



Addison City Council Work Session Meeting

November 7, 2024

Addison Conference Centre

15650 Addison Road

Addison, Texas 75001

Email comments may be submitted using the Public Comment Form located on Addison's website by 3:00 PM on the meeting day. The meeting will be live-streamed at www.addisontexas.net.

WORK SESSION

The Addison City Council will convene in the Acacia Room beginning at 5:30 PM.

1. **Call Meeting to Order and Announce that a Quorum is Present.**
2. **Pledge of Allegiance.** United States and Texas Flags
3. **Closed Meeting.** The Addison City Council will enter a Closed Meeting pursuant to Texas Government Code Sections 551-071 through 090 to discuss the following item(s):
 - a. Section 551.087 (1) and (2) Deliberation Regarding Economic Development Negotiations - to discuss or deliberate regarding commercial or financial information that the City Council has received from a business prospect or business prospects that the City Council seeks to have locate, stay, or expand in or near the territory of the Town of Addison and with which the City Council is conducting economic development negotiations, and/or to deliberate the offer of a financial or other incentive to such business prospect or business prospects:
 - Project Recall
4. **Open Meeting.** In accordance with Texas Government Code Chapter 551, the Addison City Council will reconvene in an Open Meeting to consider action, if any, on the matters discussed in the Closed Meeting.

5. **Work Session Reports**

- a. Present and discuss an update on Economic Development functions, strategies, and activities.
- b. Present and discuss the proposed renaming and visual rebranding of the Addison Theatre Centre.

6. **Adjourn Meeting.**

NOTE: The City Council reserves the right to meet in a Closed Meeting at any time during this meeting to discuss matters listed on the agenda, as authorized by the Texas Open Meetings Act, Texas Government Code, Chapter 551. Any decision held on such matters will be conducted in an Open Meeting following the conclusion of the Closed Meeting.

THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES. PLEASE CALL (972) 450-7017 AT LEAST 48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.

Posted by: Valencia Garcia, City Secretary

Date posted: 11/01/2024 Time posted: 5:25 PM

Date removed from bulletin board: _____

Removed by: _____

**City Council (FY24) - City Council Work
Session Meeting**

3. a.

Meeting Date: 11/07/2024

Department: City Secretary

AGENDA CAPTION:

Section 551.087 (1) and (2) Deliberation Regarding Economic Development Negotiations - to discuss or deliberate regarding commercial or financial information that the City Council has received from a business prospect or business prospects that the City Council seeks to have locate, stay, or expand in or near the territory of the Town of Addison and with which the City Council is conducting economic development negotiations, and/or to deliberate the offer of a financial or other incentive to such business prospect or business prospects:

- Project Recall

BACKGROUND:

N/A

RECOMMENDATION:

N/A

**City Council (FY24) - City Council Work
Session Meeting**

5. a.

Meeting Date: 11/07/2024

Department: Economic Development

Key Focus Areas: Economic Development and Revitalization

AGENDA CAPTION:

Present and discuss an update on Economic Development functions, strategies, and activities.

BACKGROUND:

This update will provide information regarding Economic Development and the following topics:

1. Purpose of Economic Development: Expanding the tax base, creating jobs, and enhancing the quality of life.
2. Core Functions: Workforce development, real estate development, business attraction, and business retention.
3. Strategic Initiatives: Research for data-driven decision-making and marketing to position Addison as a business hub.
4. Incentive Tools: Financial tools like Chapter 380 Agreements, TIF, and tax abatements used by competitor cities and available to Addison.
5. Project Evaluation: Criteria for assessing projects, including gap analysis, fiscal impact, capital investment, job creation, and community impact.

RECOMMENDATION:

Information only.

Attachments

Presentation - Economic Development Update

Economic Development Update

The logo for ADDISON, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes a white circle and a grey triangle.

Wayne Emerson
Director of Economic Development

November 7, 2024



1. What is Economic Development?
2. Core Functions
3. Strategic Drivers
4. Incentive Tools and Competitive Examples
5. Project Evaluations

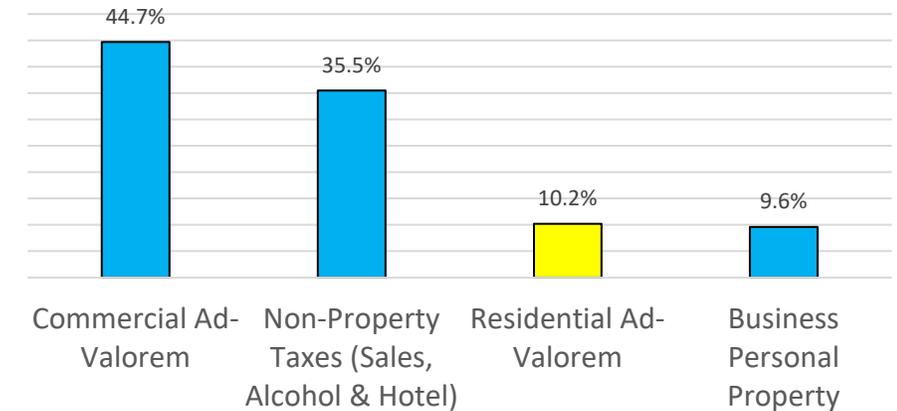
ADDISON

What is Economic Development?

