
<b>Total for: Purchases</b>								<b>29,000,000.00</b>		<b>28,986,643.33</b>	<b>611.11</b>	<b>28,987,254.44</b>		<b>0.466</b>	<b>0.466</b>
<b>Income Payments</b>															
01/04/15	01/06/15	CD-7123	CD	Comerica Bk CD	0.710	09/06/16				0.00	6,040.82	6,040.82			
01/17/15	01/17/15	CD-3620	CD	Comerica Bk CD	0.550	09/17/15				0.00	4,703.44	4,703.44			
01/30/15	01/30/15	CD-3820	CD	Green Bk CD	0.370	01/30/15				0.00	4,713.69	4,713.69			
02/04/15	02/06/15	CD-7123	CD	Comerica Bk CD	0.710	09/06/16				0.00	6,044.46	6,044.46			
02/17/15	02/17/15	CD-3620	CD	Comerica Bk CD	0.550	09/17/15				0.00	4,705.63	4,705.63			
02/26/15	02/26/15	3134G56B6	AGCY CALL	FHLMC	0.580	08/26/16				0.00	8,700.00	8,700.00			
03/04/15	03/04/15	3130A16W3	AGCY BULET	FHLB	0.125	03/04/15				0.00	2,500.00	2,500.00			
03/04/15	03/06/15	CD-7123	CD	Comerica Bk CD	0.710	09/06/16				0.00	5,462.80	5,462.80			
03/17/15	03/17/15	CD-3620	CD	Comerica Bk CD	0.550	09/17/15				0.00	4,252.23	4,252.23			
03/29/15	03/28/15	3135G0NV1	AGCY BULET	FNMA	0.500	09/28/15				0.00	20,000.00	20,000.00			
03/31/15	03/31/15	CD-8583	CD	East West Bk CD	0.395	03/02/16				0.00	1,623.54	1,623.54			
03/31/15	03/31/15	CD-6655	CD	East West Bk CD	0.245	09/02/15				0.00	1,006.94	1,006.94			
03/31/15	03/31/15	CD-5525	CD	East West Bk CD	0.395	09/03/15				0.00	3,902.79	3,902.79			



**Town of Addison**  
**Investment Transactions**  
 From 01/01/2015 to 03/31/2015

Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW	
<b>Pooled Funds</b>																
<b>Total for: Income Payments</b>											<b>0.00</b>	<b>73,656.34</b>	<b>73,656.34</b>			
<b>Capitalized Interest</b>																
01/04/15	01/04/15	CD-7123	CD	Comerica Bk CD	0.710	09/06/16		6,040.82	100.000	6,040.82	0.00	6,040.82				
01/17/15	01/17/15	CD-3620	CD	Comerica Bk CD	0.550	09/17/15		4,703.44	100.000	4,703.44	0.00	4,703.44				
02/04/15	02/04/15	CD-7123	CD	Comerica Bk CD	0.710	09/06/16		6,044.46	100.000	6,044.46	0.00	6,044.46				
02/17/15	02/17/15	CD-3620	CD	Comerica Bk CD	0.550	09/17/15		4,705.63	100.000	4,705.63	0.00	4,705.63				
03/04/15	03/04/15	CD-7123	CD	Comerica Bk CD	0.710	09/06/16		5,462.80	100.000	5,462.80	0.00	5,462.80				
03/17/15	03/17/15	CD-3620	CD	Comerica Bk CD	0.550	09/17/15		4,252.23	100.000	4,252.23	0.00	4,252.23				
03/31/15	03/31/15	CD-8583	CD	East West Bk CD	0.395	03/02/16		1,623.54	100.000	1,623.54	0.00	1,623.54				
03/31/15	03/31/15	CD-6655	CD	East West Bk CD	0.245	09/02/15		1,006.94	100.000	1,006.94	0.00	1,006.94				
03/31/15	03/31/15	CD-5525	CD	East West Bk CD	0.395	09/03/15		3,902.79	100.000	3,902.79	0.00	3,902.79				
<b>Total for: Capitalized Interest</b>								<b>37,742.65</b>		<b>37,742.65</b>	<b>0.00</b>	<b>37,742.65</b>				



**Town of Addison**  
**Investment Transactions**  
 From 01/01/2015 to 03/31/2015

Trade Date	Settle Date	CUSIP	Security Type	Security Description	Coupon	Mty Date	Call Date	Par Value	Price	Principal Amount	Int Purchased / Received	Total Amount	Realized Gain / Loss	YTM	YTW
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**Total for All Portfolios**

Transaction Type	Quantity	Total Amount	Realized G/L	YTM	YTW
Total Maturities	14,000,000.00	14,000,000.00		0.264	
Total Purchases	29,000,000.00	28,987,254.44		0.466	0.466
Total Income Payments	0.00	73,656.34			
Total Capitalized Interest	37,742.65	37,742.65			



**Town of Addison**  
**Amortization and Accretion**  
 From 12/31/2014 to 03/31/2015

CUSIP	Settle Date	Security Type	Security Description	Next Call Date	Purchase Qty	Orig Price	Original Cost	Amrt/Accr for Period	Total Amrt/Accr Since Purch	Remaining Disc / Prem	Book Value
<b>Pooled Funds</b>											
CD-3820	01/29/14	CD	Green Bk CD 0.370 01/30/15		0.00	100.000	0.00	0.00	0.00	0.00	0.00
3130A16W3	03/26/14	AGCY BULET	FHLB 0.125 03/04/15		0.00	99.955	0.00	331.88	0.00	0.00	0.00
89233HQH0	06/20/14	CP - DISC	Toyota Mtr Cr 0.000 03/17/15		0.00	99.828	0.00	2,395.85	0.00	0.00	0.00
89233HRQ9	07/29/14	CP - DISC	Toyota Mtr Cr 0.000 04/24/15		5,000,000.00	99.813	4,990,659.72	3,125.00	8,541.68	798.60	4,999,201.40
46640QSS1	12/23/14	CP - DISC	J.P.Morgan Sec 0.000 05/26/15		3,000,000.00	99.885	2,996,535.00	2,025.00	2,227.50	1,237.50	2,998,762.50
36959JSV6	09/03/14	CP - DISC	GE Capital Corp 0.000 05/29/15		1,500,000.00	99.829	1,497,431.67	862.50	2,012.49	555.84	1,499,444.16
CD-6655	03/02/15	CD	East West Bk CD 0.245 09/02/15		5,001,006.94	100.000	5,001,006.94	0.00	0.00	0.00	5,001,006.94
CD-5525	09/03/14	CD	East West Bk CD 0.395 09/03/15		4,009,057.30	100.000	4,009,057.30	0.00	0.00	0.00	4,009,057.30
CD-3620	09/17/13	CD	Comerica Bk CD 0.550 09/17/15		10,082,594.38	100.000	10,082,594.38	0.00	0.00	0.00	10,082,594.38
3135G0NV1	03/26/14	AGCY BULET	FNMA 0.500 09/28/15		8,000,000.00	100.295	8,023,600.00	(3,919.12)	(15,881.20)	(7,718.80)	8,007,718.80
31398A4M1	10/07/13	AGCY BULET	FNMA 1.625 10/26/15		4,000,000.00	102.515	4,100,600.00	(12,265.32)	(72,613.96)	(27,986.04)	4,027,986.04
36959JZA4	03/17/15	CP - DISC	GE Capital Corp 0.000 12/10/15		5,000,000.00	99.710	4,985,483.33	812.52	812.52	13,704.15	4,986,295.85
CD-3820-1	01/30/15	CD	Green Bk CD 0.448 01/30/16		5,000,000.00	100.000	5,000,000.00	0.00	0.00	0.00	5,000,000.00
CD-8583	03/02/15	CD	East West Bk CD 0.395 03/02/16		5,001,623.54	100.000	5,001,623.54	0.00	0.00	0.00	5,001,623.54
3133EDK84	04/25/14	AGCY CALL	FFCB 0.390 04/25/16		2,000,000.00	99.900	1,998,000.00	249.72	931.20	1,068.80	1,998,931.20
3133EEQG8	02/27/15	AGCY BULET	FFCB 0.550 08/17/16		4,000,000.00	100.029	4,001,160.00	(74.12)	(74.12)	(1,085.88)	4,001,085.88
3134G56B6	05/30/14	AGCY CALL	FHLMC 0.580 08/26/16	05/26/15	3,000,000.00	100.000	3,000,000.00	0.00	0.00	0.00	3,000,000.00
CD-7123	09/04/14	CD	Comerica Bk CD 0.710 09/06/16		10,035,259.89	100.000	10,035,259.89	0.00	0.00	0.00	10,035,259.89
3133EEFA3	12/23/14	AGCY BULET	FFCB 0.720 12/15/16		7,000,000.00	99.901	6,993,070.00	871.78	949.27	5,980.73	6,994,019.27
CD-7917	03/02/15	CD	Comerica Bk CD 0.800 03/02/17		5,000,000.00	100.000	5,000,000.00	0.00	0.00	0.00	5,000,000.00
<b>Total for Pooled Funds</b>					<b>86,629,542.05</b>		<b>86,716,081.77</b>	<b>(5,584.31)</b>	<b>(73,094.62)</b>	<b>(13,445.10)</b>	<b>86,642,987.15</b>
<b>Total for Town of Addison</b>					<b>86,629,542.05</b>		<b>86,716,081.77</b>	<b>(5,584.31)</b>	<b>(73,094.62)</b>	<b>(13,445.10)</b>	<b>86,642,987.15</b>



