



**Thursday, June 17, 2021
Joint City Council and SEDC Workshop Meeting**

**Michael J. Felix Community Center, Reservation Room
3815 Sachse Road, Building E
6:00 p.m.**

The City of Sachse reserves the right to reconvene, recess or realign the workshop meeting, regular meeting, called Executive Session or order of business at any time prior to adjournment.

As authorized by Section 551.071(2) of the Texas Government Code, these meetings may be convened into closed Executive Session at any time during the City Council workshop or regular meeting for the purpose of seeking confidential legal advice from the City Attorney on any workshop or regular meeting agenda item listed herein.

Please note: These items are for discussion purposes only and no Council action will be taken. The workshop session is for City Council, EDC, and staff discussion.

A. 6:00 PM JOINT WORKSHOP

1. Call to Order by the Sachse City Council and the Economic Development Corporation: The City Council of the City of Sachse and the Economic Development Corporation will hold a Joint Workshop Meeting on Thursday, June 17, 2021 at 6:00 p.m. in the Reservation Room at the Michael J. Felix Community Center, 3815 Sachse Road, Building E, Sachse, Texas to consider the following items of business:
2. Hold a discussion regarding goals, objectives and Bylaws as it relates to the Type B Corporation.
3. Adjournment.

I, the undersigned authority, do hereby certify that this notice of meeting was posted in accordance with the regulations of the Texas Open Meetings Act and was posted on the bulletin board, an accessible location at Sachse City Hall.



Michelle Lewis Sirianni, City Secretary

Accommodation requests for persons with disabilities should be made at least 48 hours prior to the meeting by contacting Amanda Chi, ADA Coordinator, via phone at 972.429.4770, via email at achi@cityofsachse.com, or by appointment at 3815 Sachse Road, Building B, Sachse, Texas 75048.

**City of Sachse
Economic Development Corporation
Program Dashboard**

The Sachse Economic Development Program will:						
	Goals:	Objectives:	Action Items:	Champion:	Target Date:	Status:
Business Attraction	1. Invest in infrastructure, essential public services, research and data bases, workforce training, and education that instills the importance of maintaining healthy economic growth and development of Sachse.	A Identify data sources to establish accurate and measurable criteria to accomplish goals.	1 Gather pertinent data options, including costs, and prepare recommendation.	City Staff		
			2 Conduct annual EDC/City Council joint work session to report progress, maintain alignment and adjust policy direction.	City Council/EDC Board		
		B Actively seek opportunities to partner workforce resources with new business prospects.	1 Obtain major workforce data from available sources and format in a manner suitable to offer prospects as a relocation resource.	City Staff		
			2 Establish working relationship with workforce resources and report results and contact information.	EDC Board		
		C Support specific Sachse infrastructure needs necessary for targeted business attraction.	1 Working with City Staff, determine major infrastructure needs for undeveloped areas and construct a map that correlates infrastructure cost to development area, projecting demand/capacity with approved land use/density/FAR, etc.	EDC Board/City Staff		
			2 Actively incorporate infrastructure incentives into new business attraction efforts using ½ cent Sales Tax.	EDC Board		
Business Attraction	2. Attract a wide, healthy, and diverse variety of resilient businesses and the talent that supports them.	A Secure access to data bases, sources, and subscriptions, for business start-ups and relocations.	1 Prepare quarterly report of prioritized new business startups and relocations in the region and Sachse's efforts to secure them.	City Staff		
			1 Prioritize business sectors for Sachse.	EDC Board		
		B Analyze Sachse business sectors to determine greatest needs and opportunities considering local and regional demand.	2 Prepare sector specific surveys for Sachse businesses within those sectors to determine needs and gather data for economic development efforts.	EDC Board/City Staff		
			C Maintain up to date materials, and continually participate in marketing Sachse.	1 Inventory all EDC materials and reevaluate cost and benefit, prepare recommendation for Board.	City Staff	
		2 Target marketing materials to business sectors that improve overall average income levels.		City Staff		
		Business Attraction	3. Attract quality jobs that raise the overall average income in Sachse.	A Gather, analyze and maintain Sachse wage and income data base.	1 Identify best and most appropriate wage/income data sources and integrate into routine reporting.	City Staff
B Apply wage data to business attraction tools and incentive considerations.	1 Prepare and present empirical cost/benefit analysis for each prospect chosen to incentivize, including wage data and wage claw backs.			City Staff		
C Identify opportunities to incubate and/or support businesses that produce high paying jobs.	1 Investigate incubator projects and report on feasibility and appropriateness for Sachse.			City Staff		