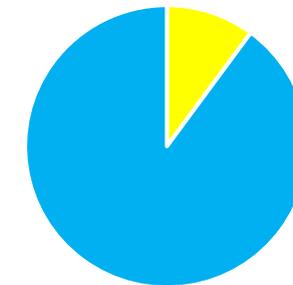
Economic development is the process of expanding the tax base, creating and retaining jobs, and enhancing the quality of life within the community.

- Expanding the Tax Base
 - Property tax revenue from new developments and improvements
 - Sales tax revenue growth from increased commercial activity
- Creating and Retaining Jobs
 - Changes in average wages
 - Number of new jobs created through business expansion or attraction
 - Stability of existing jobs
- Enhancing Quality of Life
 - Improvements in access to healthcare, education, and public transportation
 - Improvements in green spaces, walkability and recreational facilities

Addison Tax Revenue Distribution



Residential: 10.1%
Commercial: 89.9%



■ Residential ■ Commercial

Core Functions: 4 Pillars of Successful Econ-Dev



Nurture and grow a young and highly educated workforce to attract higher end businesses.



Build and develop the right kind of real estate to attract and retain workforce and residents



“Focus on diversified businesses that require Addison’s highly educated workforce.”



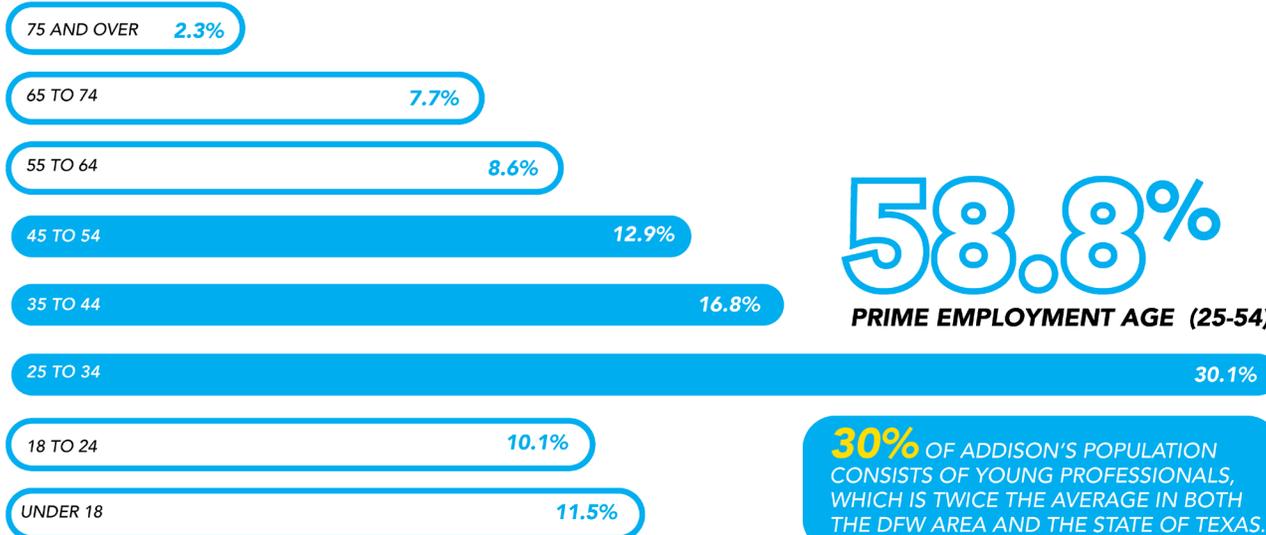
Build relationships with and service existing businesses.

Core Functions: Workforce Development

Workforce Development: Skilled labor force to attract and meet the needs of employers.

Addison over-indexes in a young and highly educated workforce!