**Town of Addison**  
**Projected Cash Flows**  
*Cash Flows for next 180 days from 03/31/2015*

CUSIP	Security Type	Security Description	Pay Date	Interest	Principal	Total Amount
<b>Pooled Funds</b>						
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	04/06/15	5,937.52	0.00	5,937.52
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	04/17/15	4,709.81	0.00	4,709.81
89233HRQ9	CP - DISC	Toyota Mtr Cr 0.000 04/24/15	04/24/15	0.00	5,000,000.00	5,000,000.00
3133EDK84	AGCY CALL	FFCB 0.390 04/25/16	04/25/15	3,900.00	0.00	3,900.00
31398A4M1	AGCY BULET	FNMA 1.625 10/26/15	04/26/15	32,500.00	0.00	32,500.00
CD-3820-1	CD	Green Bk CD 0.448 01/30/16	04/30/15	5,523.28	0.00	5,523.28
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	05/06/15	5,937.52	0.00	5,937.52
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	05/17/15	4,557.88	0.00	4,557.88
46640QSS1	CP - DISC	J.P.Morgan Sec 0.000 05/26/15	05/26/15	0.00	3,000,000.00	3,000,000.00
36959JSV6	CP - DISC	GE Capital Corp 0.000 05/29/15	05/29/15	0.00	1,500,000.00	1,500,000.00
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	06/06/15	5,937.52	0.00	5,937.52
3133EEFA3	AGCY BULET	FFCB 0.720 12/15/16	06/15/15	25,200.00	0.00	25,200.00
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	06/17/15	4,709.81	0.00	4,709.81
CD-5525	CD	East West Bk CD 0.395 09/03/15	06/30/15	3,955.09	0.00	3,955.09
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	07/06/15	5,937.52	0.00	5,937.52
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	07/17/15	4,557.88	0.00	4,557.88
CD-3820-1	CD	Green Bk CD 0.448 01/30/16	07/30/15	5,584.65	0.00	5,584.65
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	08/06/15	5,937.52	0.00	5,937.52
3133EEQG8	AGCY BULET	FFCB 0.550 08/17/16	08/17/15	11,000.00	0.00	11,000.00
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	08/17/15	4,709.81	0.00	4,709.81
3134G56B6	AGCY CALL	FHLMC 0.580 08/26/16	08/26/15	8,700.00	0.00	8,700.00
CD-5525	CD	East West Bk CD 0.395 09/03/15	09/03/15	2,817.32	4,005,154.51	4,007,971.83
CD-7123	CD	Comerica Bk CD 0.710 09/06/16	09/06/15	5,937.52	0.00	5,937.52
CD-3620	CD	Comerica Bk CD 0.550 09/17/15	09/17/15	4,709.81	10,082,594.38	10,087,304.19
<b>Total for Pooled Funds</b>				<b>162,760.46</b>	<b>23,587,748.89</b>	<b>23,750,509.35</b>



**Town of Addison**  
**Projected Cash Flows**  
*Cash Flows for next 180 days from 03/31/2015*

CUSIP	Security Type	Security Description	Pay Date	Interest	Principal	Total Amount
<b>Total for All Portfolios</b>						
			April 2015	52,570.61	5,000,000.00	5,052,570.61
			May 2015	10,495.40	4,500,000.00	4,510,495.40
			June 2015	39,802.42	0.00	39,802.42
			July 2015	16,080.05	0.00	16,080.05
			August 2015	30,347.33	0.00	30,347.33
			September 2015	13,464.65	14,087,748.89	14,101,213.54
<b>Total Projected Cash Flows for Town of Addison</b>				<b>162,760.46</b>	<b>23,587,748.89</b>	<b>23,750,509.35</b>

AI-1067

R6

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Parks & Recreation

**Council Goals:** Create raving fans of the Addison Experience.

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**AGENDA CAPTION:**

**PUBLIC HEARING.** Public hearing, discuss, consider and take action regarding an ordinance establishing standards of care for youth recreation programs conducted by the Town for elementary age children ages 5 through 13; providing for compliance with Section 42.041(b)(14) of the Texas Human Resources Code.

**BACKGROUND:**

Annual adoption of the Standards of Care by ordinance after a public hearing is required per Section 42.041(b)(14) of the Texas Human Resources Code. Council approval is requested of an ordinance to adopt Standards of Care for all youth programs for children ages 5 through 13 including, but not limited to the Summer Camp Program and the Spring Break Program at the Addison Athletic Club.

The attached ordinance was adopted last year by the Council, with no changes. The ordinance is intended to provide minimum standards for youth programs as required by Section 42.041 of the Texas Human Resources Code, which addresses guidelines for operating youth programs by the Town of Addison Parks and Recreation Department.

The document provides minimum standards for operating youth programs such as hiring of program staff, enrollment guidelines, discipline, health and safety. The document also addresses programming and providing activities that promote emotional, social, and mental growth. In addition to meeting the requirements of the Human Resources Code, staff finds the Standards of Care document to be a useful tool to provide quality recreation programs to the youth and families of the Town.

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

Standards of Care 2015 Ordinance

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**TOWN OF ADDISON, TEXAS**

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS ESTABLISHING STANDARDS OF CARE FOR YOUTH RECREATION PROGRAMS CONDUCTED BY THE CITY FOR ELEMENTARY AGE CHILDREN AGES 5 THROUGH 13; PROVIDING FOR COMPLIANCE WITH STATE LAW; PROVIDING A SAVINGS CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Addison, Texas (the “City”) is a home rule municipality pursuant to article 11, section 5 of the Texas Constitution and its Home Rule Charter; and

**WHEREAS**, the City operates recreation programs for children, including elementary age children (ages 5 through 13); and

**WHEREAS**, Section 42.041 of the Texas Human Resources Code provides that no person may operate a child-care facility or a child-placing agency without a license issued by the Texas Department of Family and Protective Services, but provides an exception from that requirement in Section 42.041(b)(14) of the said Code for an elementary-age (ages 5 through 13) recreation program operated by a municipality, provided the governing body of the municipality annually adopts standards of care by ordinance after a public hearing for such programs; and

**WHEREAS**, the City Council held a public hearing on May 13, 2014 regarding standards of care for its recreation program for elementary age children (ages 5 through 13) and thereafter passed and approved Ordinance No. 014-023 that adopted such standards of care; and

**WHEREAS**, in accordance with Section 42.041(b)(14) of the Human Resources Code, on May 12, 2015 the City Council conducted an annual public hearing regarding the adoption of standards of care for its recreation programs for elementary age children (ages 5 through 13) as set forth herein, and following such public hearing the City Council desires by this Ordinance to adopt such standards of care.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

Section 1. The standards of care set forth in Exhibit A attached hereto and made a part of this Ordinance for all purposes (the “Standards of Care”) are hereby adopted as the standards of care for all elementary age (ages 5 through 13) recreation programs operated by the Town of Addison, Texas (collectively “Programs” and each a “Program”), including, without limitation, any summer camp program or any spring break program.

Section 2. All Programs are to be operated by the City’s Department of Parks and Recreation (“Department”). The Director of the Department, or the Director’s designee, (individually or collectively, the “Director”), shall administer the Programs in accordance with the Standards of Care. The Director may adopt rules in writing relating to the operation of Programs, which rules may be more restrictive than the Standards of Care. The Programs shall be operated in accordance with the Standards of Care (or, in the event the Director adopts rules that are more restrictive than the Standards of Care, in accordance with such rules).

Section 3. The Director of Parks and Recreation (“Director”) for the Town of Addison, Texas (“City”), or the Director’s designee, shall provide the Standards of Care to the parents of each Program participant (and, in the event the Director adopts rules that are more restrictive than the Standards of Care, shall provide such rules to the parents of each Program participant). Further, the Director, or the Director’s designee, shall inform the parents of each Program participant that the Program is not licensed by the State of Texas.

Section 4. The Program shall not be advertised as a child-care facility.

Section 5. The Director is authorized to take any and all steps, if any, as may be necessary to confirm the Program’s exemption from State law as set forth in Section 42.041 of the Texas Human Resources Code.

Section 6. The above and foregoing recitals and premises to this Ordinance are true and correct and are incorporated herein and made a part hereof for all purposes.

Section 7. This Ordinance shall be cumulative of all other ordinances of the City and shall not repeal any of the provisions of those ordinances except in those instances where the provisions of those ordinances are in direct conflict with the provisions of this Ordinance.

Section 8. The provisions of this Ordinance are severable, and if any section or provision of this Ordinance or the application of any section or provision to any person, firm, corporation, entity, situation or circumstance is for any reason adjudged invalid or held unconstitutional by a court of competent jurisdiction, the same shall not affect the validity of any other section or provision of this Ordinance or the application of any other section or provision to any other person, firm, corporation, entity, situation or circumstance, and the City Council declares that it would have adopted the valid portions of this Ordinance adopted herein without the invalid or unconstitutional parts and to this end the provisions of this Ordinance adopted herein shall remain in full force and effect.

Section 9. This Ordinance shall take effect upon its passage and approval.

**PASSED AND APPROVED** by the City Council of the Town of Addison, Texas this the 12th day of May, 2015.

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Todd Meier, Mayor

**ATTEST:**

By: \_\_\_\_\_  
Chelsea Gonzalez, City Secretary

**APPROVED AS TO FORM:**

By: \_\_\_\_\_  
Brenda N. McDonald, City Attorney

**EXHIBIT A  
TO ORDINANCE NO. \_\_\_\_\_**

**STANDARDS OF CARE  
FOR ELEMENTARY AGE (5 – 13) RECREATION PROGRAMS**

The following Standards of Care are adopted in compliance with Section 42.041(b)(14) of the Texas Human Resources Code. The Standards of Care herein set forth herein are intended to be minimum standards applicable to all elementary age (ages 5 through 13) recreation Programs operated by the Town of Addison Parks and Recreation Department, including, without limitation, any summer camp program and any spring break program. The Programs are not licensed by the State of Texas, and shall not be advertised as a child-care facility.

**GENERAL ADMINISTRATION**

1. Organization.
  - A. The governing body of the Youth Programs is the City Council of the Town of Addison, Texas.
  - B. Implementation of the Youth Programs Standards of Care is the responsibility of the Parks and Recreation Department Director or his or her designee and Department employees.
  - C. These Standards of Care will apply to all Programs, including, without limitation, the Summer Camp Program and Spring Break Program.
  - D. Each Program Site will have available for public and staff review a current copy of the Standards of Care.
  - E. Parents of participants will be provided a current copy of the Standards of Care during the registration process for a Program. Further, a copy of the Standards of Care shall be placed online on the City's primary website.
  - F. Criminal background checks will be conducted on prospective Program employees. If results of a criminal background check indicate that a prospective Program employee has been arrested, charged with, or convicted of any of the following offenses, the prospective Program employee will not be considered for employment:
    - (1) a felony or a misdemeanor classified as an offense against a person or family member;
    - (2) a felony or misdemeanor classified as public indecency;
    - (3) any offense for which a person is required to register as a sex

offender under Chapter 62, Texas Code of Criminal Procedure;

- (4) a felony or misdemeanor violation of any law intended to control the possession or distribution of any controlled substance;
- (5) any offense involving moral turpitude;
- (6) any offense that would, in the Director's sole opinion, potentially put youth participants or the City at risk.

