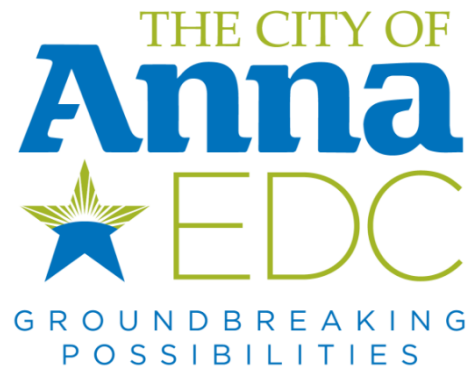




**MEETING AGENDA  
ANNA COMMUNITY DEVELOPMENT CORPORATION  
AND  
ANNA ECONOMIC DEVELOPMENT CORPORATION**

**Thursday, November 7, 2024 @ 6:00 PM**

**The EDC/CDC of the City of Anna will meet on 11/7/2024, at 6:00 PM in the Anna Municipal Complex-Council Chambers, located at 120 W. 7th Street, to consider the following items.**

1. **Call to Order, Roll Call, and Establishment of Quorum.**
2. **Invocation and Pledge of Allegiance.**
3. **Neighbor Comments.**  
*Persons may address the Board of Directors on items not on the agenda; please observe the time limit of three (3) minutes. Members of the Board cannot comment on or deliberate statements of the public except as authorized by Section 551.042 of the Texas Government Code.*
4. **Consent Agenda.**
  - a. Approve minutes from the October 3, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)
  - b. Approve minutes from the October 3, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)
5. **Individual Consideration.**
  - a. Receive a presentation from the Finance Director regarding EDC and CDC current loans and details of each.
  - b. Consider/Discuss/Act on the EDC and CDC finance and banking options for Fiscal Year 2024-2025.
  - c. Receive a presentation from EDC staff regarding the FY 2024 Annual Report.
  - d. Receive a presentation from EDC staff regarding updating the recruitment video with Red Productions.
6. **Director's Report.**
  - a. Strategic Plan Update

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IMPORTANT LEGAL NOTICE: The Corporation may vote and/or act upon each of the items listed in this agenda. The Corporation reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. Disabled persons who want to attend this meeting and who may need assistance should contact the City Secretary at 972-924-3325 two working days prior to the meeting so that appropriate arrangements can be made.

- b. Financial Report / Sales Tax Update
  - c. Event Updates & Upcoming Events
7. **Closed Session.**
- a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.
  - b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional services contract. Pending Contracts.
  - c. Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or, (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087); potential retail and medical projects.
8. **Reconvene into open session and take any action on closed session items.**
9. **Receive reports from staff or Board Members about items of community interest.**
10. **Adjourn.**

This is to certify that I, Bernie Parker, Director of Economic Development, posted this Agenda on the City's website ([www.annatexas.gov](http://www.annatexas.gov)) and at the Anna Municipal Complex bulletin board at or before 5:00 p.m. on 11/1/2024.

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Bernie Parker, Director of Economic  
Development



**AGENDA ITEM:**

Neighbor Comments.

**SUMMARY:**

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

Item No. 3.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:



Item No. 4.a.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Approve minutes from the October 3, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

**SUMMARY:**

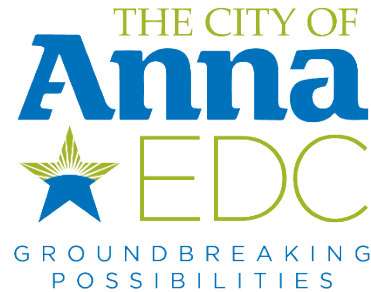
Review & approve the meeting minutes from the October 3, 2024, Joint CDC/EDC Meeting.

**STAFF RECOMMENDATION:**

Staff recommends approval.

**ATTACHMENTS:**

1. October 3\_2024 CDC EDC Joint Meeting Minutes\_Draft



## **Anna Community Development Corporation and Anna Economic Development Corporation Meeting Minutes**

**Thursday, October 3, 2024, at 6:00 pm**  
**Anna Municipal Complex, City Council Chambers**  
**120 W. 7<sup>th</sup> Street, Anna, Texas 75409**

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a meeting at 6:00 p.m. on Thursday, October 3, 2024, at the Anna Municipal Complex in City Council Chambers, located at 120 W. 7<sup>th</sup> Street Anna, Texas 75409.

A video recording of the open session portions of the meeting may be viewed online at the City of Anna's website: <https://www.annatexas.gov/962/AgendasMinutes>

**CDC and EDC Board Members Present:** Bruce Norwood (President), Nate Pike (Vice-President), Manny Singh, Lamarr Dillingham, and Allison Inesta. **CDC AND EDC Board Members Absent:** Michelle Hawkins (Secretary) and Kylee Kelley. **Others Present:** Bernie Parker (Director of Economic Development), Natasha Roach (Assistant Director of Economic Development), Salena Tittle (Economic Development Manager), David Overcash (City Attorney), and Pete Cain (Mayor).

**1. Call to Order, Roll Call, and Establishment of Quorum.**

*The meeting was called to order by Board President Bruce Norwood at 6:00 p.m.*

**2. Invocation and Pledge of Allegiance.**

*Invocation and Pledge of Allegiance was led by Board President Bruce Norwood.*

**3. Neighbor Comments.**

*Ms. Betty Sharp, residing at 10282 County Road 288, spoke on her vision for economically stable housing in Anna.*

**4. Consent Agenda.**

- a. Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

- b. Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

***Nate Pike made a motion on behalf of the CDC and EDC to approve the consent agenda. Manny Singh seconded the motion. All were in favor. Motion passed.***

## **5. Individual Consideration.**

- a. Receive a presentation from The Retail Coach regarding proposed business services.

*President of The Retail Coach, Aaron Farmer, provided a brief presentation regarding the company's history, business services provided, and outline of proposed scope of work that will meet the needs and vision of Anna's economic development.*

***No action taken.***

- b. Consider/Discuss/Act on Resolution No. 2024-10-13 approving an agreement with The Retail Coach for professional Contract Services. (CDC)

***Nate Pike made a motion on behalf of the CDC to approve Resolution No. 2024-10-13 authorizing an agreement with The Retail Coach and the expenditure of funds not to exceed \$20,000. Manny Singh seconded the motion. All were in favor. Motion passed.***

- c. Consider/Discuss/Act on Resolution No. 2024-10-14 approving an agreement with The Batdrone for professional Contract Services. (CDC)

*Natasha Roach provided a brief presentation on the list of services that will be provided by The Batdrone, detailed reasons why the services are needed, and a breakdown of the expenditures for this project.*

***Bruce Norwood made a motion on behalf of the CDC to approve Resolution No. 2024-10-14 authorizing an agreement with The Batdrone and the expenditure of funds not to exceed \$5,000. Allison Inesta seconded the motion. All were in favor. Motion passed.***

- d. Consider & Discuss timing and availability for the Charette process with Toole Design for the Interurban Pedestrian Thoroughfare design.

*Salena Tittle provided a brief presentation on what the Charette process will look like, when the EDC & Toole Design is looking to have it, and how long the process*

*will take.*

**No action taken.**

## 6. Director's Report.

### a. Strategic Plan Update

*Bernie Parker updated the Board on staff's recent accomplishments, attended events, and provided the status of the 2024 Economic Development Annual Report. Additionally, Bernie took the opportunity to welcome Natasha Roach to the Anna EDC as the new Assistant Director of Economic Development.*

**No action taken.**

### b. Financial Report/Sales Tax Update

*Bernie Parker presented updated information on increased sales tax for the month of July 2024 and that the city is up 30.9% higher than where we were at this time last year.*

**No action taken.**

### c. Event Updates & Upcoming Events

*Salena Tittle informed the Board of two upcoming events.*

- *2024 Anna Fest event will be held on Saturday, October 5th, at the Municipal Complex from 12:00 p.m. – 4:00 p.m.*
- *2024 Boo Bash event will be held on Saturday, October 19th, at Slayter Creek Park from 12:00 p.m. – 4:00 p.m.*

*Salena also took this opportunity to provide the Board with a first look at the new Monthly EDC Newsletter.*

**No action taken.**

## 7. Closed Session.

### a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.

### b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional

services contract. Pending Contracts.

- c. Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or,
- (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087); potential retail and medical projects.

***At 7:30 p.m. Bruce Norwood recused himself from closed session due to a specific project being discussed and re-entered closed session at 7:46 p.m.***

***Nate Pike made a motion to enter into closed session. Bruce Norwood seconded the motion. All were in favor. Motion passed. The EDC/CDC Board entered into closed session at 7:17 p.m.***

**8. Reconvene into open session and take any action on closed session items.**

***Bruce Norwood made a motion to reconvene the EDC/CDC Board meeting back into open session. Nate Pike seconded the motion. All were in favor. Motion passed. The EDC/CDC Board entered back into open session at 7:50 p.m.***

**9. Receive reports from staff or Board Members about items of community interest.**

*There were no reports.*

**10. Adjourn.**

***Bruce Norwood adjourned the meeting at 7:50 p.m.***

**APPROVED:**

**ATTESTED:**

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Bruce Norwood  
President of CDC/EDC

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Michelle Hawkins  
Secretary of CDC/EDC



Item No. 4.b.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Approve minutes from the October 3, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

**SUMMARY:**

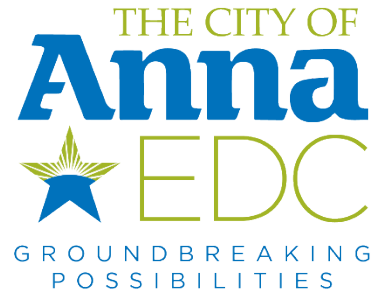
Review & approve the meeting minutes from the October 3, 2024, Joint CDC/EDC Meeting.