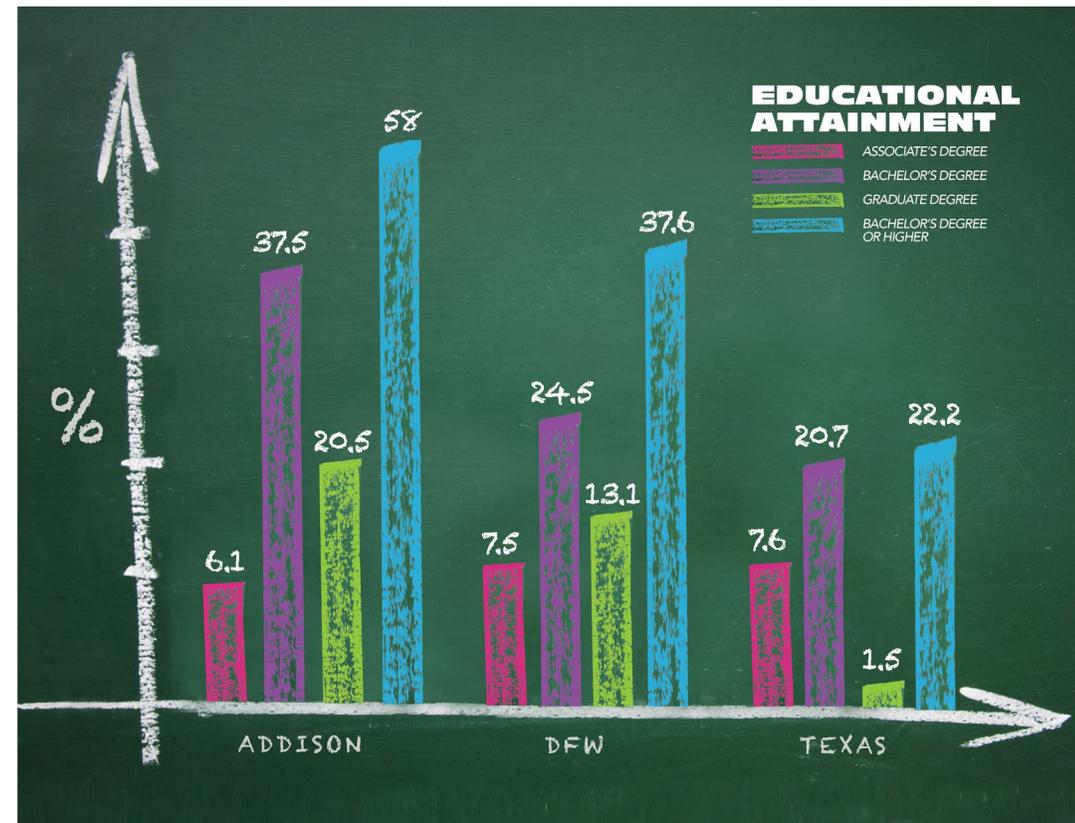
POPULATION BY AGE



58.8%

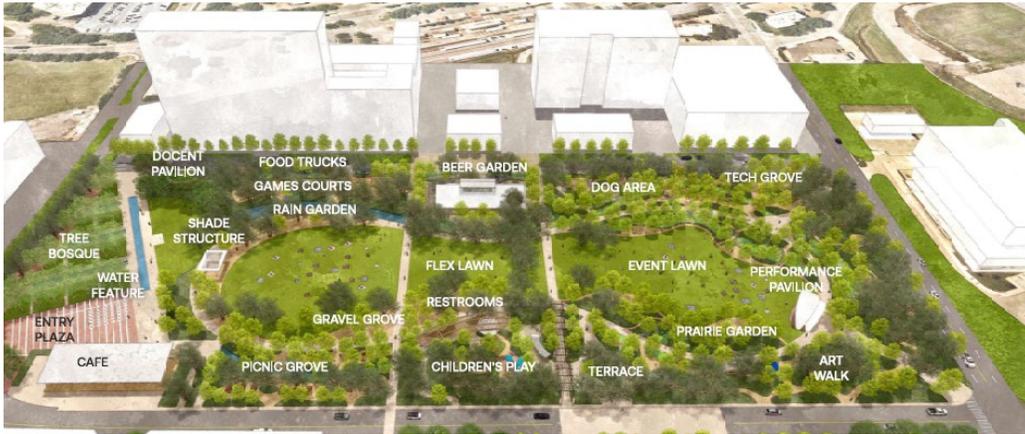
PRIME EMPLOYMENT AGE (25-54)

30% OF ADDISON'S POPULATION CONSISTS OF YOUNG PROFESSIONALS, WHICH IS TWICE THE AVERAGE IN BOTH THE DFW AREA AND THE STATE OF TEXAS.

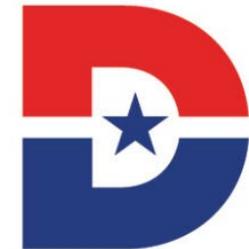


Core Functions: Workforce Development

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- Invest in placemaking and walkability to attract and retain a skilled workforce.
- Partner with Dallas College and Texas Workforce Commission through the Skills Development fund for talent pipeline development.



Core Functions: Real Estate Development

ADDISON

Real Estate Development: Commercial, residential, and industrial spaces that attract businesses and residents.