2. Definitions. For purposes of these Standards of Care, the following words shall have the respective meanings ascribed to them:

- A. *City* means the Town of Addison, Texas.
- B. *City Council* means the City Council of the City.
- C. *Department* means the Parks and Recreation Department of the City.
- D. *Director* means the Parks and Recreation Department Director of the City or his or her designee.
- E. *Employee(s)* means people who have been hired to work for the Town of Addison and have been assigned responsibility for managing, administering, or implementing some portion of a Program.
- F. *Parent(s)* means one or both parent(s) or adults who have legal custody and authority to enroll their child(ren) in a Program.
- G. *Participant* means a youth whose parent(s) have completed all required registration procedures and determined to be eligible for a Program.
- H. *Programs* means all (and *Program* means any of the) elementary age (ages 5 through 13) recreation programs operated by the Department, including, without limitation, the City Summer Camp Program (*Summer Camp Program*) and the City Spring Break Camp Program (*Spring Break Program*).
- I. *Program Coordinator or Coordinator* means a full-time Department employee who is a recreation coordinator and has been assigned administrative responsibility for the Programs.
- J. *Program Manual* means a notebook of policies, procedures, required forms, and organizational and programming information relevant to each Program.
- K. *Program Site* means area and facilities where a Program is held, consisting

of the Addison Athletic Club, 3900 Beltway Drive, Addison, Texas 75001.

- L. *Program Summer Camp Counselor* or *Counselor* means a Department part-time or seasonal employee who has been assigned responsibility by the Recreation Manager to implement the City's Summer Camp Program.
  - M. *Recreation Manager* means a full-time Department employee and who oversees the Program Coordinator and the operation of all Programs.
3. Inspections/Monitoring/Enforcement.
- A. A written inspection report will be prepared by the Program Coordinator each month to confirm the Standards of Care are being adhered to.
    - (1) Each monthly inspection report will be sent by the Program Coordinator to the Recreation Manager for review and kept on record in accordance with the City's records retention policy.
    - (2) The Recreation Manager will review the report and establish deadlines and criteria for compliance with the Standards of Care where failure to comply is determined.
  - B. The Recreation Manager will make visual inspections of the Programs based on the following schedule:
    - (1) The Summer Camp Program will be inspected a minimum of two times during the Summer Camp Program's schedule.
    - (2) The Spring Break Camp Program will be inspected at least once during the Spring Break Camp Program schedule.
    - (3) Each other Program will be inspected at least once each week during the schedule for the Program.
  - C. Complaints regarding enforcement of the Standards of Care will be directed to the Coordinator. The Coordinator will be responsible to take the necessary steps to address any complaints and to resolve the problem(s), if any. Complaints regarding enforcement of the Standards of Care and their resolution will be recorded in writing by the Coordinator. All complaints regarding enforcement of the Standards of Care where a deficiency is determined will be forwarded to the Recreation Manager, with the complaint and the resolution noted.
4. Enrollment. Before a child can be enrolled in a Program, the parents must sign registration forms that contain the following information about the child:
- A. name, address, home telephone number;

- B. name and address of parent(s) and telephone number(s) during Program hours;
  - C. the names and telephone numbers of people to whom the child can be released;
  - D. a statement of the child's physical health, including a physician's signed statement and current immunization (shot) records, detailing any special problems or needs of the child;
  - E. proof of residency within the City when appropriate; and
  - F. a fully executed liability waiver and release.
5. Suspected Abuse.

Program employees will report suspected child abuse or neglect in accordance with the Texas Family Code. In the case where an employee is involved in an incident with a child that could be construed as child abuse, the incident must be reported immediately to the Recreation Manager. The Recreation Manager will then immediately notify the Director, the City Police Department, and any other agency as may be appropriate.

Texas state law requires the employees of the Programs to report any suspected abuse or neglect of a child to the Texas Department of Protective and Regulatory Services or a law enforcement agency. Failure to report suspected abuse is punishable by fines up to \$1,000 and/or confinement up to 180 days. Confidential reports may be made by calling 1-800-252-5400.

**STAFFING - RESPONSIBILITIES AND TRAINING**

- 1. Program Coordinator Qualifications.
  - A. The Coordinator will be a full-time, professional employee of the Department.
  - B. The Coordinator must be at least 21 years old
  - C. The Coordinator must have received a bachelor's degree from an accredited college or university. Acceptable degrees include:
    - (1) Recreation Administration or General Recreation;
    - (2) Physical Education; and
    - (3) Any other comparable degree plan or experience that would lend itself to working in a public recreation environment.

- D. The Coordinator must have at least two years experience planning and implementing recreational activities.
  - E. The Coordinator must pass a background investigation, including, including testing for alcohol and illegal and unauthorized drugs.
  - F. The Coordinator must have successfully completed a course in first aid and cardio pulmonary resuscitation (CPR) based on either American Heart Association or American Red Cross standards.
2. Coordinator's Responsibilities.
- A. The Coordinator is responsible to administer the Programs' daily operations in compliance with the adopted Standards of Care.
  - B. The Coordinator is responsible to recommend for hire, supervise, and evaluate Program seasonal employees.
  - C. The Coordinator is responsible to plan, implement, and evaluate Programs.
3. Program Summer Camp Counselor Qualifications.
- A. Counselors will be part-time or seasonal employees of the Department.
  - B. Counselors working with children must be age 18 or older.
  - C. Counselors must be able to consistently exhibit competency, good judgment, and self-control when working with children.
  - D. Counselors must relate to children with courtesy, respect, tolerance, and patience.
  - E. Counselors must have successfully completed a course in first aid and CPR based on either American Heart Association or American Red Cross standards.
  - F. Counselors must pass a background investigation, including testing for alcohol and illegal and unauthorized drugs.
4. Counselor Responsibilities.
- A. Counselors will be responsible to provide Program participants with an environment in which they can feel safe, can enjoy wholesome recreation activities, and can participate in appropriate social opportunities with their peers.
  - B. Counselors will be responsible to know and follow all City, Department,

and Program standards, policies, and procedures that apply to the Program.

- C. Counselors must ensure that Program participants are released only to a parent or an adult designated by the parent. The Program Site will have a copy of the approved plan to verify the identity of a person authorized to pick up a Program participant if that person is not known to the Counselor.

5. Training/Orientation.

- A. The Department is responsible for providing training and orientation to Program employees working with children and for specific job responsibilities. The Coordinator will provide each Counselor with a Program manual specific to the applicable Program.
- B. Program employees must be familiar with the Standards of Care for Program operation as adopted by the City Council.
- C. Program employees must be familiar with the Program's policies, including discipline, guidance, and release of Program participants as outlined in the Program Manual.
- D. Program employees will be trained in appropriate procedures to handle emergencies.
- E. Program employees will be trained in areas including City, Department, and Program policies and procedures, provision of recreation activities, safety issues, and organization goals.
- F. Program employees will be required to sign an acknowledgement that they received the required training.

**OPERATIONS**

1. Staff-Participant Ratio.

- A. The standard ratio of Program participants to employees will be 15 to 1. In the event an employee assigned to a Program is unable to report to the Program Site, a replacement will be assigned.
- B. Each participant shall have a Program employee who is responsible for the participant and who is aware of the participant's habits, interests, and any special problems as identified by the participant's parent(s) during the registration process.

2. Discipline.

- A. Program employees will implement discipline and guidance in a consistent

manner based on the best interests of Program participants.

- B. There must be no cruel, harsh or corporal punishment or treatment used a method of discipline.
- C. Program employees may use brief, supervised separation from the group if necessary.
- D. As necessary, Program employees will initiate discipline reports to the parent(s) of participants. Parents will be asked to sign discipline reports to indicate they have been advised about specific problems or incidents.
- E. A sufficient number and/or severe nature of discipline reports as detailed in the Program Manual may result in a participant being suspended or removed from the Program or all Programs.
- F. In instances where there is a danger to participants or employees, offending participants will be removed from the Program Site as soon as possible.

3. Programming.

- A. Program employees will attempt to provide activities for each Program group according to the participants' ages, interests, and abilities. The activities must be appropriate to participants' health, safety, and well-being. The activities also must be flexible and promote the participants' emotional, social, and mental growth.
- B. Program employees will attempt to provide indoor and outdoor time periods that include:
  - (1) alternating active and passive activities;
  - (2) opportunity for individual and group activities, and
  - (3) outdoor time each day weather permits.
- C. Program employees will be attentive and considerate of participants' safety on field trips and during any transportation provided by the Program.
  - (1) During trips, Program employees supervising participants must have immediate access to emergency medical forms and emergency contact information for each participant.
  - (2) Program employees must have a written list of the participants in the Program group and must check the roll frequently.
  - (3) Program employees must have first aid supplies and a guide to first

aid and emergency care available on field trips.

4. Communication.

- A. The Program Site will have a cell phone to allow the Program employees to be contacted by Department recreation employees and vice versa.
- B. The Coordinator will post the following telephone numbers adjacent to a telephone accessible to all Program employees:
  - (1) City ambulance or emergency medical services;
  - (2) City Police Department
  - (3) City Fire Department
  - (4) The Addison Athletic Club front desk; and
  - (5) Numbers at which parents may be reached.

5. Transportation.

- A. Before a participant may be transported to and from City-sponsored activities, a transportation form, completed by the parent of the participant, must be filed with the Coordinator.
- B. First aid supplies and a first aid and emergency care guide will be available in all Program vehicles that transport children.
- C. Program employees will carry a cell phone at all times.

**FACILITY STANDARDS**

1. Safety.

- A. Program employees will inspect Program Sites daily to detect sanitation and safety concerns that might affect the health and safety of the participants.
- B. Buildings, grounds, and equipment on the Program Site will be inspected, cleaned, repaired, and maintained to protect the health of the participants.
- C. Program equipment and supplies must be safe for the participants' use.
- D. Program employees must have first aid supplies readily available at the Program Site, during transportation to an off-site activity, and for the duration of any off-site activity.

2. Fire.

- A. In case of fire, danger of fire, explosion, or other emergency, Program employees' first priority is to evacuate the participants to a designated safe area.
- B. The Program Site will have an annual fire inspection by the local Fire Marshal, and the resulting report will detail any safety concerns observed. The report will be forwarded to the Recreation Manager who will review and establish deadlines and criteria for compliance if any deficiencies or concerns are determined to exist.
- C. The Program Site must have at least one fire extinguisher readily available to all Program employees. All Program employees will be trained in the proper use of fire extinguishers.
- D. Fire drills will be initiated at Program Sites based on the following schedule:
  - (1) Summer Camp Program: A fire drill twice during the session.
  - (2) Spring Break Camp Program: A fire drill once during the session.
  - (3) Other Programs: A fire drill at least once during the session.