**STAFF RECOMMENDATION:**

Staff recommends approval.

**ATTACHMENTS:**

1. October 3\_2024 CDC EDC Joint Meeting Minutes\_Draft



## **Anna Community Development Corporation and Anna Economic Development Corporation Meeting Minutes**

**Thursday, October 3, 2024, at 6:00 pm**  
**Anna Municipal Complex, City Council Chambers**  
**120 W. 7<sup>th</sup> Street, Anna, Texas 75409**

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a meeting at 6:00 p.m. on Thursday, October 3, 2024, at the Anna Municipal Complex in City Council Chambers, located at 120 W. 7<sup>th</sup> Street Anna, Texas 75409.

A video recording of the open session portions of the meeting may be viewed online at the City of Anna's website: <https://www.annatexas.gov/962/AgendasMinutes>

**CDC and EDC Board Members Present:** Bruce Norwood (President), Nate Pike (Vice-President), Manny Singh, Lamarr Dillingham, and Allison Inesta. **CDC AND EDC Board Members Absent:** Michelle Hawkins (Secretary) and Kylee Kelley. **Others Present:** Bernie Parker (Director of Economic Development), Natasha Roach (Assistant Director of Economic Development), Salena Tittle (Economic Development Manager), David Overcash (City Attorney), and Pete Cain (Mayor).

**1. Call to Order, Roll Call, and Establishment of Quorum.**

*The meeting was called to order by Board President Bruce Norwood at 6:00 p.m.*

**2. Invocation and Pledge of Allegiance.**

*Invocation and Pledge of Allegiance was led by Board President Bruce Norwood.*

**3. Neighbor Comments.**

*Ms. Betty Sharp, residing at 10282 County Road 288, spoke on her vision for economically stable housing in Anna.*

**4. Consent Agenda.**

- a. Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

- b. Approve minutes from the September 5, 2024, Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

***Nate Pike made a motion on behalf of the CDC and EDC to approve the consent agenda. Manny Singh seconded the motion. All were in favor. Motion passed.***

## **5. Individual Consideration.**

- a. Receive a presentation from The Retail Coach regarding proposed business services.

*President of The Retail Coach, Aaron Farmer, provided a brief presentation regarding the company's history, business services provided, and outline of proposed scope of work that will meet the needs and vision of Anna's economic development.*

***No action taken.***

- b. Consider/Discuss/Act on Resolution No. 2024-10-13 approving an agreement with The Retail Coach for professional Contract Services. (CDC)

***Nate Pike made a motion on behalf of the CDC to approve Resolution No. 2024-10-13 authorizing an agreement with The Retail Coach and the expenditure of funds not to exceed \$20,000. Manny Singh seconded the motion. All were in favor. Motion passed.***

- c. Consider/Discuss/Act on Resolution No. 2024-10-14 approving an agreement with The Batdrone for professional Contract Services. (CDC)

*Natasha Roach provided a brief presentation on the list of services that will be provided by The Batdrone, detailed reasons why the services are needed, and a breakdown of the expenditures for this project.*

***Bruce Norwood made a motion on behalf of the CDC to approve Resolution No. 2024-10-14 authorizing an agreement with The Batdrone and the expenditure of funds not to exceed \$5,000. Allison Inesta seconded the motion. All were in favor. Motion passed.***

- d. Consider & Discuss timing and availability for the Charette process with Toole Design for the Interurban Pedestrian Thoroughfare design.

*Salena Tittle provided a brief presentation on what the Charette process will look like, when the EDC & Toole Design is looking to have it, and how long the process*

*will take.*

**No action taken.**

## 6. Director's Report.

### a. Strategic Plan Update

*Bernie Parker updated the Board on staff's recent accomplishments, attended events, and provided the status of the 2024 Economic Development Annual Report. Additionally, Bernie took the opportunity to welcome Natasha Roach to the Anna EDC as the new Assistant Director of Economic Development.*

**No action taken.**

### b. Financial Report/Sales Tax Update

*Bernie Parker presented updated information on increased sales tax for the month of July 2024 and that the city is up 30.9% higher than where we were at this time last year.*

**No action taken.**

### c. Event Updates & Upcoming Events

*Salena Tittle informed the Board of two upcoming events.*

- *2024 Anna Fest event will be held on Saturday, October 5th, at the Municipal Complex from 12:00 p.m. – 4:00 p.m.*
- *2024 Boo Bash event will be held on Saturday, October 19th, at Slayter Creek Park from 12:00 p.m. – 4:00 p.m.*

*Salena also took this opportunity to provide the Board with a first look at the new Monthly EDC Newsletter.*

**No action taken.**

## 7. Closed Session.

### a. Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.

### b. Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional

services contract. Pending Contracts.

- c. Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or,
- (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087); potential retail and medical projects.

***At 7:30 p.m. Bruce Norwood recused himself from closed session due to a specific project being discussed and re-entered closed session at 7:46 p.m.***

***Nate Pike made a motion to enter into closed session. Bruce Norwood seconded the motion. All were in favor. Motion passed. The EDC/CDC Board entered into closed session at 7:17 p.m.***

**8. Reconvene into open session and take any action on closed session items.**

***Bruce Norwood made a motion to reconvene the EDC/CDC Board meeting back into open session. Nate Pike seconded the motion. All were in favor. Motion passed. The EDC/CDC Board entered back into open session at 7:50 p.m.***

**9. Receive reports from staff or Board Members about items of community interest.**

*There were no reports.*

**10. Adjourn.**

***Bruce Norwood adjourned the meeting at 7:50 p.m.***

**APPROVED:**

**ATTESTED:**

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Bruce Norwood  
President of CDC/EDC

---

Michelle Hawkins  
Secretary of CDC/EDC



**AGENDA ITEM:**  
**Individual Consideration.**

**SUMMARY:**

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

Item No. 5.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:



Item No. 5.a.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Receive a presentation from the Finance Director regarding EDC and CDC current loans and details of each.

**SUMMARY:**

The Finance Director, Aimee Ferguson, will provide a brief presentation on EDC and CDC current loans and will also provide detailed information for each. At the September 5th, 2024 CDC/EDC Joint Board Meeting, Mrs. Ferguson provided the Board with a brief presentation and breakdown on financial reporting and current funds within the CDC & EDC. During that presentation, a few of the Board members asked Mrs. Ferguson to gather some information on a couple of items. Mrs. Ferguson is here to present the requested information.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**



Item No. 5.b.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Consider/Discuss/Act on the EDC and CDC finance and banking options for Fiscal Year 2024-2025.

**SUMMARY:**

The Finance Director, Aimee Ferguson, will provide a brief presentation regarding cost comparison and banking options with EDC and CDC current funds. At the September 5th, 2024 CDC/EDC Joint Board Meeting, Mrs. Ferguson provided the Board with a brief presentation and breakdown on financial reporting and current funds within the CDC & EDC. During that presentation, a few of the Board members asked Mrs. Ferguson to gather information on current and possible financial institutions. Mrs. Ferguson is here to present the requested information and obtain feedback and direction from the Board on which option they would prefer for the 2024-2025 Fiscal Year.

**STAFF RECOMMENDATION:**

Staff recommends that the Board provide feedback and direction on which EDC and CDC finance and banking option would be best suited for the 2024-2025 Fiscal Year.

**ATTACHMENTS:**



Item No. 5.c.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Receive a presentation from EDC staff regarding the FY 2024 Annual Report.

**SUMMARY:**

EDC staff will provide a brief presentation to the Board regarding the CDC/EDC FY 2024 Annual Report. This report outlines all that the EDC has accomplished over the past year. Information in the report includes current measurables, EDC hosted and attended events, paid media marketing advertisements, awards won in 2024, articles showcasing why Anna is one of the fastest-growing communities in the nation, and strategic plan goals moving forward.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**

1. Final Anna EDC-2024 Annual Report

# FORGING OUR FUTURE

2024 ANNUAL REPORT



THE CITY OF  
**Anna**  
★ CDC  
GROUNDBREAKING  
POSSIBILITIES

THE CITY OF  
**Anna**  
★ EDC  
GROUNDBREAKING  
POSSIBILITIES

# A Message from the Anna CDC/EDC

On behalf of the Anna Community and Economic Development Corporations, I am excited to present the Anna CDC and EDC Fiscal Year 2024 Annual Report — what a year of growth and opportunity! We had a remarkably successful year, from new development opportunities to continued growth in Anna. In keeping with our focus on developing our downtown district, the CDC and the EDC acquired five acres of property for future development. We continued to expand our diverse inventory of residential development and created the AnaCapri North, Rockhill and Liberty Hills Public Improvement Districts.