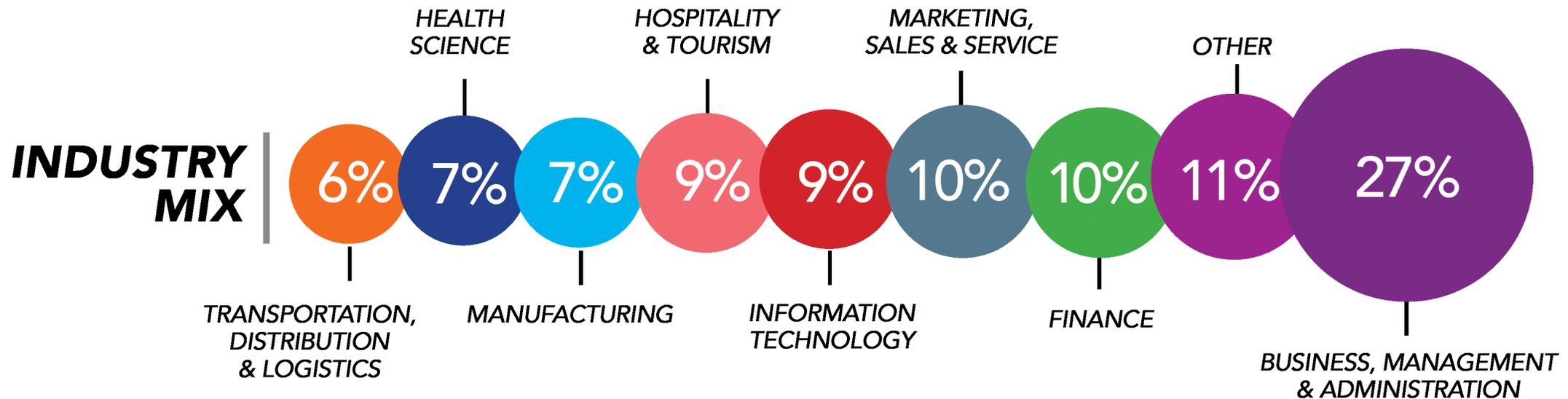
Core Functions: Real Estate Development



- **Addison Circle and Inwood Corridor:** Further explore the establishment of Tax Increment Reinvestment Zones to capture future property tax revenue to reinvest in public improvements, spurring private investment.
- **Office Buildings and Tenant Spaces:** Capital improvement grants for upgraded amenities and collaborative spaces to maintain competitiveness.
- **Retail Facade and Improvement Grants:** Funding for key properties along major corridors to enhance curb appeal and functionality.

Core Functions: Business Dev. & Attraction

Business Development and Attraction: Targeted efforts to recruit new businesses that align with the Town's strategic priorities.



Core Functions: Business Dev. & Attraction

- **Focus on High-Growth Sectors:** Target businesses in IT, financial services, and business consulting that align with Addison's strategic goals.
- **Strategic Partnerships:** Collaborate with property representatives to identify and attract companies in these sectors.
- **Direct Outreach Initiatives:** Engage tenant brokers and site selectors through direct outreach to highlight Addison's advantages.
- **Customized Incentives:** Offer tailored incentives and support for businesses in IT, financial services, and consulting to encourage relocation or expansion.
- **Market Positioning:** Emphasize Addison's central location, high-quality amenities, and skilled workforce as ideal for these industries.



Core Functions: Business Retention & Attraction

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Focuses on building strong relationships with existing local businesses to support their growth, address challenges, and reduce the risk of relocation.

Top 50 Addison Employers:

- By Tax Base
- By Number of Employees
- By Square Footage

Key partnerships and resources:

- Highlight local Chambers, workforce development programs, and relevant incentives.
- Testimonials or case studies showcasing success stories of businesses that expanded or enhanced their operations in Addison.

Technology: Regional HQ



Health Services: HQ

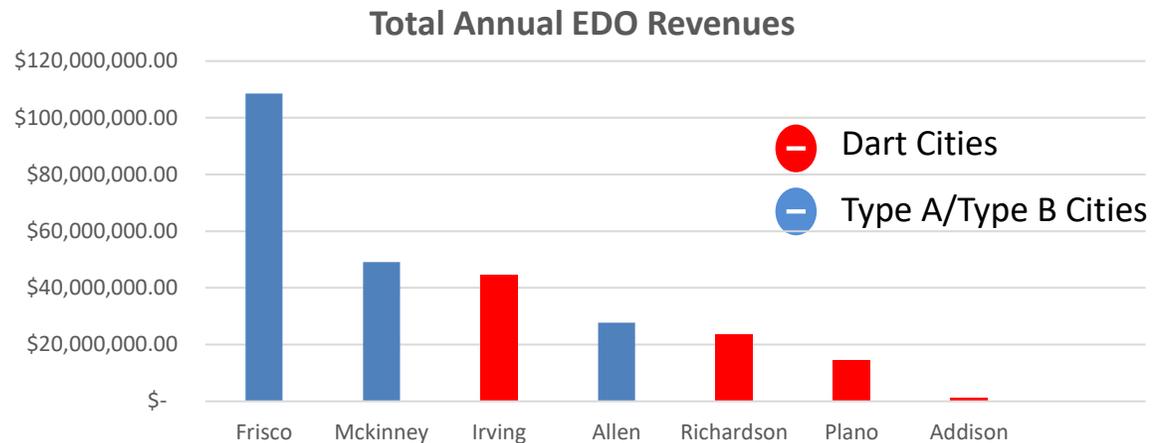


Strategic Drivers: Implementing the Plan



Strategic Drivers: Research

Research: Collection and analysis of data to identify economic trends, assess community needs, and support informed decision-making to guide strategy.