3. Health.

- A. Illness or Injury.
  - (1) A participant who is considered to be a health or safety concern to other participants or employees will not be admitted to a Program.
  - (2) Illnesses and injuries will be handled in a manner to protect the health of all participants and employees.
  - (3) Program employees will follow plans to provide emergency care for injured participants with symptoms of an acute illness as specified in the Program Manual.
  - (4) Program employees will follow the recommendation of the Texas Department of Health concerning the admission or readmission of any participant after a communicable disease.
- B. Program employees will administer medication (limited only to an epinephrine pen (auto-injector) and an asthma inhaler) to participants only if:
  - (1) Parent(s) complete and sign a medication form provided by the Town (to include, among other things, an indemnity and hold

harmless provision, and a waiver and release provision) that provides authorization for Program employees to dispense the medication, with details as to time and dosages.

- (2) The medication is in its original container labeled with the participant's name, a date, directions, and the physician's name. Program employees will administer the medication only as stated on the label. Program employees will not administer medication after the medication's expiration date.

Program employees will not administer any other medication.

C. Toilet Facilities.

- (1) The Program Site will have inside toilets located and equipped so participants can use them independently and Program employees can supervise as needed.
- (2) An appropriate and adequate number of lavatories will be provided.

D. Sanitation.

- (1) The Program facilities will have adequate light, ventilation, and heat.
- (2) The Program will have an adequate supply of water meeting the standards of the Texas Department of Health for drinking water and ensure that it will be supplied to the participants in a safe and sanitary manner.
- (3) Program employees will see that garbage is removed from buildings daily.

AI-1120

R7

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Infrastructure- Development Services

**Council Goals:** Create and implement a Comprehensive Land Use/Revitalization Plan

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**AGENDA CAPTION:**

**PUBLIC HEARING** Case 1712-SUP/Rio Mambo. Public hearing, discuss, consider and take action regarding an ordinance changing the zoning on property located at 4021 Belt Line Road Suite 109, which property is currently zoned LR, Local Retail, by approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, on application from Rio Mambo Restaurant, represented by Mr. Brent Johnson.

**BACKGROUND:**

**COMMISSION FINDINGS:**

The Addison Planning and Zoning Commission, meeting in regular session on April 21, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 4021 Belt Line Road Suite 109, which property is currently zoned Local Retail, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following conditions:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Ennis, Morgan, Oliver, Robbins, Robinson

Voting Nay: none

Absent: Smith

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

1712-SUP Council Packet

Ordinance O15-009

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# 1712-SUP

**PUBLIC HEARING** Case 1712-SUP/Rio Mambo. Public hearing, discuss, consider and take action on a recommendation regarding an ordinance approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, on the property located at 4021 Belt Line Road Suite 109, on application from Rio Mambo Restaurant, represented by Mr. Brent Johnson.





April 17, 2015

## STAFF REPORT

RE: Case 1712-SUP/Rio Mambo

LOCATION: 4021 Belt Line Road Suite 109

REQUEST: Approval of a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only

APPLICANT: Rio Mambo Restaurant, represented by Mr. Brent Johnson

## DISCUSSION:

Background: This case is for a lease space within the Belt Line Square shopping center. The site was originally zoned from Industrial-1 to Local Retail in 1980 and developed in 1981. In 2013, the property was acquired by its current owners and underwent extensive exterior renovations.

Suite 109 was originally occupied as a People's Restaurant through Ordinance 762, originally approved on January 5, 1982. It operated for several years as a People's and was then taken over by Humperdink's Restaurant. That concept operated in the space until it relocated to its current location at 3820 Belt Line Road. After Humperdink's moved out, the space was then used by Christina's Mexican Restaurant, which eventually moved out of the space in 2008. Most recently, this space was occupied by Tambu Restaurant, but has been vacant for several years.

Rio Mambo is a concept out of Fort Worth with five existing locations spread around the western half of the Metroplex. The concept is a casual tex-mex restaurant and bar. The term "Rio" is the Spanish noun for "river." "Mambo" has two etymologies, being either a Spanish noun referring to the popular dance style or a Haitian Creole noun meaning "voodoo priestess."

Proposed Plan: The applicant is proposing to make major modifications to the interior of the space. A new demising wall will be installed on the western edge of the space to reduce the square footage of the interior of the restaurant. The plan also calls for the

relocation of the bar from the back of the space to a more centralized area. The interior of the space is approximately 6,337 square feet with bar seating for 11 and dining seating for 190.

The plans also call for the addition of a 1,365 square foot patio with seating for 92 people. The patio would be constructed over a portion of what is currently landscaped area.

Exterior Facades: The exterior of the building was recently improved as part of the center's renovation. The façade is beige stucco with stone accents.

Parking: The center is zoned Local Retail. Since the other restaurant uses on the site do not constitute over 40% of the total square footage of the center, this space will receive the mixed use ratio of 1 space per 100 square feet. Given the total square footage of the restaurant and patio, the use will require 78 parking spaces. The site has a total of 233 spaces and can accommodate the spaces required for this use.

Landscaping: The site does not meet the current requirements of the Landscaping Code because it was developed prior to the current standards. During the renovation process, the owner worked closely with the Parks Department to maximize their landscape coverage and quantities recognizing the limitations of the site. While this plan alters that slightly with the addition of the patio, the owner is proposing to install grasscrete in a few parking spaces to compensate for the area lost to the patio. Grasscrete is a permeable concrete that allows grass to grow through it while still providing support for vehicles to park on it. The Parks Department is comfortable with allowing them to use this towards their coverage calculation in order to maintain the same coverage they had prior to this project.

Signage: The applicant should be aware that all signs must be permitted under the requirements of the Addison Sign Ordinance, which is separate from the zoning approval process. The applicant should also be aware that the Town has a policy against the use of any terms, such as "bar" or "tavern", or any graphic depictions that denote alcoholic beverages, in exterior signs.

#### RECOMMENDATION: APPROVAL

Rio Mambo will be a positive addition to Addison's restaurant community and add vibrancy to this mostly vacant center. Staff recommends approval of the request for a Special Use Permit for a restaurant, and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, subject to the following condition:

- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signs.

## Land Use Analysis

### Attributes of Success Matrix

Rio Mambo, 4021 Belt Line Road Suite 109

1712-SUP

Attribute	Comment	Score
Competitive	Restaurants west of Midway Road have mixed levels of success. This center is currently mostly vacant. The hope is that his will help catalyze further occupancy in the center.	
Safe	The project will be safe.	
Functional	The site is functional.	
Visually Appealing	The building was recently renovated. Additional landscaping will be installed following the completion of the Belt Line utility undergrounding.	
Supported with Amenities	The restaurant will be supported by the adjacent residential and office uses.	
Environmentally Responsible	This us is a good re-use of an existing space.	
Walkable	The pedestrian improvements contemplated in the Belt Line Utility undergrounding will improve pedestrian connectivity.	
<b>Overall Assessment</b>	<b>Rio Mambo appears to be a quality operator that could help reinvigorate this center.</b>	

Case 1712-SUP/Rio Mambo  
April 21, 2015

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on April 21, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 4021 Belt Line Road Suite 109, which property is currently zoned Local Retail, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following conditions:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Ennis, Morgan, Oliver, Robbins, Robinson

Voting Nay: none

Absent: Smith

**TOWN OF ADDISON, TEXAS**

**ORDINANCE NO. 015-009**

**AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS, AMENDING THE COMPREHENSIVE ZONING ORDINANCE TO REPEAL ORDINANCE NO. 010-001 AND TO GRANT SPECIAL USE PERMITS FOR A RESTAURANT AND THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISES CONSUMPTION, ON APPLICATION OF RIO MAMBO RESTAURANT, FOR PROPERTY LOCATED AT 4021 BELT LINE ROAD SUITE 109; PROVIDING A PENALTY NOT TO EXCEED TWO THOUSAND AND NO/100 DOLLARS (\$2,000.00) FOR EACH OFFENSE AND A SEPARATE OFFENSE SHALL BE DEEMED COMMITTED EACH DAY DURING OR ON WHICH A VIOLATION OCCURS OR CONTINUES; SAVINGS, SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the property located at 4021 Belt Line Road is part of the Belt Line Square development and is zoned as Local Retail; and

**WHEREAS**, after due deliberations and consideration of the recommendation of the Planning and Zoning Commission, the information received at a public hearing, and other relevant information and materials, the City Council of the Town of Addison, Texas finds that this ordinance promotes the general welfare and safety of this community.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

**Section 1.** That the recitals and findings set forth above are hereby found to be true and correct and incorporated as if fully set forth herein.

**Section 2.** That Ordinance No. 010-001 is repealed.

**Section 3.** That a Special Use Permit authorizing a restaurant, on the property located at 4021 Belt Line Road Suite 109, are hereby granted subject to the following conditions:

- (a) Prior to the issuance of a Certificate of Occupancy, said Property shall be improved in accordance with the site plan, floor plan, landscape plan, and the elevation drawings, which are attached hereto as **Exhibit A** and made a part hereof for all purposes.
- (b) The Special Use Permit granted herein for a restaurant with the sale of alcoholic beverages for on-premises consumption only shall be limited to that particular area designated on the final site plan as encompassing a total area not to exceed 7,702 square feet.
- (c) No signs advertising sale of alcoholic beverages shall be permitted other than those authorized under the Liquor Control Act of the State of Texas, and any sign ordinance of the Town of Addison, Texas.

- (d) The sale of alcoholic beverages under this Special Use Permit shall be permitted in restaurants. Restaurants are hereby defined as establishments which receive at least sixty percent (60%) of their gross revenues from the sale of food.
- (e) Said establishment shall make available to the city or its agents, during reasonable hours its bookkeeping records for inspection, if required, by the city to insure that the conditions of subparagraph (d) above are being met.
- (f) Any use of property considered as a nonconforming use under the Comprehensive Zoning Ordinance of the Town of Addison shall not be permitted to receive a license or permit for the sale of alcoholic beverages.
- (g) If the property for which these Special Use Permits are granted is not used for the purposes for which said permits were granted within one (1) year after the adoption of this ordinance, the City Council may authorize hearings to be held for the purpose of considering a change of zoning and repeal of the Special Use Permits granted herein.
- (h) If a license or permit to sell alcoholic beverages on property covered by this Special Use Permit is revoked, terminated or cancelled by proper authorities, the City Council may authorize hearings to be held for the purpose of considering a change of zoning repeal of the Special Use Permits granted herein.
- (i) The establishment shall not use the term “bar”, “tavern”, or any other terms or graphic depictions that relate to the sale of alcoholic beverages on any signs visible from the exterior of the premises.

**Section 4.** That any person, firm, or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Comprehensive Zoning Ordinance of the city, as heretofore amended, and upon conviction shall be punished by a fine set in accordance with Chapter 1, General Provisions, Section 1.10, General penalty for violations of Code; continuing violations, of the Code of Ordinances for the Town of Addison.