**Bruce Norwood**  
*Board President*

The CDC and the EDC hosted our 4th Annual Developer's Forum in August at the Anna Municipal Complex to highlight all the growth that we are experiencing and the future of Anna. I am also proud to mention that we received the Community Development Block Grant in the amount of \$500,000.00 for our continued efforts in improving our downtown. In addition, Anna executed an incentive agreement that brought Chipotle to the neighborhood this past summer.

With Bernie Parker as our Director, we expanded our EDC team to include Natasha Roach as Assistant Director of Economic Development and Salena Tittle as Economic Development Manager. We now have a full team and look forward to accomplishing so much more, really driving interest in Anna and all the development opportunities we are creating.

As we approach the end of 2024 and look forward to 2025, I must reflect on our history of achievements and success through the efforts of past and current staff, City Council, and Board members. Some of these accomplishments include the Chief Partners/Walmart Development, the purchase and sale of the Anna Business Park, improvements to Slayter Creek Park, the addition of Wyndham Hotels and Home Depot to the community, and many more. With a first-year revenue of \$27,494 in 1999 to over \$3.1 million in 2024, the City of Anna and the CDC and EDC continue to successfully bring quality development that provides for the amenities that our neighbors regularly enjoy.

My sincere gratitude to everyone for their dedication and vision. I cannot wait to see what is in store for 2025!

Advancing Anna,

A handwritten signature in black ink, appearing to read 'Bruce Norwood'.

Bruce Norwood

# City of Anna CDC/EDC Board & Staff

## BOARD

**Bruce Norwood**  
*President*

**Jody Bills**  
*Vice President*

**Rocio Gonzalez**  
*Secretary*

**Michelle Hawkins**

**Kylee Kelley**

**Ronald “Ronnie” Kerr**

**Allison Inesta**

## STAFF

**Bernie Parker**  
*Director of Economic Development*

**Natasha Roach**  
*Assistant Director of Economic Development*

**Salena Tittle**  
*Economic Development Manager*

## Vision

Anna has created a wide range of housing and public facilities that build community identity and pride to engage neighbors in meaningful ways.

## Mission

### CDC

To identify and fund projects that enhance the quality of life in Anna and support the work of the EDC in the community.

### EDC

To identify and support opportunities that expand the city’s business tax base and promote job growth in Anna.



# Strategic Plan Goals



- Build first-rate organizational infrastructure to support a successful economic development program that achieves local, state and national recognition
- Strengthen the city's commercial and employment base by focusing on catalyst areas and other opportunity areas
- Continue to foster relationships with businesses, partners and allies
- Create and promote a positive identity that differentiates Anna from surrounding communities using an integrated marketing and communications strategy
- Transform Downtown Anna into a vibrant district
- Improve the quality of life in Anna
- Increase the variety of housing in Anna
- Improve the aesthetics and appearance of the overall community through public and private investment
- Develop first-class infrastructure in Anna
- Increase retail, restaurant and entertainment options in Anna



## Core Values



**Unique**



**First-Rate**



**Community-Oriented**



**Diversified**



**Robust**



**Well-Maintained**



**Exceptional  
Quality of Life**

# Measurables



For every **5** meetings the EDC held, a new certificate of occupancy was issued



**24** events attended/  
hosted by the EDC,  
a **35%** increase since FY22



**198** broker/developer  
meetings



**\$3,066,550**  
CDC sales tax revenue,  
an **18%** increase since FY22



**41** new Commercial  
Certificates of Occupancy  
permits,  
a **105%** increase  
since FY22 (20)



**98** business retention  
and expansion visits/contacts



**30%** net annual increase in  
commercial property value



**1,496** LinkedIn followers,  
a **59%** increase  
since FY22 (940)



**36,908** website users,  
a **12.5%** increase  
since FY22 (32,792)



**2,142** newsletter  
subscribers,  
a **125%** increase since  
FY22 (952)

# Events Attended & Hosted

|                       |                                                                                                                                                                                                                                                                                                                   |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>OCTOBER 2023</b>   | <ul style="list-style-type: none"><li>• Texas Economic Development Council Annual Conference</li></ul>                                                                                                                                                                                                            |
| <b>NOVEMBER 2023</b>  | <ul style="list-style-type: none"><li>• Anna TPG Pediatric Urgent Care &amp; Clinic Ribbon Cutting Ceremony</li><li>• NCTCOG - Texas Community Development Block Grant Awards</li></ul>                                                                                                                           |
| <b>DECEMBER 2023</b>  | <ul style="list-style-type: none"><li>• Bisnow - Collin County State of the Market Event</li></ul>                                                                                                                                                                                                                |
| <b>JANUARY 2024</b>   | <ul style="list-style-type: none"><li>• Anna Community Library &amp; Plaza Groundbreaking</li><li>• Youth in Government Day Leadership Presentation</li><li>• Anna ISD Slayter Creek Middle School 7th Grade Class - General Employability Skills (Panelist)</li></ul>                                            |
| <b>FEBRUARY 2024</b>  | <ul style="list-style-type: none"><li>• 2024 ICSC Red River Conference</li><li>• 2024 Greater Anna Chamber of Commerce Awards Banquet</li><li>• Grand Opening of Country Charm Coffee</li></ul>                                                                                                                   |
| <b>MARCH 2024</b>     | <ul style="list-style-type: none"><li>• Greater Anna Chamber of Commerce Leadership Anna Program</li></ul>                                                                                                                                                                                                        |
| <b>APRIL 2024</b>     | <ul style="list-style-type: none"><li>• 2024 Dallas Business Journal Best Real Estate Deals Awards</li><li>• 2024 Greater Anna Chamber of Commerce Spring Golf Tournament</li><li>• Bisnow Future of Dallas Healthcare Real Estate Event</li><li>• Anna High School Lunch &amp; Learn Series (Panelist)</li></ul> |
| <b>MAY 2024</b>       | <ul style="list-style-type: none"><li>• Anna Neighbor Academy Spring Cohort</li><li>• Anna Senior Coyote Career Fair</li></ul>                                                                                                                                                                                    |
| <b>JUNE 2024</b>      | <ul style="list-style-type: none"><li>• State of Downtown &amp; Development Update Business Breakfast</li><li>• City of Anna and Anna EDC Multi-Employer Hiring Event</li></ul>                                                                                                                                   |
| <b>JULY 2024</b>      | <ul style="list-style-type: none"><li>• Country Charm Coffee Ribbon Cutting Ceremony</li><li>• Parks &amp; Recreation Anna Senior Program Economic Development Presentation</li></ul>                                                                                                                             |
| <b>AUGUST 2024</b>    | <ul style="list-style-type: none"><li>• Fourth Annual Anna Economic Development Forum</li><li>• Grand Opening of the City of Anna Fire Station 2</li></ul>                                                                                                                                                        |
| <b>SEPTEMBER 2024</b> | <ul style="list-style-type: none"><li>• Einstein Bros. Bagels Opens</li></ul>                                                                                                                                                                                                                                     |