Annual Business Survey:

- Collects key data on business performance, workforce needs, and economic challenges.
- Survey insights used to inform policy decisions and tailor economic development efforts.

Publishing the Business Pulse:

- Share updated economic data, business trends, and news relevant to Addison’s business community.
- Strengthen engagement with local businesses by providing valuable market insights and Town updates.

Update the Economic Development Strategic Plan:

- Refresh the strategic plan last completed in 2019 to reflect current economic conditions and growth opportunities.

Strategic Drivers: Marketing

ADDISON

Marketing Strategies: Position Addison as a hub for businesses, talent, and lifestyle by promoting its central location, extensive dining options, and proximity to major transportation hubs to attract further investment.



Awareness and Consideration Campaign:

- Launched the rebranded “Address for Success” initiative to position Addison as a premier business location.

Enhanced Collateral Production:

- Developed printed assets, including an updated Community Profile to highlight Addison’s advantages and growth potential.
- Created teaser video assets to showcase Addison’s on digital channels.

Future Expansion of Marketing Assets:

- Build on the success of current printed, digital, and video content.

Purpose of Economic Tools: to attract, grow and retain investment.

1. Reducing Cost of Capital

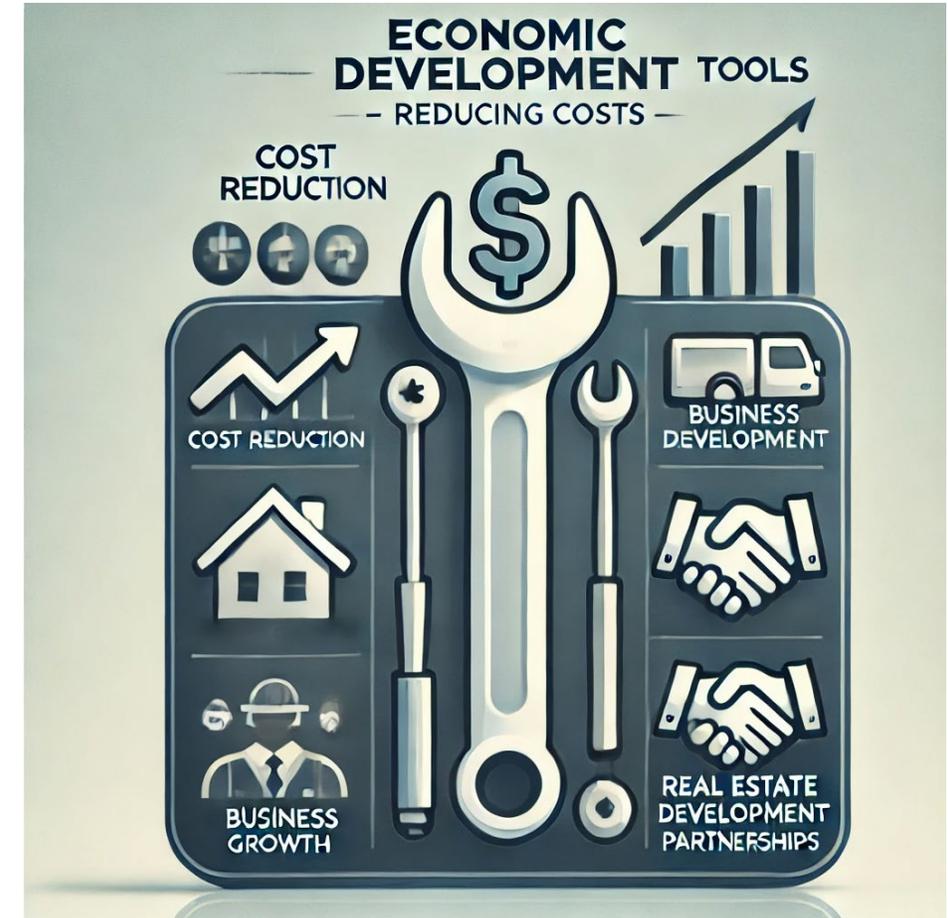
- Provide grants or loans to make initial project financing more accessible and affordable.

2. Reducing Cost of Improvements

- Offset expenses for infrastructure, utilities, and site improvements to reduce initial project costs.