**Section 5.** That it is the intention of the City Council that this ordinance be considered in its entirety, as one ordinance, and should any portion of this ordinance be held to be void or unconstitutional, then said ordinance shall be void in its entirety, and the City Council would not have adopted said ordinance if any part or portion of said ordinance should be held to be unconstitutional or void.

**Section 6.** That all ordinances of the City in conflict with the provisions of this ordinance be, and the same are hereby repealed and all other ordinances of the City not in conflict with the provisions of this ordinance shall remain in full force and effect.

**Section 7.** That this Ordinance shall become effective from and after its passage and approval and after publication as may be required by law or by the City Charter or ordinance.

**PASSED AND APPROVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS, on this the 12th day of May, 2015.**

\_\_\_\_\_  
Todd Meier, Mayor

ATTEST:

\_\_\_\_\_  
Chelsea Gonzalez, City Secretary

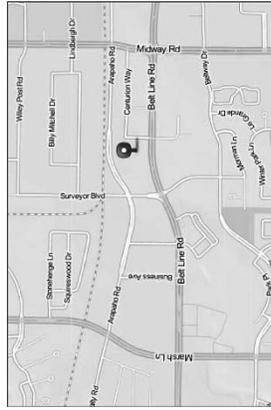
CASE NO: 1712-SUP/Rio Mambo

APPROVED AS TO FORM:

\_\_\_\_\_  
Brenda N. McDonald, City Attorney

PUBLISHED ON: \_\_\_\_\_

**EXHIBIT A**



1. VICINITY MAP  
SHEET SCALE: 1/8" = 100' GRAPHIC

**OWNER/DEVELOPER**  
PULCHERRA DEVELOPMENT, L.P.  
10000 W. BELT LINE RD., SUITE 100  
DALLAS, TEXAS 75243

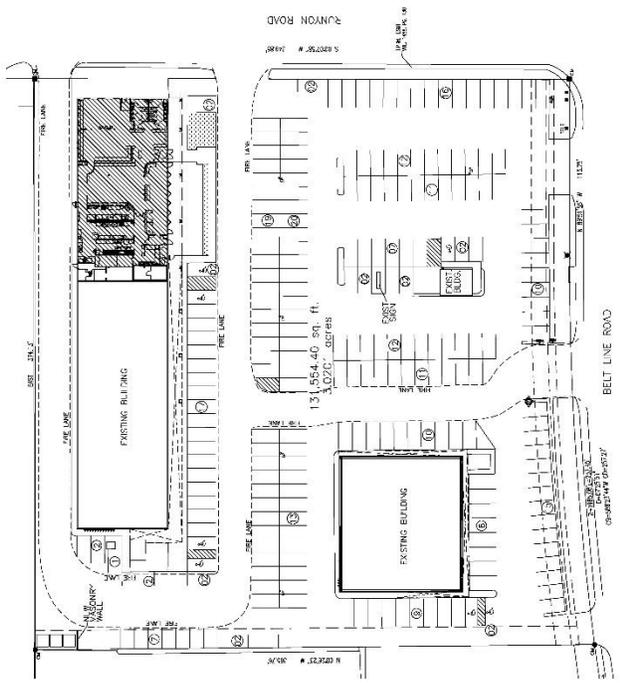
**APPLICANT**  
MR. BRETT COOPER  
10000 W. BELT LINE RD., SUITE 100  
DALLAS, TEXAS 75243

**ARCHITECT**  
SUSAN L. BROWN  
10000 W. BELT LINE RD., SUITE 100  
DALLAS, TEXAS 75243

**LANDSCAPE ARCHITECT**  
SUSAN L. BROWN  
10000 W. BELT LINE RD., SUITE 100  
DALLAS, TEXAS 75243



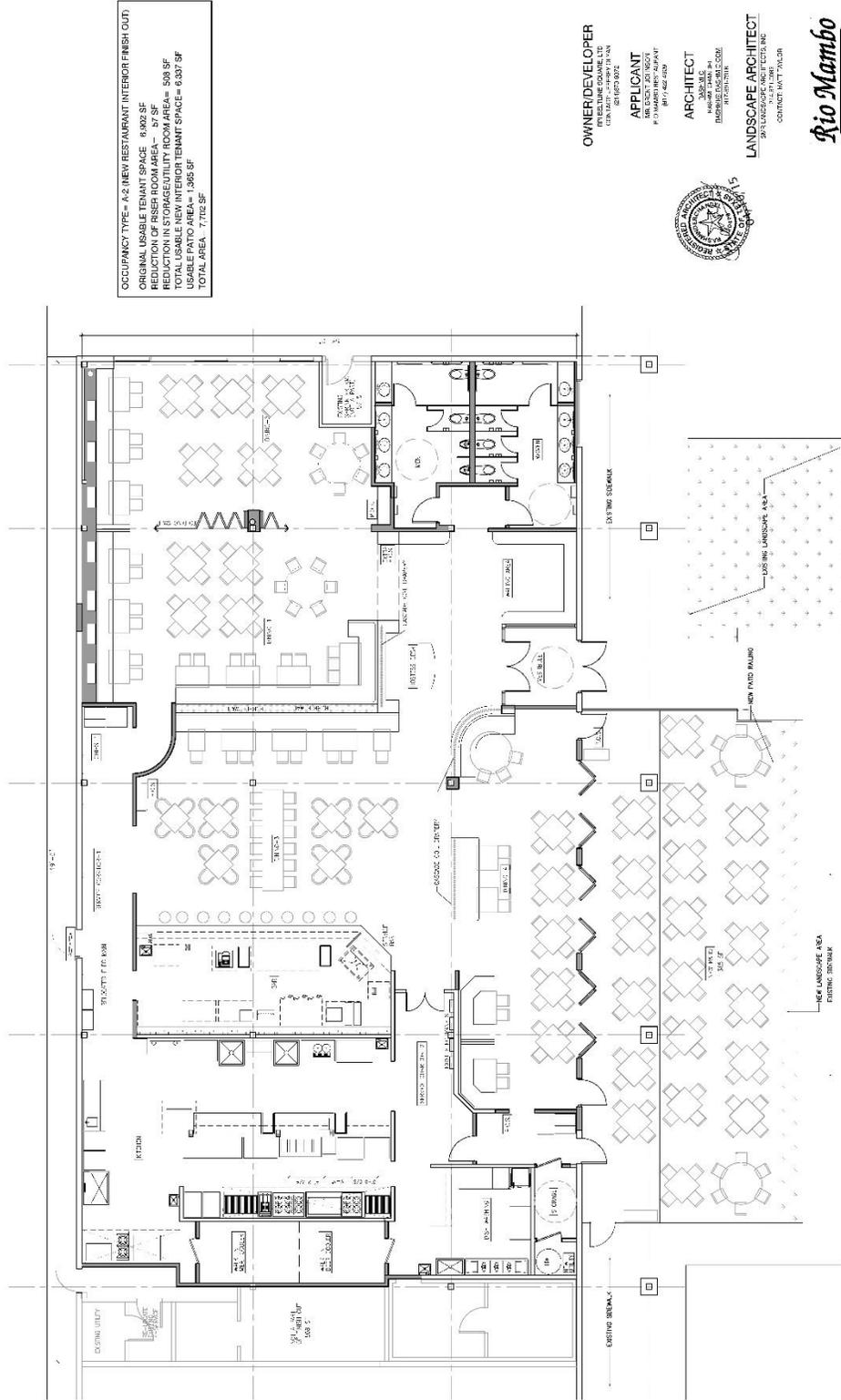
REG. BELT LINE ROAD, DUTY FREE, ADDON TEXAS  
PROJECT PART OF 014 OF  
MAY 2015 PERMITS FOR THE  
RECONSTRUCTION OF THE  
DUTY FREE AREA AT COUNTY TRUNK  
ROAD 10000 W. BELT LINE RD.  
DALLAS, TEXAS 75243



2. SITE PLAN SHOWING RIO-MAMBO LOCATION & EXISTING PARKING  
SHEET SCALE: 1/8" = 100' GRAPHIC

<p>OCCUPANCY TYPE = A2 (NEW RESTAURANT INTERIOR FINISH OUT)</p> <p>ORIGINAL USABLE TENANT SPACE = 6,962 SF</p> <p>REDUCTION IN STORAGE UTILITY ROOM AREA = 508 SF</p> <p>TOTAL USABLE NEW INTERIOR TENANT SPACE = 6,457 SF</p> <p>USABLE PATIO AREA = 1,385 SF</p> <p>TOTAL AREA = 7,702 SF</p>	<p>EXISTING PARKING PER CODE PROVIDED BY LANDLORD</p> <p>TOTAL EXISTING REGULAR PARKING SPACES = 223 SPACES</p> <p>TOTAL EXISTING ACCESSIBLE PARKING SPACES = 07 SPACES</p> <p>TOTAL EXISTING PARALLEL PARKING SPACES = 06 SPACES</p> <p>TOTAL EXISTING PARKING SPACES = 233 SPACES</p>
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**EXHIBIT A**



OCCUPANCY TYPE = A-2 NEW RESTAURANT INTERIOR FINISH OUT.  
 ORIGINAL USABLE TENANT SPACE = 6,902 SF  
 REDUCTION OF RISER ROOM AREA = 37 SF  
 TOTAL USABLE NEW INTERIOR TENANT SPACE = 6,865 SF  
 USABLE PATIO AREA = 1,365 SF  
 TOTAL AREA = 7,712 SF