# Event Photos

## JANUARY 2024



*Anna Community Library & Plaza Groundbreaking*

## FEBRUARY 2024



*Grand Opening of Country Charm Coffee*

## MARCH 2024



*Greater Anna Chamber of Commerce Leadership Anna Program*

## APRIL 2024



*Dallas Business Journal Best Real Estate Deals Awards*

# Event Photos

## APRIL 2024



*2024 Greater Anna Chamber of Commerce Spring Golf Tournament*



*Bisnow Future of Dallas Healthcare Real Estate Event*

## MAY 2024



*Anna Senior Coyote Career Fair*

## JUNE 2024



*State of Downtown & Development Update Business Breakfast*



*City of Anna and Anna EDC Multi-Employer Hiring Event*

# Event Photos

**JULY 2024**



*Country Charm Coffee Ribbon Cutting Ceremony*

**AUGUST 2024**



*Grand Opening of the City of Anna Fire Station 2*

**AUGUST 2024**



*Fourth Annual Anna Economic Development Forum*

**SEPTEMBER 2024**

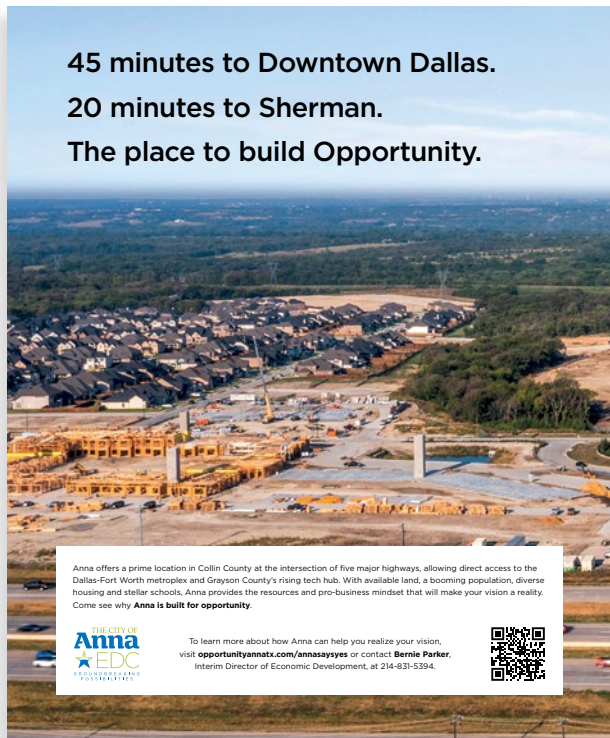


*Einstein Bros. Bagels Opens*

# Advertisements

## PRINT ADS

### D CEO Real Estate Annual



**45 minutes to Downtown Dallas.  
20 minutes to Sherman.  
The place to build Opportunity.**

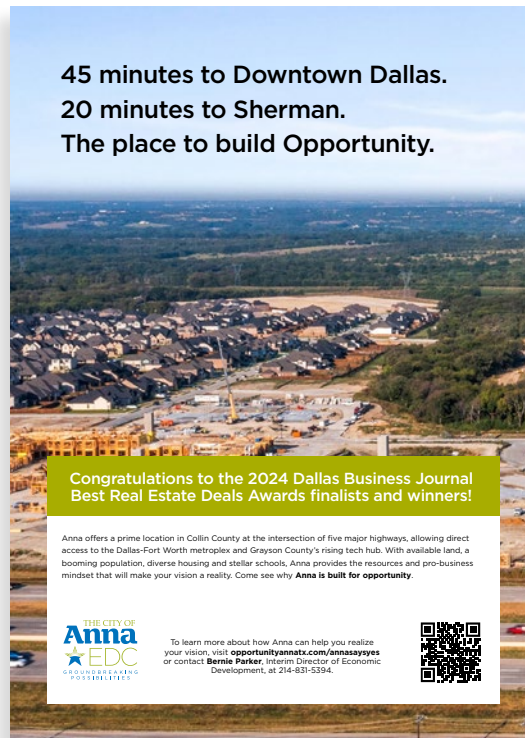
Anna offers a prime location in Collin County at the intersection of five major highways, allowing direct access to the Dallas-Fort Worth metroplex and Grayson County's rising tech hub. With available land, a booming population, diverse housing and stellar schools, Anna provides the resources and pro-business mindset that will make your vision a reality. Come see why **Anna is built for opportunity.**

THE CITY OF  
**Anna**  
EDC  
ECONOMIC DEVELOPMENT CORPORATION

To learn more about how Anna can help you realize your vision, visit [opportunityannatx.com/annasaysyes](http://opportunityannatx.com/annasaysyes) or contact **Bernie Parker**, Interim Director of Economic Development, at 214-831-5394.



### Dallas Business Journal Best Real Estate Deals Awards



**45 minutes to Downtown Dallas.  
20 minutes to Sherman.  
The place to build Opportunity.**

**Congratulations to the 2024 Dallas Business Journal Best Real Estate Deals Awards finalists and winners!**

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### D CEO State of DFW

SPECIAL ADVERTISING SECTION

# Anna

City of Anna Economic Development Corporation  
[OpportunityAnnaTX.com](http://OpportunityAnnaTX.com)

EDC Contact:  
Joey Graham  
214.831.5394

Population:  
23,960

County:  
Collin

Major Businesses:  
Branco Manufacturing,  
Continental USA

Which industries are demonstrating the most interest in Anna today?  
Retail, medical, dining, industrial and multifamily have exhibited the most interest. Recent openings include Chick-A, Chapelle, Home Depot and Texas Roadhouse. In the past three years, Anna has added more than 80 new businesses and finalized agreements for projects representing over \$2 billion in investments. The team anticipates additional developments will also be under construction by the end of 2023.

What financial, tax incentives, or other programs have been created to help Anna attract business?  
Anna supports business growth through a range of programs and incentives including grants, infrastructure assistance, permit fee waivers, expedited, streamlined permitting process, tax increment reinvestment zones, and public improvement districts.

What does your EDC evaluate when looking to attract a new business?  
Anna is a city that starts with 'yes' and is open to all new business propositions that align with our strategic vision. We verify our offerings for neighbors and support our vision as one of the fastest growing cities across North Texas.

COOPERITY OF ANNA

**Have an ideal location?**

**Anna says "YES"**

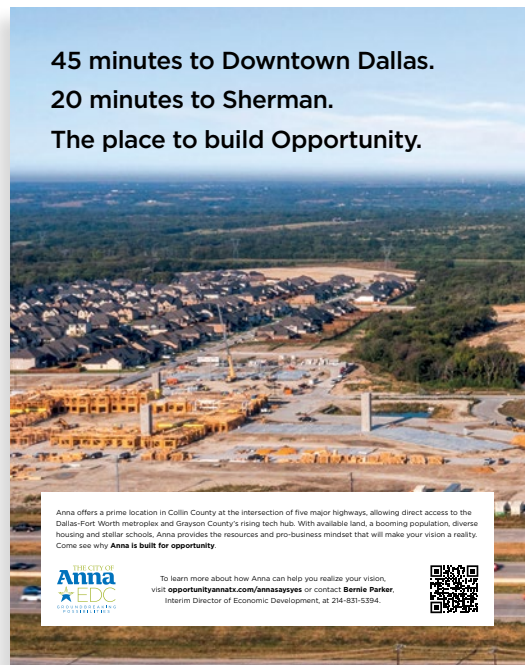
An up-and-coming city with a booming population, Anna offers 61 square miles with a wealth of available sites for development, a prime location at the intersection of five major highways between Dallas and Sherman's rising tech hub in Grayson County. Combine these with an educated workforce, diverse housing in established and flourishing neighborhoods, and stellar schools, and you'll see why Anna is worth investing in.

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EDC  
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### DRC Economic Development Guide



**45 minutes to Downtown Dallas.  
20 minutes to Sherman.  
The place to build Opportunity.**

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# Advertisements

## DIGITAL ADS

45 minutes to Downtown Dallas.  
20 minutes to Sherman.  
The place to build Opportunity.

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**THE CITY OF Anna EDC**

LEARN MORE

Ranked 9th fastest-growing city in Texas.  
High demand for physicians and medical offices.  
Anna is built to serve.

Anna provides the resources and pro-business mindset to meet your goals and serve our neighbors.

**THE CITY OF Anna EDC**

LEARN MORE

Located between 5 major highways.  
A city with a pro-business mindset like yours.  
Your success continues in Anna.

With available land, a booming population, diverse housing and stellar schools, Anna provides the resources and pro-business mindset that will make your vision a reality. Come see why Anna is built for opportunity.

**THE CITY OF Anna EDC**

LEARN MORE

A business dreamed of for years.  
Permits issued within days.  
Opportunity built for today.

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**THE CITY OF Anna EDC**

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**THE CITY OF Anna EDC**

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## Bisnow Newsletter Takeovers

Austin and San Antonio, Bay Area, Dallas-Fort Worth, Southern California, South Florida

PRESENTED BY

45 minutes to Downtown Dallas.  
20 minutes to Sherman.  
The place to build Opportunity.

**Anna EDC**

LEARN MORE

LA Developer Allegedly Committed 44 Campaign Fundraising Violations

Sovereign Wealth Funds Love Commercial Real Estate. Would A U.S. Version File Into The Sector?

Parking Becomes Major Profit Driver For Hotels

British Retirement Fund Giant L&G To Accelerate Investments In U.S. CRE

Discover How A Prime Location And A Pro-Business Mindset Are Putting Anna, Texas, At The Center Of North Texas' Explosive Growth

Miami Office Deal Volume Increases, Prices Surge

Farpont's Sale-Leaseback Strategy Starts Small For Big Returns

Multifamily Roller Coaster Rides On After Rate Cut

Related CEO Blau Sees EB-5 Investors, Claiming Harassment At His Home

Discover How A Prime Location And A Pro-Business Mindset Are Putting Anna, Texas, At The Center Of North Texas' Explosive Growth

PRESENTED BY

45 minutes to Downtown Dallas.  
20 minutes to Sherman.  
The place to build Opportunity.

**Anna EDC**

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Major League Baseball Gets Details On

Discover How Anna, Texas' Prime Location And Pro-Business Mindset Are At The Center Of North Texas' Explosive Growth

Moscone Center Events Have 409,500 Hotel Nights Under Contract For 2024. A 38% Drop

Investors Seek To Shut Down CrowdStreet's Nightingale Fiasco

Colliers: New Industrial Supply Nearly Triple

Former Blackstone CRE Exec Could Hit \$11.1B First Fund At New Firm

Atlanta-Based Developer Completes Logistics Hub In Southern Dallas

Nearly 300 Banks Are Vulnerable Because Of Their CRE Loans. Study Finds

With International Investors On The Prowl, More Big-Ticket Assets Hit The Market

We/Work Renegotiates 8 More Leases, Delays Financial Reporting Again

Discover Why Anna, Texas' Strategic Location And Booming Population Are A Winning Combination For Healthcare Developers

# In the News

## GROWTH IN ANNA

**BISNOW**

News

Collin-Fort Worth

### Growing Pains Ahead For Collin County As It Enters Era Of Explosive Growth

December 6, 2023 | Olivia Luckenberger, Dallas-Fort Worth

As one of the fastest-growing regions nationwide, Collin County is at a pivotal point in its metamorphosis, with older cities running out of room for new development and once-rural communities bustling with change.