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The Sachse Economic Development Program will:						
	Goals:	Objectives:	Action Items:	Champion:	Target Date:	Status:
Business Attraction	4. Provide tools and resources to improve the SH 78 Corridor.	A Support City efforts to develop a SH 78 Corridor Redevelopment Overlay	1 Assist City Staff in providing economic development information pertinent to the SH 78 Overlay including demographic data, existing business impact, new business potential, partnering for relocation opportunities, and infrastructure funding when appropriate.	EDC Board/City Staff		
			2 Survey citizens and business regarding their most desired venues for the SH 78 Corridor.	EDC Board		
		B Seek opportunities to re-purpose deteriorated properties.	1 Working with City Staff, develop prioritized list of re-purpose properties that offer the best economic development benefit.	EDC Board/City Staff		
		C Improve 5 th Street entryway.	1 Provide review and funding for access, signage, and property assembly necessary to improve the 5th Street entryway.	EDC Board		
		D Identify unique neighborhood businesses to bring to corridor.	1 Using networking resources (ICSC Regional participation, Chamber of Commerce, business attraction data from 2A, survey results and business contact meetings), seek to place three new neighborhood businesses to the SH 78 Corridor.	City Staff		
			2 Regularly report EDC efforts and results.	City Staff		
E Actively pursue the beautification of the SH 78 Corridor	1 Include beautification components in the Corridor Overlay Plan and begin beautification projects as soon as funds are available.	City Staff				
Business Attraction	5. Aggressively pursue unique arts, entertainment, and dining venues.	A Aggressively pursue unique neighborhood businesses to bring to corridor.	1 Develop specialized marketing campaign (video, print and social media) to target desired businesses to the City.	City Staff		
		B Attract new uniquely Sachse restaurants and businesses to anchor the 5t Street District. Utilize land use needs gleaned from survey.	1 Complete agreement for two restaurants on 5th Street before end of 2021.	EDC Board/City Staff		
			2 Utilize new "anchor tenants" to attract new development and unique venues.	EDC Board/City Staff		
			3 Plan and host two annual events to bring focus and attract visitors to 5th Street.	EDC Board/City Staff		
			4 Fund necessary overflow parking to support "anchor tenants" with accompanying cost/benefit study to support.	EDC Board		
			5 Begin assembling additional land to support 5th Street development.	City Staff		
C Identify, pursue, and support unique events in the City.	1 Working with City, use EDC funds to support festivals and/or unique events that are designed to bring new visitors to Sachse and showcase the community.	EDC Board				

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Business Retention & Expansion		6. Engage Sachse businesses in order to form working relationships so that the business community knows who we are and what we do.	A	Identify appropriate data sources to gather information on all Sachse businesses with 10 or more employees and record in database.	1	Gather data, format list, and prepare report to be updated annually. Regularly consult list for partnering opportunities.	City Staff		
					2	Incorporate City Council, EDC Board members, City Staff, Chamber of Commerce, and/or other volunteers to enlist in business contact effort.	All		
			B	Prepare contact form and make personal contact with each the businesses identified in 6.A.1	1	Create "Contact Sachse Businesses" program materials, conduct training, and begin contacting businesses. Keep database of contacts and recontact every two years or more depending on resources.	City Staff		
			C	Prepare annual report to reflect State of Small Businesses in Sachse.	1	Present report to EDC and City Council in annual joint work session and local civic groups.	City Staff		
		D	Produce communication materials designed to distribute to small business to increase awareness of EDC resources.	1	Gather material, produce drafts, present to City Council and EDC and distribute to small businesses.	City Staff			
Business Retention & Expansion		7. Provide networking opportunities with other Sachse businesses to improve awareness and business/customer relationships.	A	Identify appropriate data sources for each Sachse business sector and develop information material.	1	Utilize sector specific trade materials, databases, and digital resources as well as local contact results to develop information material.	City Staff		
					1	Identify, distinguish, and prioritize businesses by sector (communication, consumer, energy, financial, health care, industrial, information technology, materials, real estate, utilities).	EDC Board		
					2	Prepare marketing materials for top three highest priority business sectors.	City Staff		
			B	Prepare and distribute Support Sachse Small Business campaign and materials for each business sector.					
		C	Host networking events that bring local businesses together to share information and forge business relationships.	1	Prepare and host two sector specific mixers to increase awareness of partnering opportunities. Rotate mixer schedules between sectors annually.	EDC Board/City Staff			
		D	Support local businesses modifications and transitions resulting from the pandemic.	1	Identify business sectors most acutely impacted by the pandemic, incorporate questions into business contacts and determine EDC role, if any.	EDC Board/City Staff			