**OWNER/DEVELOPER**  
 RICHIE'S RESTAURANTS, LLC  
 1000 W. 10TH ST. SUITE 100  
 DENVER, CO 80202

**APPLICANT**  
 RICHIE'S RESTAURANTS, LLC  
 1000 W. 10TH ST. SUITE 100  
 DENVER, CO 80202

**ARCHITECT**  
 LANDSCAPE ARCHITECTS, INC.  
 1000 W. 10TH ST. SUITE 100  
 DENVER, CO 80202



**LANDSCAPE ARCHITECT**  
 LANDSCAPE ARCHITECTS, INC.  
 1000 W. 10TH ST. SUITE 100  
 DENVER, CO 80202

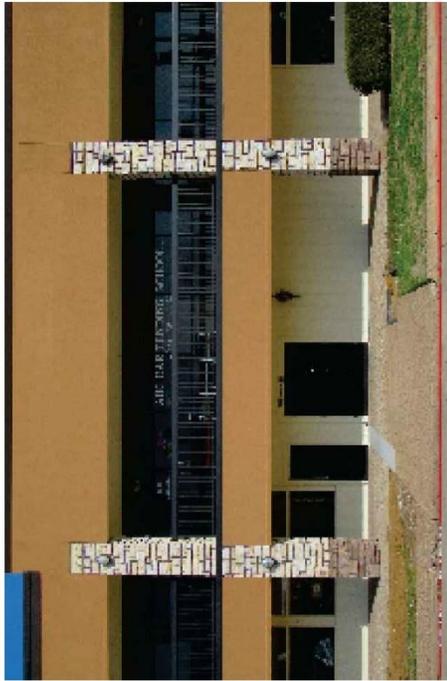


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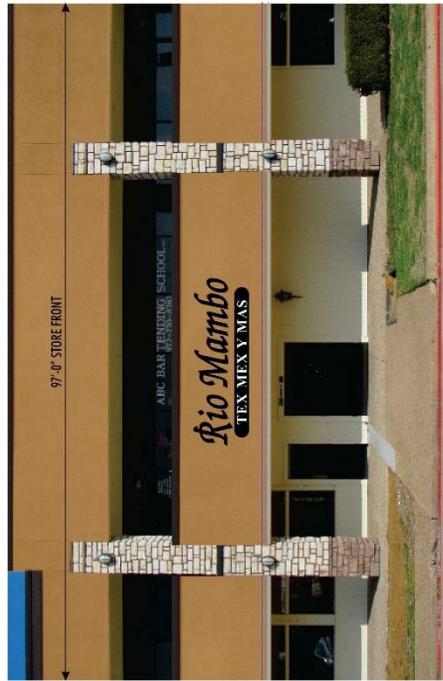
**PROPOSED LAYOUT**  
 SCALE: 1/4" = 1'-0"



**EXHIBIT A**



1. EXISTING FRONT (SOUTH) FACADE  
SUP-37 SCALE: NO SCALE



2. FRONT (SOUTH) FACADE WITH NEW SIGNAGE BAND  
SUP-37 SCALE: NO SCALE

OWNER/DEVELOPER  
ABC DAY LEARNING SCHOOL  
10000 W. LAKELINE, SUITE 100  
DALLAS, TEXAS 75243  
PHONE: 972.252.2222

APPLICANT  
ABCDAYLEARNING.COM  
10000 W. LAKELINE, SUITE 100  
DALLAS, TEXAS 75243  
PHONE: 972.252.2222

ARCHITECT  
DOMINUS  
10000 W. LAKELINE, SUITE 100  
DALLAS, TEXAS 75243  
PHONE: 972.252.2222

LANDSCAPE ARCHITECT  
DANIEL W. HARRIS ARCHITECTS  
10000 W. LAKELINE, SUITE 100  
DALLAS, TEXAS 75243  
PHONE: 972.252.2222



**Rio Mambo**  
TEX MEX Y MAS

10000 W. LAKELINE, SUITE 100, DALLAS, TEXAS 75243, TEXAS  
SIGNAGE PART OF CASE 1712-SUP-37  
APPLICANT: ABC DAY LEARNING SCHOOL  
10000 W. LAKELINE, SUITE 100, DALLAS, TEXAS 75243  
PROPOSED: MARCH 16, 2018

AI-1121

R8

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Infrastructure- Development Services

**Council Goals:** Create and implement a Comprehensive Land Use/Revitalization Plan

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**AGENDA CAPTION:**

**PUBLIC HEARING** Case 1713-SUP/Twin Peaks. Public hearing, discuss, consider and take action regarding an ordinance changing the zoning on property located at 5260 Belt Line Road which property is currently zoned LR, Local Retail, by approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, on application from Front Burner Restaurants, represented by Mr. Patrick Collins.

**BACKGROUND:**

**COMMISSION FINDINGS:**

The Addison Planning and Zoning Commission, meeting in regular session on April 21, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 5260 Belt Line Road, which property is currently zoned Local Retail, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following conditions:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Ennis, Morgan, Oliver, Robbins, Robinson

Voting Nay: none

Absent: Smith

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

1713-SUP Council Packet

Ordinance O15-010

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# 1713-SUP

**PUBLIC HEARING** Case 1713-SUP/Twin Peaks. Public hearing, discuss, consider and take action on a recommendation regarding an ordinance changing the zoning on property located at 5260 Belt Line Road which property is currently zoned LR, Local Retail, by approving a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only in order to add a cigar room, on application from Front Burner Restaurants, represented by Mr. Patrick Collins.





April 17, 2015

**STAFF REPORT - REVISED**

RE: Case 1713-SUP/Twin Peaks

LOCATION: 5620 Belt Line Road

REQUEST: Approval of a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only

APPLICANT: Front Burner Restaurants, represented by Mr. Patrick Collins

**DISCUSSION:**

Background: This property is zoned Local Retail and was originally developed as a Bennigan's Grill and Tavern with SUP approval in 1978. A new SUP was granted in 2007 to convert the Bennigan's to a new concept called 29° Tavern, but the conversion never occurred. Twin Peaks has occupied the building since 2010, but did not need zoning approval because they did not make any major changes to the space.

Proposed Plan: The applicant is proposing to convert a small portion of the dining room into a Cigar Lounge which will include some lounge chairs, 4 tables and a second bar area with seating for 7. The addition of the bar requires SUP approval.

Exterior Facades: The applicant is proposing no changes to the existing façade.

Parking: The restaurant is the only use on the site, so it is required to park at the standard restaurant ratio of one space per 70 square feet. This requires 101 parking spaces. The property provides a total of 106 spaces.

Landscaping: The site was developed prior to the current landscaping requirements with regards to coverage and quantities. The existing landscaping at the site has been inspected and is in compliance with the Town's landscape maintenance requirements.

Signs. The applicant should be aware that all signs must be permitted under the requirements of the Addison Sign ordinance, and cannot be approved through this process. The applicant should also be aware that the Town has a policy against the use of any terms, such as “bar” or “tavern”, or any graphic depictions that denote alcoholic beverages, in exterior signs.

#### RECOMMENDATION: APPROVAL

Twin Peaks has been a successful restaurant use in this location. Addison has several other restaurants with cigar areas. Staff recommends approval of the request for a Special Use Permit for a restaurant, and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, subject to the following condition:

- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signs.

## Land Use Analysis

### Attributes of Success Matrix

Twin Peaks, 5260 Belt Line Road

1713-SUP

Attribute	Comment	Score
Competitive	This is a very competitive location for restaurants.	
Safe	The project will be safe.	
Functional	The Cigar Lounge with the additional bar area will add to the functionality of the space.	
Visually Appealing	The site is well maintained and is visually appealing.	
Supported with Amenities	The site is in an amenity-rich area with other restaurants, retail, offices and hotels near by.	
Environmentally Responsible	The project does not include any sustainable features.	
Walkable	The sidewalk along Belt Line is back of curb and very narrow.	
<b>Overall Assessment</b>	<b>Twin Peaks has been successful in this location. The conversion of the Cigar Lounge and addition of the bar will help them adapt to market demands.</b>	



Case 1713-SUP/Twin Peaks  
April 21, 2015

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on April 21, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 5260 Belt Line Road, which property is currently zoned Local Retail, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following conditions:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Ennis, Morgan, Oliver, Robbins, Robinson

Voting Nay: none

Absent: Smith

**TOWN OF ADDISON, TEXAS**

**ORDINANCE NO. 015-010**

**AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS, AMENDING THE COMPREHENSIVE ZONING ORDINANCE TO GRANT SPECIAL USE PERMITS FOR A RESTAURANT AND THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISES CONSUMPTION, ON APPLICATION OF FRONT BURNER RESTAURANTS, FOR PROPERTY LOCATED AT 5260 BELT LINE ROAD; PROVIDING A PENALTY NOT TO EXCEED TWO THOUSAND AND NO/100 DOLLARS (\$2,000.00) FOR EACH OFFENSE AND A SEPARATE OFFENSE SHALL BE DEEMED COMMITTED EACH DAY DURING OR ON WHICH A VIOLATION OCCURS OR CONTINUES; SAVINGS, SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the property located at 5260 Belt Line Road is zoned as Local Retail; and

**WHEREAS**, after due deliberations and consideration of the recommendation of the Planning and Zoning Commission, the information received at a public hearing, and other relevant information and materials, the City Council of the Town of Addison, Texas finds that this ordinance promotes the general welfare and safety of this community.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

**Section 1.** That the recitals and findings set forth above are hereby found to be true and correct and incorporated as if fully set forth herein.

**Section 2.** That a Special Use Permit authorizing a restaurant and a Special Use Permit authorizing the sale of alcoholic beverages for on-premises consumption only, on the property located at 5260 Belt Line Road, are hereby granted subject to the following conditions:

- (a) Prior to the issuance of a Certificate of Occupancy, said Property shall be improved in accordance with the site plan and floor plan, which are attached hereto as **Exhibit A** and made a part hereof for all purposes.
- (b) The Special Use Permit granted herein for a restaurant with the sale of alcoholic beverages for on-premises consumption only shall be limited to that particular area designated on the final site plan as encompassing a total area not to exceed 7,089 square feet.
- (c) No signs advertising sale of alcoholic beverages shall be permitted other than those authorized under the Liquor Control Act of the State of Texas, and any sign ordinance of the Town of Addison, Texas.

- (d) The sale of alcoholic beverages under this Special Use Permit shall be permitted in restaurants. Restaurants are hereby defined as establishments which receive at least sixty percent (60%) of their gross revenues from the sale of food.
- (e) Said establishment shall make available to the city or its agents, during reasonable hours its bookkeeping records for inspection, if required, by the city to insure that the conditions of subparagraph (d) above are being met.
- (f) Any use of property considered as a nonconforming use under the Comprehensive Zoning Ordinance of the Town of Addison shall not be permitted to receive a license or permit for the sale of alcoholic beverages.
- (g) If the property for which these Special Use Permits are granted is not used for the purposes for which said permits were granted within one (1) year after the adoption of this ordinance, the City Council may authorize hearings to be held for the purpose of considering a change of zoning and repeal of the Special Use Permits granted herein.
- (h) If a license or permit to sell alcoholic beverages on property covered by this Special Use Permit is revoked, terminated or cancelled by proper authorities, the City Council may authorize hearings to be held for the purpose of considering a change of zoning repeal of the Special Use Permits granted herein.
- (i) The establishment shall not use the term “bar”, “tavern”, or any other terms or graphic depictions that relate to the sale of alcoholic beverages on any signs visible from the exterior of the premises.