3. Reducing Operating Costs

- Decrease ongoing expenses for businesses to enhance long-term project sustainability.



Incentive Tools

Examples of tools used by Addison and our main competitive municipalities:

Tool	Focus	Funding Source	Eligible Projects	Key Advantages
Type A Corporation	Primary job creation	Sales tax	Industrial projects, job creation	Dedicated funding, high job impact
Type B Corporation	Broader community development	Sales tax	Parks, tourism, mixed-use	Enhances quality of life, flexibility
Chapter 380	Business incentives	Local government funds	Expansions, renovations, job creation	Customizable, performance-based
TIF	Redevelopment & new development	Property tax increments	Infrastructure, public improvements, new developments	Self-funding, stimulates growth
Tax Abatements	Attract/expand businesses	Local property taxes	New developments, expansions	Reduces cost, adaptable

Type A Economic Development Corporation:

- Funded by local sales tax and focus on projects that create ***primary jobs***, particularly in industries such as manufacturing, regional or national corporate headquarters, and research & development.
- **Primary Job**: A job at a company that exports most of its products or services to markets outside the local region, infusing new dollars into the local economy.
- Board of Directors: minimum of five members appointed by City Council with terms up to six years.

McKinney, TX

RECRUITMENT

- Startup must relocate and retain its primary HQ in McKinney for 3+ years
- At least 15 local employees, no more than 50
- \$500k ARR or at least \$1M raised
- Considerable employee growth projected



RECRUITMENT

Up to \$500,000 grant to selected later-stage startups who locate their primary HQ in McKinney, calculated by the local jobs created and their average salary.

Performance-based

NON-DILUTIVE CAPITAL FOR STARTUPS

The McKinney Innovation Fund



Type B Economic Development Corporation:

- Type B EDCs can fund quality of life improvements such as parks, museums, sports facilities and affordable housing, in addition to projects eligible for Type A.
- Funded by sales tax.
- Often referred to as Community Development Corporations (CDC) to distinguish from Type A (EDC).
- Subject to more administrative restrictions than Type A. Must wait 60 days from the first public notice of the project before providing funds and hold public hearings on all Type B projects.

Incentive Tools: Type B CDC

Allen, TX

Chicken N' Pickle Breaks Ground In Allen, Texas

“Live Restaurant Entertainment venue is underway in Allen’s 135-acre mixed-use development”