But with rapid expansion comes bureaucratic growing pains, and developers working in the area are feeling the pinch. How each community handles its next era of growth will dictate its success in the long run, panelists said during a *Bisnow* event Tuesday at the Sheraton McKinney Hotel.

"Cities must at some point make a decision: When they grow up, what will they be?" said Michael Kovszik, president and CEO of the *McKinney Economic Development Corp.* "We are all at that point now."



Candy's Dirt.com

### What's So Special About Anna, Texas?

August 19, 2024 | April Towery | 4 Comments | Suburban Living

Share News: [f](#) [X](#) [e](#)



This home at 2403 Old Windsor Ave., Anna, is listed for \$1.07 million.

There's a cute little Collin County community tucked along U.S. Highway 75 between Dallas and Grayson County that isn't quite on the radar for big tech companies and families seeking a new home — but it's about to be, city leaders say.

In fact, Anna, Texas, quietly increased its population by 2,100% since 2000 and is ranked among the top five fastest-growing cities in North Texas. Maybe we should be talking about Anna.



**D50 YEARS**

Frontier Food Culture Sports Drivers D-50 D-Headings Magazines Director's Store

### How Downtown Revitalization Can Shape the Future of a City

Realizing the potential of an evolving city's downtown core is vital to creating a community's thriving future, writes Joey Graham, Anna's economic development director.

By Joey Graham | 1 December 5, 2023 | 5:00pm



While North Texas continues its steady growth, most of the boom isn't happening in our major cities but instead in the suburbs and, even more prominently in the exurbs, our region's outer-ring communities, many of which still offer numerous expansion opportunities. These cities—including Anna, where I lead economic development efforts—have become the backbone for North Texas' exponential growth. In fact, the threat of urban decline in our major cities' central business districts is now developing these communities dotted throughout DFW even more critical as our region expands in all directions to support growing resident populations and thriving industrial, technology, and innovation sectors.

As outer-ring cities develop to support their evolution and the larger metropolitan area, a few critical components can help set the stage for long-term success.



## North Texas e-News

Local News

### City of Anna celebrates rapid population growth and promising future

By City of Anna  
May 12, 2024

Anna, Texas (May 20, 2024) – The City of Anna has been named one of the top 4 fastest-growing cities in the United States with a population over 20,000, according to the latest Census data. Anna's population surged by 17% over the past year, underscoring its status as an emerging prime destination for business development and reflecting the community's attractive living conditions and robust economic opportunities.

"Our significant population increase is a testament to the opportunities and quality of life. There is a tremendous business to succeed and make Anna their home," said the Economic Development Corporation.

"We are focused on quality growth and are intent on ensuring that we can effectively manage the influx of new families and businesses," said City Manager Ryan Henderson.

Anna's strategic location, affordable housing and have made it a magnet for residential and commercial developments include The Woods at Hurricane Creek, Meadow Vista, and Crystal Park. The city is projected to add 1,000 single-family lots, 600 multifamily units anchored by a crystal lagoon, valued at over \$80 million.

Multifamily projects such as Waterview, Palladium Quinn, among others, contribute significantly to 3,300 units under development, collectively valued at over \$100 million.

Commercial development is also thriving, highlighted by the \$12 million and the recruitment of major Depot, Starbucks, and Texas Roadhouse. Significant recruitment of Hot Cal, valued at \$40 million, and have attracted businesses like 3 Nations Brewing.

The city has also made strides in community development, creating the Anna Public Facility Corporation and which have yielded nearly \$3 million. Additionally, downtown grants and developed comprehensive marketing initiatives, earning multiple awards.

**THE CITY OF Anna**

## North Texas e-News

Local News

### Transforming Anna: A comprehensive look at the city's roadway improvements

By Frances La Rue, Public Affairs Manager, City of Anna, Texas  
April 19, 2024

Anna, Texas – The City of Anna is in the midst of a significant transformation with multiple roadway projects designed to enhance safety, improve connectivity, and prepare for future growth. Supported by a combination of city funds, county bond funds, developer contributions, and state grants, these projects reflect Anna's commitment to modernizing its infrastructure. Here's an in-depth look at the ongoing developments and the recently completed Pavement Condition Index (PCI) assessment and what they mean for residents and the future of the city.

**THE CITY OF Anna**

### Pavement Condition Index (PCI) Overview

The Pavement Condition Index (PCI) is a crucial tool the City of Anna uses to assess the condition of road pavements. It provides valuable insights into the overall health and performance of road surfaces, aiding in effective maintenance and rehabilitation strategies and detailing areas of greatest need. The assessment, completed bi-annually, was recently conducted in consultation with Nexco Highway Solutions of America.

The PCI involves four components: distress identification, assignment of severity ratings, assessment of distress density, and evaluation of the overall condition for each pavement section. Distress identification includes evaluating various distress types, such as cracking, rutting, surface texture, and patching. Severity ratings are based on the extent and magnitude of these distress types. The overall condition rating for a pavement section is then derived from the collective evaluation of distress types and their severity.

Trained inspectors use automated equipment to survey pavement sections, identifying and documenting distress types and their severity. Each section is assigned a score between 1 and 100, with higher numbers indicating better condition and lower numbers indicating more severe need for repair or replacement. The PCI aids in prioritizing maintenance and rehabilitation projects based on pavement condition and available resources and helps allocate budgets efficiently by identifying critical areas needing immediate attention.

The results of the 2024 PCI show that the majority of city roads score within the good condition category. Streets in the worst condition categories are primarily asphalt streets in downtown and rural streets the city has annexed. The full PCI report will be available on the city website in mid-July.

**COLLIN COUNTY**

### Collin County Outer Loop spurs massive housing growth

Tracts still available despite 2,452-acre land sale billed as 'largest contiguous undeveloped tract left in county'



The path of Collin County's Outer Loop.

(Business Journal)  
May 30, 2024  
By Joe B. Smith

This story was originally published by our content partners at the [Houston Chronicle](#). You can read the original version [here](#).

An estate investment firm has completed its acquisition of the largest undeveloped tract in Collin County, but according to a local housing expert, plenty of land is still available for development.

**COLLIN COUNTY**

### Changes coming to address crashes and congestion on U.S. 75 through the City of Anna

"We're overwhelmed by the amount of [construction] work. It's a burden on our neighbors," shared Anna city manager Ryan Henderson.



Author: Anna Postcard  
Published: 10:08 PM CDT September 20, 2024  
Updated: 10:37 PM CDT September 20, 2024

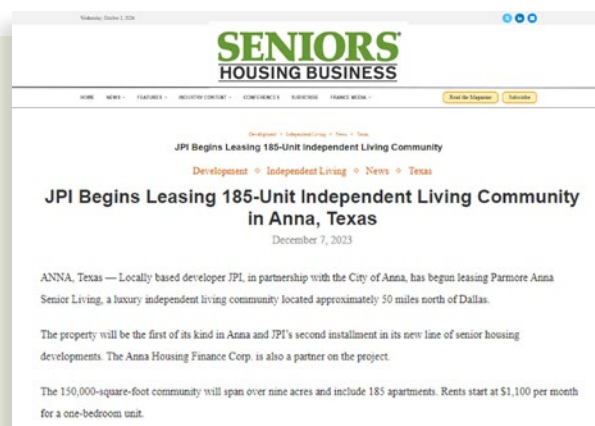
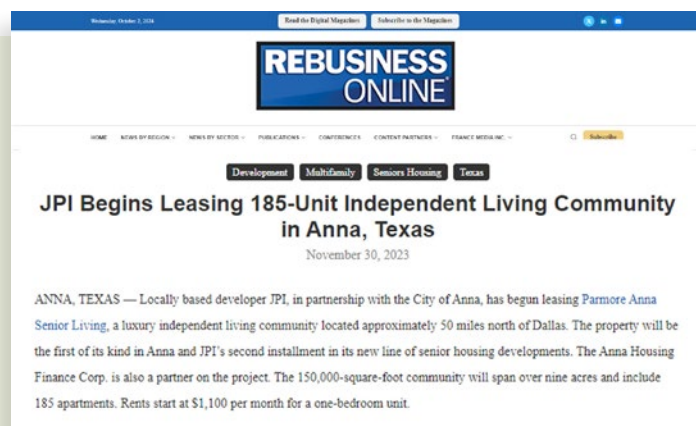
ANNA, Texas – The City of Anna is part of the fastest-growing corridor in the state, but with rapid growth comes serious challenges.

"It's growing so fast, we can barely keep up," said state representative Frederick Frazier with HD 61.