**Section 3.** That any person, firm, or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Comprehensive Zoning Ordinance of the city, as heretofore amended, and upon conviction shall be punished by a fine set in accordance with Chapter 1, General Provisions, Section 1.10, General penalty for violations of Code; continuing violations, of the Code of Ordinances for the Town of Addison.

**Section 4.** That it is the intention of the City Council that this ordinance be considered in its entirety, as one ordinance, and should any portion of this ordinance be held to be void or unconstitutional, then said ordinance shall be void in its entirety, and the City Council would not have adopted said ordinance if any part or portion of said ordinance should be held to be unconstitutional or void.

**Section 5.** That all ordinances of the City in conflict with the provisions of this ordinance be, and the same are hereby repealed and all other ordinances of the City not in conflict with the provisions of this ordinance shall remain in full force and effect.

**Section 6.** That this Ordinance shall become effective from and after its passage and approval and after publication as may be required by law or by the City Charter or ordinance.

**PASSED AND APPROVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS, on this the 12th day of May, 2015.**

\_\_\_\_\_  
Todd Meier, Mayor

ATTEST:

\_\_\_\_\_  
Chelsea Gonzalez, City Secretary

CASE NO: 1713-SUP/Twin Peaks

APPROVED AS TO FORM:

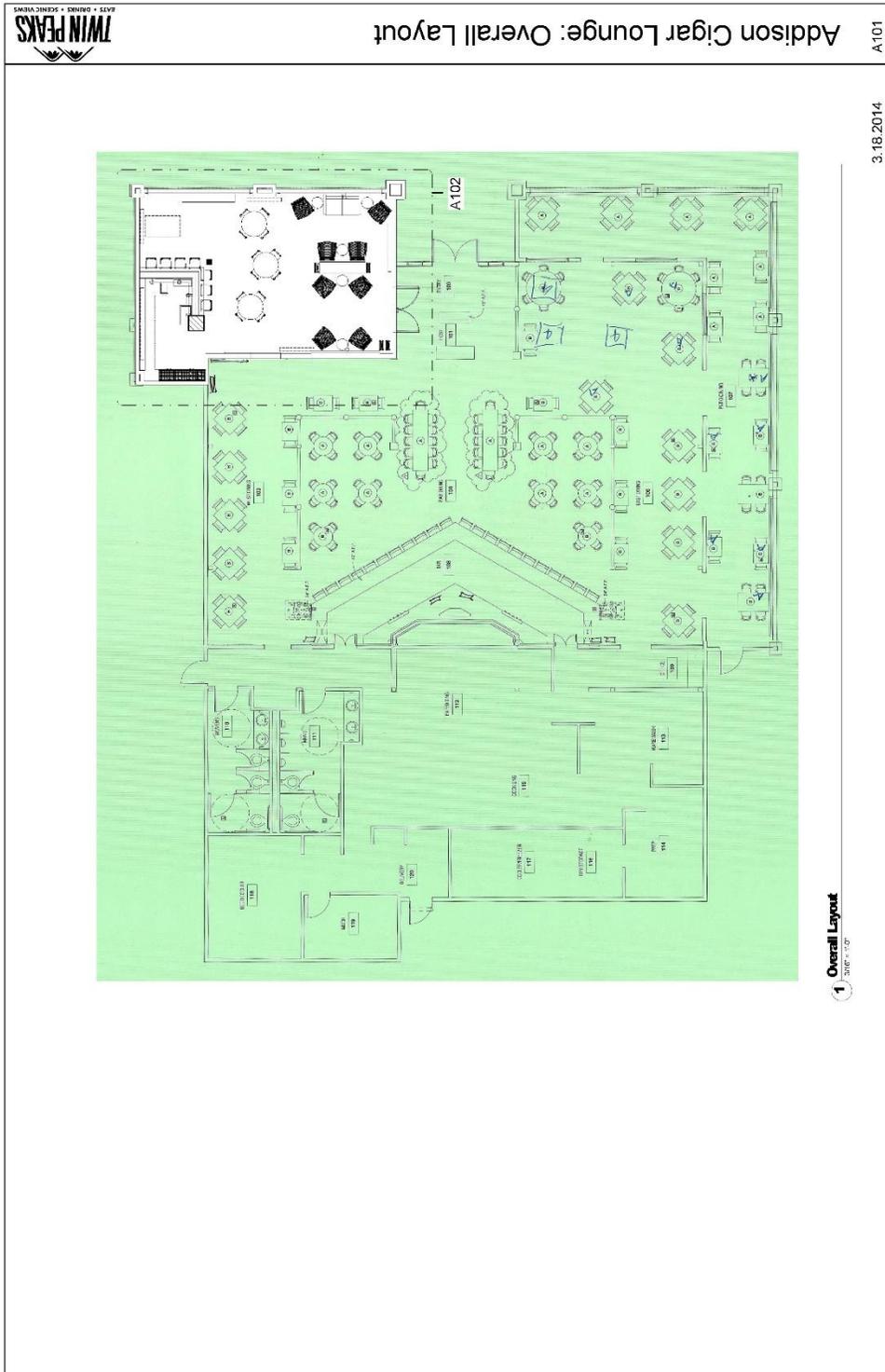
\_\_\_\_\_  
Brenda N. McDonald, City Attorney

PUBLISHED ON: \_\_\_\_\_

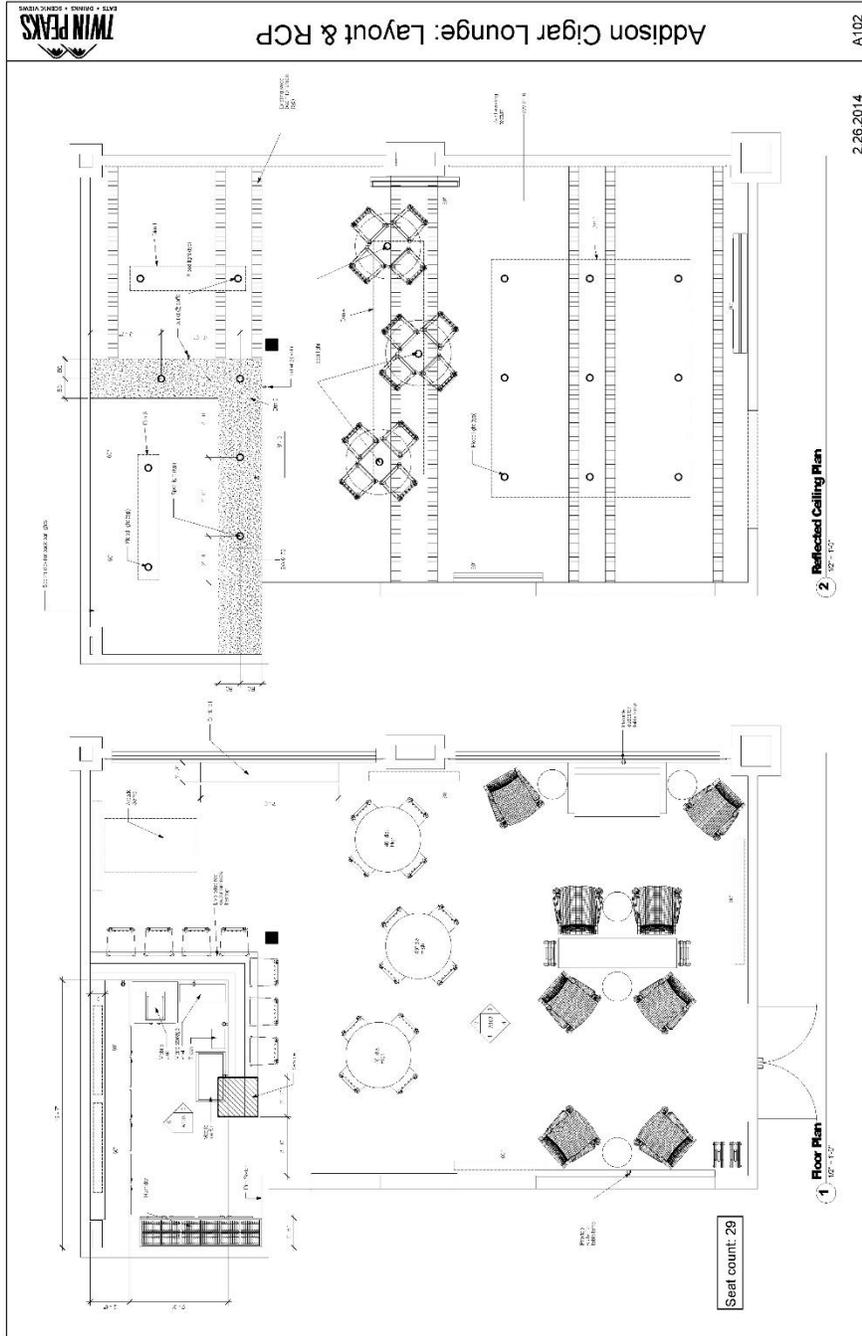
**EXHIBIT A**



**EXHIBIT A**



**EXHIBIT A**



AI-1122

R9

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Infrastructure- Development Services

**Council Goals:** Create and implement a Comprehensive Land Use/Revitalization Plan

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**AGENDA CAPTION:**

**PUBLIC HEARING** Case 1714-SUP/Ramen Hakata. Public hearing, discuss, consider and take action regarding an ordinance changing the zoning on property located at 3714 Belt Line Road, which property is currently zoned PD, Planned Development, through Ordinance 097-031, approving for that property a Special Use Permit for a restaurant and a Special Use permit for the sale of alcoholic beverages for on-premises consumption only, on application from Gong Gan Architecture represented by Mr. Yoon Jung Kim.

**BACKGROUND:**

**COMMISSION FINDINGS:**

The Addison Planning and Zoning Commission, meeting in regular session on April 21, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 3714 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 097-031, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following conditions:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Ennis, Oliver, Robbins, Robinson

Voting Nay: none

Abstain: Morgan

Absent: Smith

**RECOMMENDATION:**

Administration recommends approval.

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**Attachments**

1714-SUP Council Packet

Ordinance O15-011

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# 1714-SUP

**PUBLIC HEARING** Case 1714-SUP/Ramen Hakata. Public hearing, discuss, consider and take action on a recommendation regarding an ordinance changing the zoning on property located at 3714 Belt Line Road, which property is currently zoned PD, Planned Development, through Ordinance 097-031, approving for that property a Special Use Permit for a restaurant and a Special Use permit for the sale of alcoholic beverages for on-premises consumption only, on application from Gong Gan Architecture represented by Mr. Yoon Jung Kim.