High Five Entertainment:
ACDC Grant of \$500,000



Chicken N Pickle ACDC Grant
of \$1.5 million

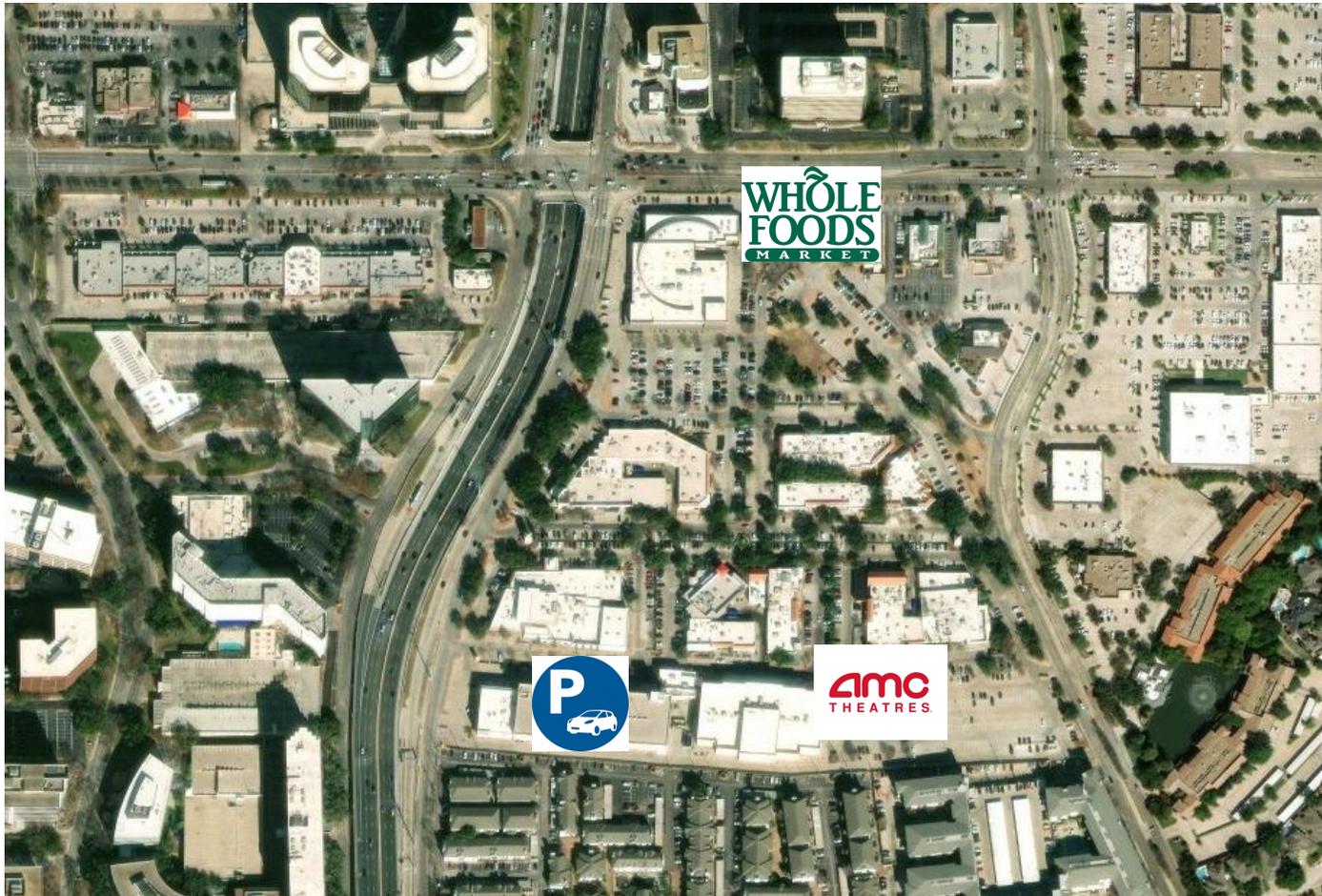


The HUB Food Hall &
Entertainment Facility ACDC
Grant of \$2.5 million

Chapter 380 Economic Development Agreements:

- Municipalities and counties are authorized to offer loans and grants of public money to promote state or local economic development and to stimulate, encourage, and develop business locations and commercial activity.
- Extremely flexible program.
- No direct revenue source for funding.

Addison, TX



Chapter 380 – VOP Redevelopment

- \$44M Capital Investment
- 32,000 SF Whole Foods
- 45,000 SF AMC Movie Theater
- 400 stall parking garage
- Sales tax revenue split over \$300k threshold.

Chapter 311 Tax Increment Financing (TIF):

- TIF districts capture the future increases in property tax revenue from an area and reinvest it in public improvements within that district.
- When the improvements result in additional property tax revenue, this revenue is referred to as the tax increment.
- Taxing unit determines what percentage of its tax increment it will commit to repay the cost of the improvements.
- Uses future tax increments to fund current improvements without impacting other tax revenue.
- Can be used as a funding source for Chapter 380.

Incentive Tools: Chapter 311 (TIF)

Frisco, TX



Frisco Council OKs \$95M in construction incentives for Fields West development
50% - City Participation Rate



Frisco City Council approves \$113.4 million to help make The Mix development a reality



City of Frisco Approves \$182 Million in Toyota Stadium Improvements

Chapter 312 Tax Abatement:

- Tax abatements offer partial or full reduction of property taxes for up to 10 years to make development projects financially feasible.
- Easy to administer, scalable, and adaptable in size, especially in projects with large capital investments.
- Reduce operating cost to boost financial return to make location decisions more desirable.

Incentive Tools: 312 – Abatement

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Plano, TX

LOCAL NEWS

Plano Approves Toyota Incentive Deal

- \$350M capital investment
- 10-year 50% Tax Abatement
- 10-year 50% Tax Rebate
- \$6M jobs grant
- \$23M total incentive



Project Evaluation: Eco-Dev Vetting Process

1. Gap Analysis

- Market or funding gaps, competitive disadvantages, and alignment of support with community benefit.

2. Fiscal Impact

- Projected tax revenue, cost-benefit analysis, and ROI timeline.

3. Capital Investment

- Total investment, leverage of public vs. private funds, and long-term asset creation.

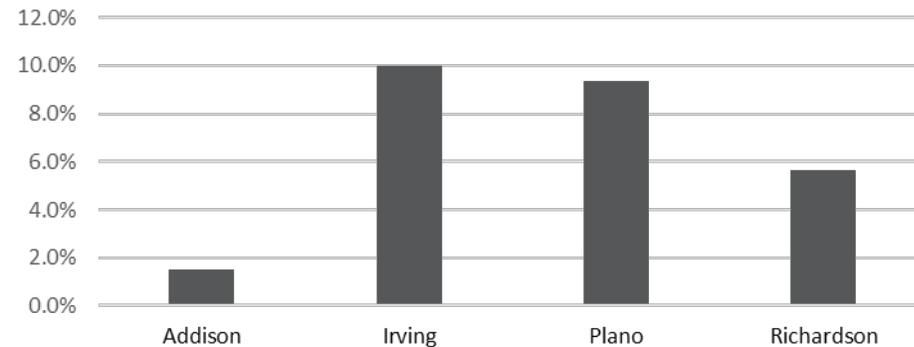
4. Job Creation and Wages

- Number of jobs, wage levels, and alignment with target industries.