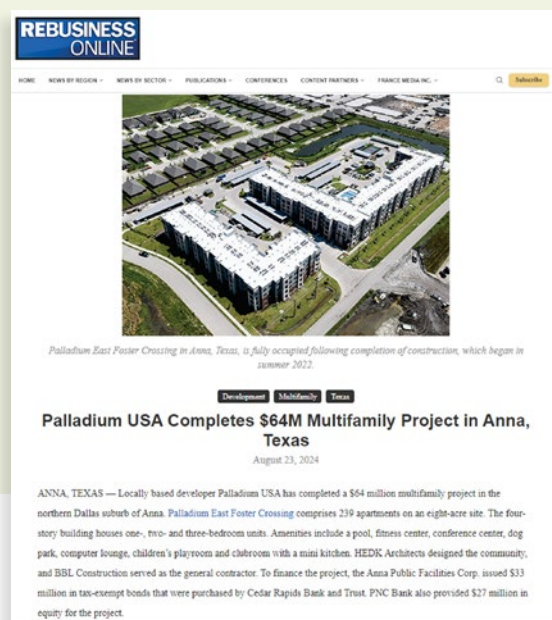
That rapid expansion is most visible on U.S. 75, where traffic jams and accidents have become a daily headache. On April 29, 2024, TxDOT started its widening project that would add a third lane in each direction.

# In the News

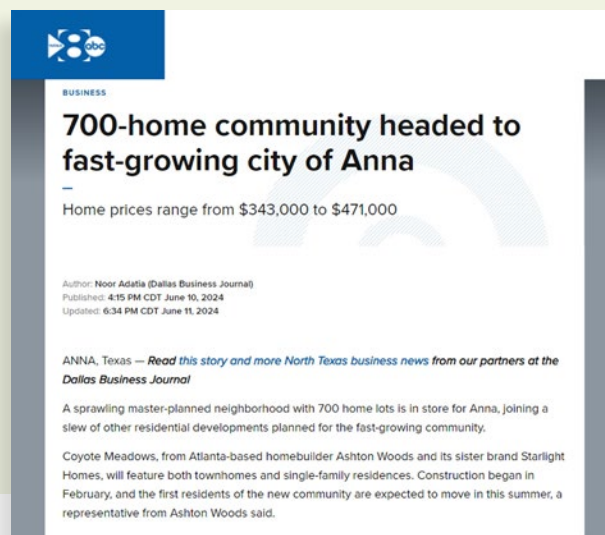
## JPI PARMORE ANNA SENIOR LIVING DEVELOPMENT



## PALLADIUM EAST FOSTER CROSSING DEVELOPMENT

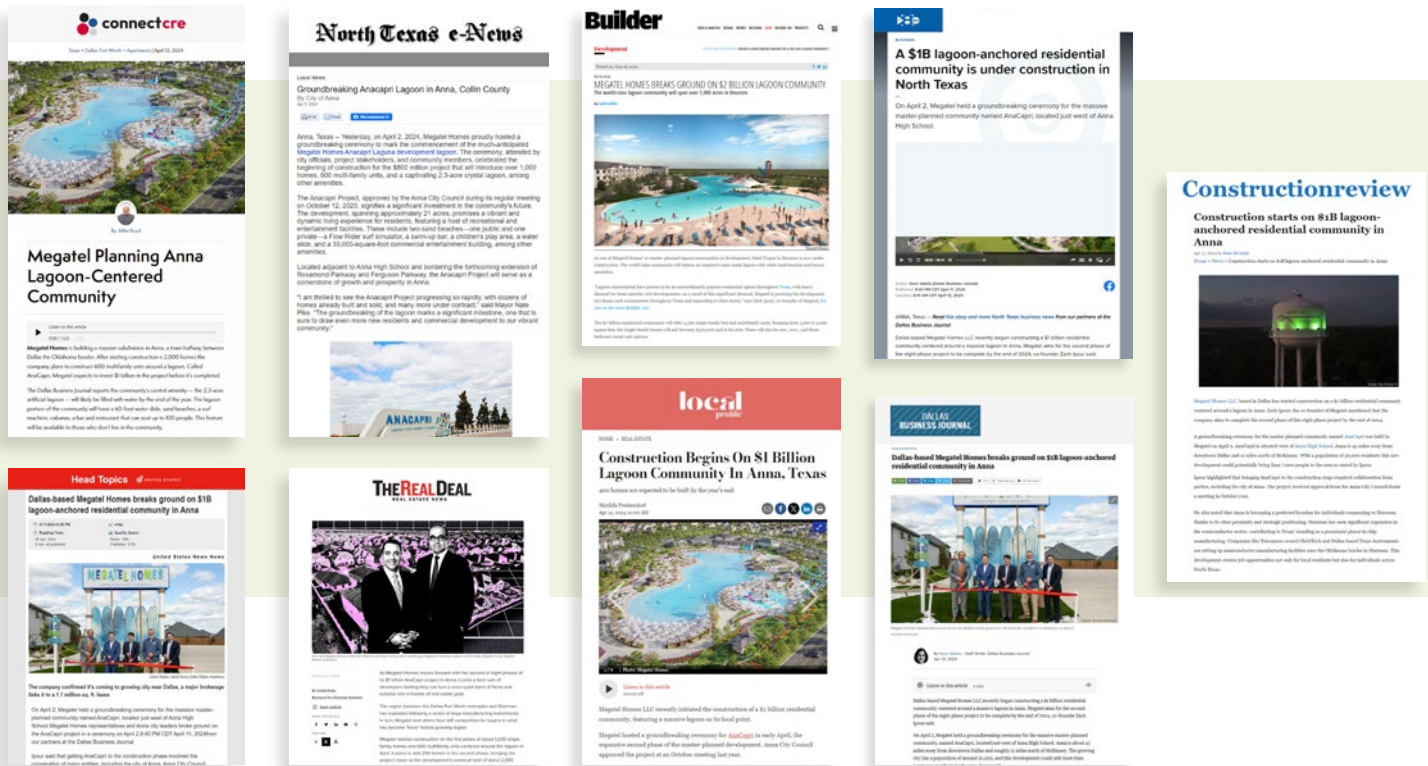


## COYOTE MEADOWS DEVELOPMENT



# In the News

## ANACAPRI DEVELOPMENT



## DALLAS BUSINESS JOURNAL BEST REAL ESTATE AWARDS

land sale, Preston Harbor sale

- **Medical:** Bonton Farms Health & Wellness Center, Dallas Pyramids plans, Medical City Healthcare acquisition of Wise Health System
- **Mixed-use:** Crescent Fort Worth, Epic Central, Knox Street Development, McKinney Cotton Mill
- **Multifamily (suburban):** Depot on Main, Heritage Towers Apartments, Jefferson at the Grove, Standard at Old Town, [The Quinn](#)
- **Multifamily (urban):** Novel Turtle Creek by Crescent Communities, The Vickery
- **Nonprofit:** The Loop, South Dallas Cloud Kitchen, Viola's House of Dallas building purchase
- **Office deal:** Bridge Labs at Pegasus Park, HF Sinclair headquarters at Victory Park

## D CEO STATE OF DFW

### Anna

City of Anna Economic Development Corporation

EDC Contact: Jory Gresham | 214.831.5394

Population: 25,960

County: Collin

Major Businesses: Branco Manufacturing, Cominmax USA

Which industries are demonstrating the most interest in Anna today?  
Retail, medical, dining, industrial and multifamily have exhibited the most interest. Recent openings include Chili's, Chipotle, Home Depot, and Texas Roadhouse. In the past three years, Anna has added more than 80 new

## D CEO REAL ESTATE AWARDS

Presidium Cotton Mill

Preston Harbor

Qorvo Semiconductor

The Quad

[The Quinn](#)