April 17, 2015

## STAFF REPORT

RE: Case 1714-SUP/Ramen Hakata

LOCATION: 3714 Belt Line Road

REQUEST: Approval of a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only

APPLICANT: Gong Gan Architecture, represented by Mr. Yoon Jung Kim

## DISCUSSION:

Background: Ramen Hakata currently occupies a 1,600 square foot lease space in a small retail building in front of Addison Town Center. An SUP for a restaurant was first approved for this suite when it was originally occupied by Starbucks Coffee. That use was followed by the fast food concept Burrito Jimmy in this location. In 2014, Ramen Hakata took over the space and received an SUP for the sale of alcoholic beverages for on-premises consumption only.

Ramen Hakata serves traditional Japanese ramen, which is a soupy noodle dish. Ramen shops are growing in popularity with restaurants serving the cuisine opening in several locations around the Dallas area. Hakata refers to the district in Japan where this cuisine originated. Ramen Hakata has been very successful and would like to expand.

The 1,200 square foot suite adjacent to Ramen Hakata is vacant. In 2006, an SUP for a restaurant was approved for Quizno's. More recently, the space had been occupied by a Pizza restaurant.

Proposed Plan: The applicant is proposing to expand Ramen Hakata into the vacant suite creating a single restaurant space totaling 2,800 square feet. This will require an extensive reconstruction of the space. With the expansion, they will gain 32 seats for a

new total of 99 seats. More importantly, the expansion will give them additional kitchen space for food preparation and storage. While they have been managing food safety well, this area is greatly needed.

Exterior Facades: The applicant is proposing no changes to the existing façade.

Parking: Although part of the larger shopping center, the Town's zoning ordinance requires that the parking for a site be located on the same tract of land as the use. The tract for this building includes a total of 56 parking spaces. The site has a parking requirement of 1 space per 100 square feet for restaurants. The required 28 spaces can be accommodated with the available parking.

Landscaping: The landscaping at the site has been inspected and is in compliance with the Town's Landscape Ordinance.

Signs. The applicant should be aware that all signs must be permitted under the requirements of the Addison Sign ordinance, and cannot be approved through this process. The applicant should also be aware that the Town has a policy against the use of any terms, such as "bar" or "tavern", or any graphic depictions that denote alcoholic beverages, in exterior signs.

#### RECOMMENDATION: APPROVAL

Ramen Hakata has been a good use, but has outgrown its existing space. Staff recommends approval of the request for a Special Use Permit for a restaurant, and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, subject to the following condition:

- The applicant shall not use any terms or graphic depictions that relate to alcoholic beverages in any exterior signs.

## Land Use Analysis

### Attributes of Success Matrix

Ramen Hakata, 3714 Belt Line Road

1714-SUP

Attribute	Comment	Score
Competitive	Ramen has proven very popular and competitive in the year that it has been open.	
Safe	The project will be safe.	
Functional	The expanded floor plan and kitchen will enable the restaurant to improve its functionality .	
Visually Appealing	The center is well maintained and is visually appealing.	
Supported with Amenities	The site is in an amenity-rich area with other restaurants, retail and hotels near by.	
Environmentally Responsible	The site's landscaping meets code and is well maintained.	
Walkable	The project is walkable from within the center and along Belt Line Road.	
<b>Overall Assessment</b>	<b>Ramen Hakata is a quality operator with a concept that is growing in popularity. This expansion will help them to continue to be successful.</b>	

Case 1714-SUP/Ramen Hakata  
April 21, 2015

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on April 21, 2015, voted to recommend approval of an ordinance changing the zoning on property located at 3714 Belt Line Road, which property is currently zoned PD (Planned Development) through Ordinance 097-031, by approving for that property a Special Use Permit for a restaurant and a Special Use Permit for the sale of alcoholic beverages for on-premises consumption only, subject to the following conditions:

- The applicant shall not use any terms or graphic depictions relating to alcoholic beverages in exterior signage.

Voting Aye: Ennis, Oliver, Robbins, Robinson

Voting Nay: none

Abstain: Morgan

Absent: Smith

**TOWN OF ADDISON, TEXAS**

**ORDINANCE NO. 015-011**

**AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS, AMENDING THE COMPREHENSIVE ZONING ORDINANCE TO REPEAL ORDINANCES NO. O98-027, O06-015 AND O14-029 AND TO GRANT SPECIAL USE PERMITS FOR A RESTAURANT AND THE SALE OF ALCOHOLIC BEVERAGES FOR ON-PREMISES CONSUMPTION, ON APPLICATION OF GONG GAN ARCHITECTURE, FOR PROPERTY LOCATED AT 3714 BELT LINE ROAD; PROVIDING A PENALTY NOT TO EXCEED TWO THOUSAND AND NO/100 DOLLARS (\$2,000.00) FOR EACH OFFENSE AND A SEPARATE OFFENSE SHALL BE DEEMED COMMITTED EACH DAY DURING OR ON WHICH A VIOLATION OCCURS OR CONTINUES; SAVINGS, SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the property located at 5714 Belt Line Road is zoned as Planned Development through Ordinance No. O97-031; and

**WHEREAS**, after due deliberations and consideration of the recommendation of the Planning and Zoning Commission, the information received at a public hearing, and other relevant information and materials, the City Council of the Town of Addison, Texas finds that this ordinance promotes the general welfare and safety of this community.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:**

**Section 1.** That the recitals and findings set forth above are hereby found to be true and correct and incorporated as if fully set forth herein.

**Section 2.** That Ordinances No. O98-027, O06-015 and O14-029 are repealed.

**Section 3.** That a Special Use Permit authorizing a restaurant and a Special Use Permit authorizing the sale of alcoholic beverages for on-premises consumption only, on the property located at 3714 Belt Line Road, are hereby granted subject to the following conditions:

- (a) Prior to the issuance of a Certificate of Occupancy, said Property shall be improved in accordance with the site plan, floor plan and landscape plan which are attached hereto as **Exhibit A** and made a part hereof for all purposes.
- (b) The Special Use Permit granted herein for a restaurant with the sale of alcoholic beverages for on-premises consumption only shall be limited to that particular area designated on the final site plan as encompassing a total area not to exceed 2,800 square feet.

- (c) No signs advertising sale of alcoholic beverages shall be permitted other than those authorized under the Liquor Control Act of the State of Texas, and any sign ordinance of the Town of Addison, Texas.
- (d) The sale of alcoholic beverages under this Special Use Permit shall be permitted in restaurants. Restaurants are hereby defined as establishments which receive at least sixty percent (60%) of their gross revenues from the sale of food.
- (e) Said establishment shall make available to the city or its agents, during reasonable hours its bookkeeping records for inspection, if required, by the city to insure that the conditions of subparagraph (d) above are being met.
- (f) Any use of property considered as a nonconforming use under the Comprehensive Zoning Ordinance of the Town of Addison shall not be permitted to receive a license or permit for the sale of alcoholic beverages.
- (g) If the property for which these Special Use Permits are granted is not used for the purposes for which said permits were granted within one (1) year after the adoption of this ordinance, the City Council may authorize hearings to be held for the purpose of considering a change of zoning and repeal of the Special Use Permits granted herein.
- (h) If a license or permit to sell alcoholic beverages on property covered by this Special Use Permit is revoked, terminated or cancelled by proper authorities, the City Council may authorize hearings to be held for the purpose of considering a change of zoning repeal of the Special Use Permits granted herein.
- (i) The establishment shall not use the term “bar”, “tavern”, or any other terms or graphic depictions that relate to the sale of alcoholic beverages on any signs visible from the exterior of the premises.

**Section 4.** That any person, firm, or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Comprehensive Zoning Ordinance of the city, as heretofore amended, and upon conviction shall be punished by a fine set in accordance with Chapter 1, General Provisions, Section 1.10, General penalty for violations of Code; continuing violations, of the Code of Ordinances for the Town of Addison.

**Section 5.** That it is the intention of the City Council that this ordinance be considered in its entirety, as one ordinance, and should any portion of this ordinance be held to be void or unconstitutional, then said ordinance shall be void in its entirety, and the City Council would not have adopted said ordinance if any part or portion of said ordinance should be held to be unconstitutional or void.

**Section 6.** That all ordinances of the City in conflict with the provisions of this ordinance be, and the same are hereby repealed and all other ordinances of the City not in conflict with the provisions of this ordinance shall remain in full force and effect.

**Section 7.** That this Ordinance shall become effective from and after its passage and approval and after publication as may be required by law or by the City Charter or ordinance.

**PASSED AND APPROVED** BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS, on this the 12th day of May, 2015.

\_\_\_\_\_  
Todd Meier, Mayor

ATTEST:

\_\_\_\_\_  
Chelsea Gonzalez, City Secretary

CASE NO: 1714-SUP/Ramen Hakata

APPROVED AS TO FORM:

\_\_\_\_\_  
Brenda N. McDonald, City Attorney

PUBLISHED ON: \_\_\_\_\_







AI-1101

R10

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** City Manager

**Council Goals:** Continue to attract, hire, develop, and retain great employees

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**AGENDA CAPTION:**

Discuss, consider and take action regarding the selection of a city manager search firm.

**BACKGROUND:**

The City Council has heard from the following firms in regards to the search for the city manager. Discussion and possible action will occur regarding the selection of a city manager search firm.

- Strategic Government Resources
- WhitneySmith Company
- Waters & Company
- S. Renee Narloch & Associates

**RECOMMENDATION:**

N/A

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**AI-1110**

**R11**

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** Council

**Council Goals:** N/A

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**AGENDA CAPTION:**

Discussion and update regarding the Cotton Belt Corridor.

**BACKGROUND:**

N/A

**RECOMMENDATION:**

N/A

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AI-1111

ES1

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** City Manager

**Council Goals:** N/A

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**AGENDA CAPTION:**

Closed (executive) session of the Addison City Council pursuant to Section 551.071, Tex. Gov. Code, to seek the advice of its attorney(s) regarding pending litigation: Town of Addison, Texas v. ProAir Developments, L.P., Cause No. DC-13-15164, 14th Judicial District, Dallas County, Texas and anticipated litigation, Hunse v. Town of Addison, et. al, and anticipated litigation regarding use of newsletter email distribution list.

**BACKGROUND:**

N/A

**RECOMMENDATION:**

N/A

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**AI-1109**

**R12**

**Work Session and Regular Meeting**

**Meeting Date:** 05/12/2015

**Department:** City Manager

**Council Goals:** N/A

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**AGENDA CAPTION:**

**RECONVENE INTO REGULAR SESSION:** In accordance with Texas Government Code, Chapter 551, the City Council will reconvene into Regular Session to take any action necessary.

**BACKGROUND:**

N/A

**RECOMMENDATION:**

N/A

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