5. Community Impact

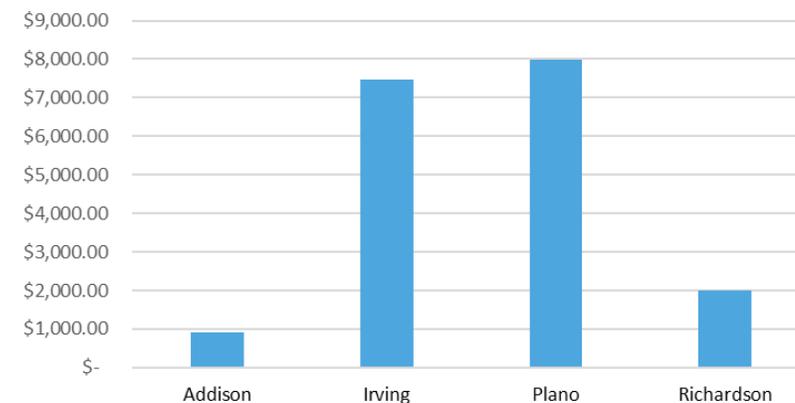
- New amenities or public spaces, improved walkability, accessibility, and projected tax revenue benefits for other taxing entities.

Incentive Percentage of Capital Investment



2022- Present

Incentive Amount per Job



Questions?

**City Council (FY24) - City Council Work
Session Meeting**

5. b.

Meeting Date: 11/07/2024

Department: Communications & Marketing

Key Focus Areas: Vibrant and Active Community

AGENDA CAPTION:

Present and discuss the proposed renaming and visual rebranding of the Addison Theatre Centre.

BACKGROUND:

Staff will present a proposal to rename the Addison Theatre Centre as The Addison as part of a broader rebranding effort. The objective of this initiative is to create a clearer and more recognizable identity for the space while maintaining a strong connection to the Town of Addison. The rebranding efforts include the development of a new logo and branding standards, which will be used across all marketing materials, contracts, and public wayfinding.

RECOMMENDATION:

Staff requests Council direction.

Attachments

Presentation - Theatre Branding

Branding The Addison

Mary Rosenbleeth, Director of Marketing & Tourism
October 8, 2024

The logo for 'ADDISON' is displayed in a bold, blue, sans-serif font. It is centered within a white circle, which is itself set against a blue background. The blue background is part of a larger graphic element on the right side of the slide, featuring a diagonal split between blue and dark grey.

One of the goals of the recently completed study for the Addison Theatre Centre emphasized the need for a clear brand identity for Addison Theatre Centre:

- Develop a visual identity through a logo and other branding standards to rebrand the space.
- Require the use of that visual identity in contracting for all users.
- Replace public wayfinding to carry the new visual identity.

Renaming the space to *The Addison*:

- Aligns with the trend of simplifying theater identities for greater clarity and brand cohesion.
- Retains a connection to the Town of Addison while creating a unique, easily recognizable brand for the space.
- Emphasizes simplicity, ensuring the identity is flexible enough to be used across mediums like signage, digital platforms, and marketing materials.

By focusing on a name that is both distinct and adaptable, *The Addison* positions itself to be a lasting and memorable brand that can evolve with the community's needs.

Logo Options

ADDISON



theAddison

PERFORMING ARTS CENTER

Modern approach using the A to highlight the black box theatre concept.



THE ADDISON

PERFORMING ARTS CENTER

Black box within the name.



THE ADDISON

PERFORMING ARTS CENTER

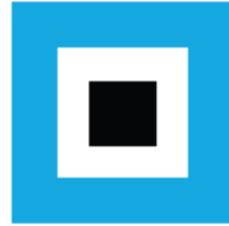
Blue spotlight and a star creating an "A" simplified from previous concept.



THE ADDISON

PERFORMING ARTS CENTER

Black box within the name.



THE ADDISON

PERFORMING ARTS CENTER

The black box icon with combination of Addison blue. Simple and elegant.

- **Develop a Style Guide:** This will help maintain consistency across all touchpoints. Include the color scheme, typography, logo variations, and usage guidelines to ensure consistent visual identity across platforms and media
- **Update Existing Marketing Collateral:** Refresh all branding materials, including social media banners, email signatures, and the new theatre microsite on the recently launched VisitAddison.com website to ensure all communication aligns with the new identity.
- **Create a Launch Campaign:** Announce the rebrand with a comprehensive marketing campaign, utilizing social media, email marketing, and press releases to build awareness among local and regional audiences.
- **Revise Contracts:** Revise user contracts to require the use of the new visual identity.
- **Open House:** Host an Open House for local theatre groups in the next six weeks to introduce them to the space and the new branding efforts.

Questions