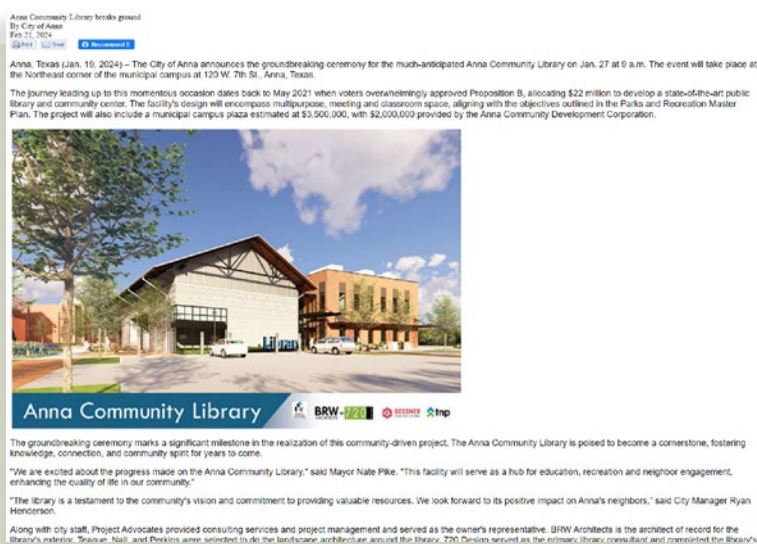
The Sinclair

South Dallas Cloud Kitchen

Southport Logistics Center

Southwire

## ANNA LIBRARY GROUNDBREAKING

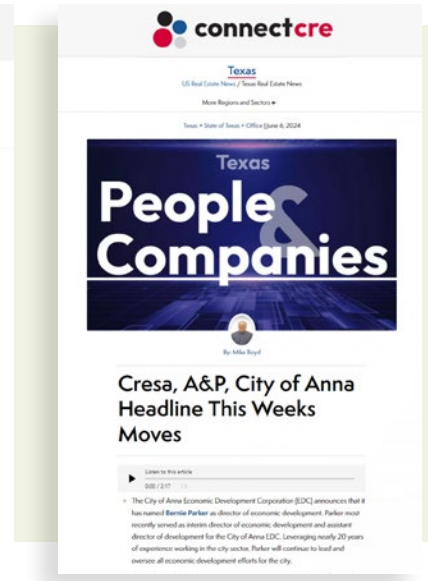
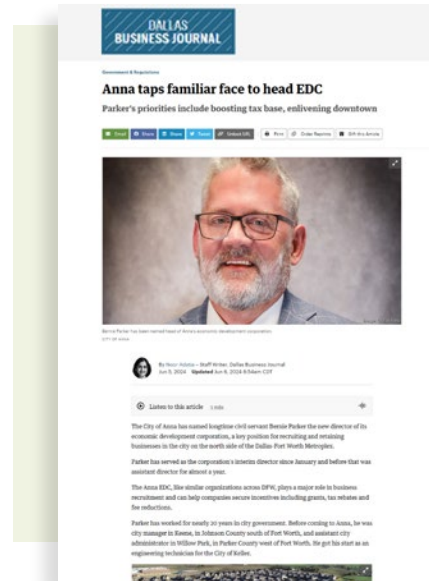


A large, white, cylindrical water tower stands prominently against a clear blue sky with wispy white clouds. The word "ANNA" is painted in large, bold, black capital letters across the middle of the tower's body. The tower is supported by a metal lattice structure. In the foreground, on the left side, there are green leaves and branches of a tree or bush, partially obscuring the view of the tower. The overall scene is bright and sunny.

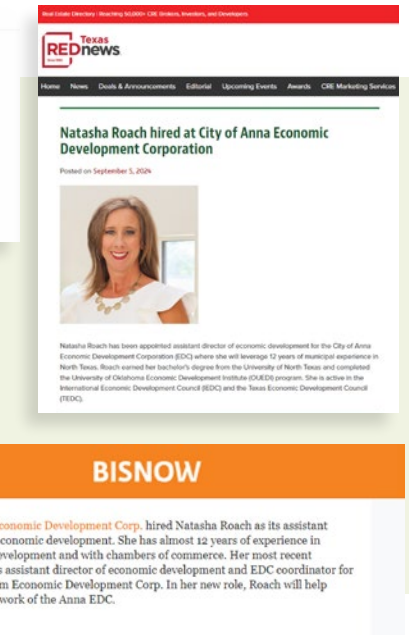
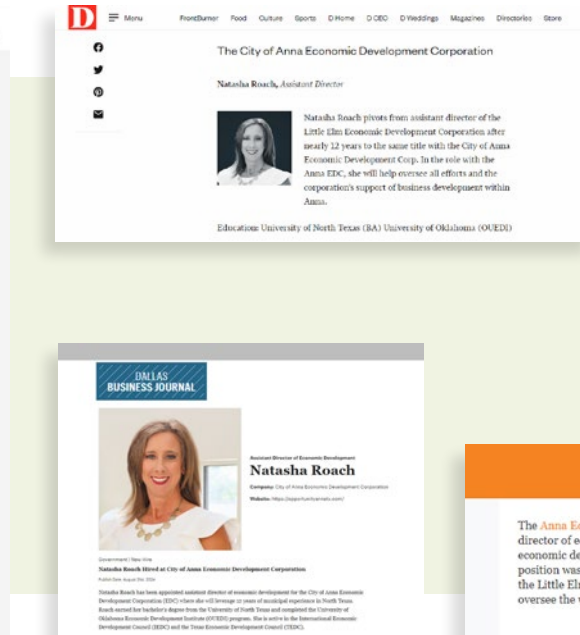
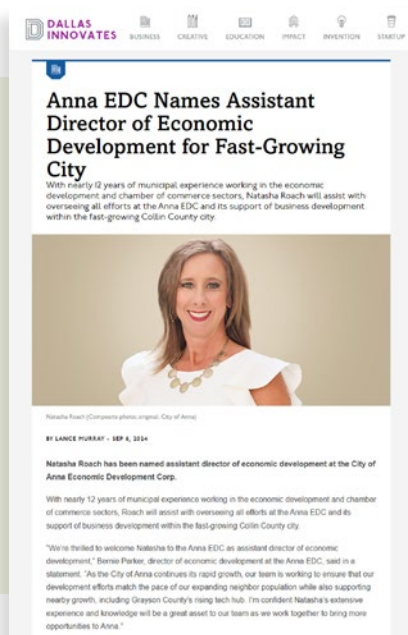


# In the News

## BERNIE PARKER NAMED DIRECTOR OF ECONOMIC DEVELOPMENT



## NATASHA ROACH JOINS THE ANNA EDC AS ASSISTANT DIRECTOR OF ECONOMIC DEVELOPMENT



# In the News

## GOVERNOR'S COMMUNITY ACHIEVEMENT AWARD GRANT

local  
profile

HOME > COMMUNITY

Anna, Texas Receives \$2 Million For 2024 Governor's Community Award

Funds will be employed for landscaping initiatives along state rights-of-way

Matilda Preisendorf  
Apr 5, 2024 12:00 AM



1  
Photo: Governor's Community Achievement Awards

▶ Listen to this article  
00:02:39

The Keep Texas Beautiful project [recently announced](#) the recipients of the 2024 Governor's Community Achievement Awards, acknowledging exceptional community enhancement endeavors. This year, several North Texas cities were honored.

## ANNA PLAYGROUND DESIGN

local  
profile

HOME > FAMILY

Anna, Texas Seeks Community Input On New Playground Design

Residents are invited to vote on playground designs for Natural Springs Park

Marlenys Guzmán Castañón  
Mar 11, 2024 12:00 PM



1 / 9 Photo: City of Anna

▶ Listen to this article  
00:02:18

The [city of Anna, Texas](#), invites residents to participate in an exciting initiative to develop Natural Springs Park's playground. Officials are seeking public input on nine captivating designs to shape the park's future.

Residents can vote on their preferred playground design through a public input survey accessible via the [provided link](#). By participating, you are helping design the Natural Springs Park, creating a vibrant and beloved recreational space that reflects the community.

Residents are encouraged to review the detailed [presentation slides](#) of each design before casting their votes.

# Awards & Honors

## HERMES CREATIVE AWARDS - 2024

**Honorable Mention**

Digital Advertising (Electronic Media/Social Media/Interactive Media) - Anna Economic Development Corporation (EDC)

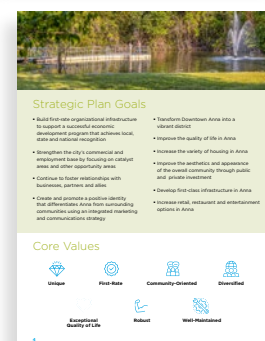
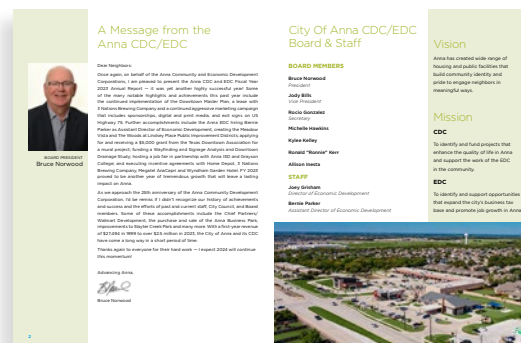


## AVA DIGITAL AWARDS - 2024

**Gold**



Digital Marketing/Content Marketing (E-Annual Report)  
Anna Economic Development Corporation (EDC)



| Measurables                                                                         |                                                                    |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| For every \$1 invested in the CDC, we have a new certificate of occupancy on track. | 33 years ahead of schedule to the CDC. +50% increase since FY22    |
| 191 business/developer meetings                                                     | \$2,607,332 CDC loans in progress, an 13% increase since FY22      |
| 38 new Commercial Certificates of Occupancy permits                                 | 101 business retention and expansion initiatives                   |
| 25% net annual increase in commercial property value                                | 24,121 website users, +16% increase since FY22 (2021)              |
| 35,907 website impressions, +5% increase since FY22 (2021)                          | 1,915 newsletter subscribers (2021 FY22), +99% increase since FY22 |
| 1,328 LinkedIn followers, +47% increase since FY22 (2021)                           |                                                                    |

# Major Milestones & New Business Openings

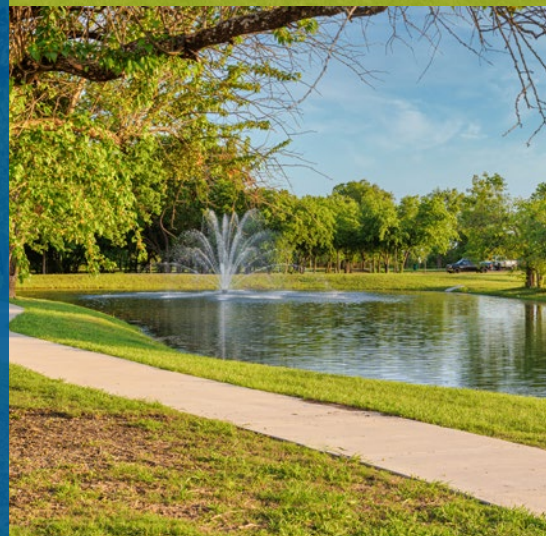
| Q1 FY24                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q2 FY24                                                                                                                                                                                                                                                                                                                                                       | Q3 FY24                                                                                                                                                                                                            | Q4 FY24                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>OCTOBER 2023</b><br>Roma's Italian Bistro<br>Salad and Go<br>Integrity Urgent Care<br>Anna Foot & Ankle Specialists<br>ENT Centers of North Texas<br>Peak Physical Therapy<br>Parmore Senior Living, Bld. 1<br><br><b>NOVEMBER 2023</b><br>Texas Roadhouse<br>Texoma Physicians Group<br>Clinica Hispana El Milagro<br><br><b>DECEMBER 2023</b><br>Life Storage<br>Jelsma Orthopedics<br>Brakes Plus<br>Baylor Scott & White<br>Outpatient Physical Therapy | <b>JANUARY 2024</b><br>Country Charm Coffee<br>Kalamaki Greek Eatery<br>Parmore Senior Living, Bld. 2<br><br><b>FEBRUARY 2024</b><br>Dental Wellness of Anna<br><br><b>MARCH 2024</b><br>Elevate Title<br>Anna Islamic Center<br>Palladium, Bld. 1<br>Total Body Training<br>Dallas Pain Institute<br>Plush Aesthetics, PLLC<br>Parmore Senior Living, Bld. 3 | <b>APRIL 2024</b><br>SushiGo<br>Scooter's Coffee<br>Palladium, Bld. 2<br><br><b>MAY 2024</b><br>Herculean Supplements of Anna<br>Palladium, Bld. 3<br><br><b>JUNE 2024</b><br>Walgreens<br>Hu Happy Feet<br>K Bite | <b>JULY 2024</b><br>Chipotle<br>Ricky's Automotive<br>Palladium, Bld. 4<br>Hanger Round Resale Shop<br><br><b>AUGUST 2024</b><br>The Quinn, Clubhouse<br>The Grand, Bld. 1<br>Anna Fire Station #2<br>Cielos Abiertos Casa de Restauracion<br><br><b>SEPTEMBER 2024</b><br>Einstein Bros. Bagels<br>1989 Lash & Nail Spa |

## FY 2025 Priorities

|                                                               |                                                                    |                                                               |                                                        |
|---------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------|
| <b>Recruit additional industrial and primary job projects</b> | <b>Continue implementation of the Downtown Master Plan</b>         | <b>Attract additional medical projects</b>                    | <b>Design the Interurban Pedestrian Street project</b> |
| <b>Identify other industrial land</b>                         | <b>Continue implementation of an aggressive marketing strategy</b> | <b>Attract retail, restaurant, and entertainment projects</b> |                                                        |



[opportunityannatx.com](https://opportunityannatx.com)





Item No. 5.d.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Receive a presentation from EDC staff regarding updating the recruitment video with Red Productions.

**SUMMARY:**

The EDC has engaged Red Productions again to produce a new video of Anna to be used as marketing material on the website, at trade shows, and in developer meetings. This video will be filmed in the spring to ensure that the landscape is more appealing and welcoming. The estimated cost for the production of this video is \$25,000. EDC staff will update the Board and present the final quote before filming begins.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**



**AGENDA ITEM:**  
**Director's Report.**

**SUMMARY:**

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

Item No. 6.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:



Item No. 6.a.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Strategic Plan Update

**SUMMARY:**

Bernie Parker, Director of Economic Development, to give a brief overview of what staff has been working on and future initiatives.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**

1. October 2024 Strategic Plan Update

# Economic Development Strategic Plan Highlights

## October 2024

- Director of Economic Development, Bernie Parker, had the privilege of serving as the featured guest speaker at the Collin County Area Realtors monthly network meeting.
- Director of Economic Development, Bernie Parker, and Assistant Director, Natasha Roach, attended the 2024 Annual Texas Economic Development Council Conference in Addison.
- Economic Development Manager, Salena Tittle, attended the 2024 Texas Municipal League Annual Conference in Houston.
- Director of Economic Development, Bernie Parker, and Assistant Director, Natasha Roach, attended the 2024 Bisnow State of Collin County Event.
- Economic Development Manager, Salena Tittle, attended The University of Oklahoma Economic Development Institute in Orlando and completed the first two courses that will count towards receiving her Professional Economic Development Certification.
- EDC staff is currently working on updating the 2025 marketing map and brochure.



# Measureables

**October 2024**



Real Estate Broker /  
Developer Meetings: 4



Business Retention  
Expansion Contacts: 8



Construction /  
Architectural Meetings: 3



New Newsletter Subscribers:  
3 (2,148 total)



New LinkedIn Followers: 10  
(1,524 total)



Item No. 6.b.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Financial Report / Sales Tax Update

**SUMMARY:**

Bernie Parker, Director of Economic Development, to advise the Board on the overall sales tax for the month of August 2024, which is up roughly 24.7% from the previous year, August 2023.

**STAFF RECOMMENDATION:**

N/A

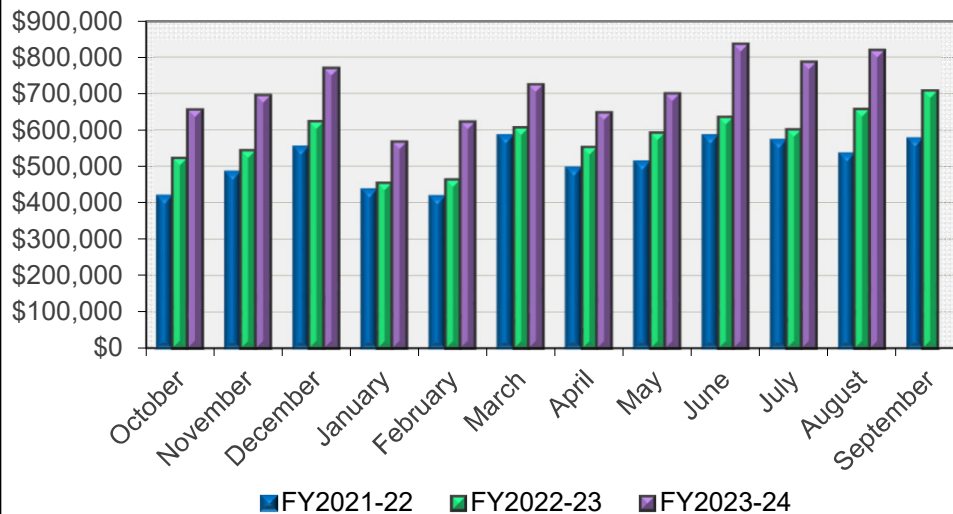
**ATTACHMENTS:**

1. 2024 Monthly Sales Tax Report

**CITY OF ANNA**  
**Schedule of Sales Tax Collections**  
*For the month August 31, 2024*

|           | 2023-24 Collections<br>Monthly | % Change<br>from<br>Prior Year | 2022-23 Collections<br>Monthly |
|-----------|--------------------------------|--------------------------------|--------------------------------|
| October   | \$ 655,358                     | 25.5%                          | \$ 522,386                     |
| November  | 695,026                        | 28.0%                          | 542,873                        |
| December  | 768,837                        | 23.5%                          | 622,388                        |
| January   | 566,981                        | 24.8%                          | 454,358                        |
| February  | 621,381                        | 34.2%                          | 463,016                        |
| March     | 723,838                        | 19.5%                          | 605,483                        |
| April     | 647,636                        | 17.4%                          | 551,653                        |
| May       | 699,251                        | 18.1%                          | 591,858                        |
| June      | 835,007                        | 31.5%                          | 634,824                        |
| July      | 785,388                        | 30.9%                          | 600,214                        |
| August    | 818,441                        | 24.7%                          | 656,241                        |
| September |                                |                                | 707,590                        |
|           | <b>\$ 7,817,144</b>            |                                | <b>\$ 6,952,884</b>            |
| Budget:   | 6,753,000                      | 115.8%                         | 6,753,100                      |

**Monthly Sales Tax Collections:  
3 Year Comparison**





Item No. 6.c.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Event Updates & Upcoming Events

**SUMMARY:**

**Veterans Day:**

Veterans Day is on Monday, November 11th, and staff would like to take this opportunity to thank and honor those who have selflessly and bravely served our country and put their lives on the line to give us the freedoms we have today.

**2024 Greater Anna Chamber of Commerce Fall Golf Tournament:**

The EDC is one of the presenting sponsors for the 2024 Greater Anna Chamber of Commerce Fall Golf Tournament which will be held on Monday, November 11th, at The Bridges Golf Club in Gunter. Registration will begin at 10:00 a.m. with Shotgun Start at 12:00 p.m. EDC staff will be present, so if you are participating in this event we would love to know so we can get a great photo of you hitting that hole in one!

**Cruising with a Claus:**

The Cruising with a Claus is the city's toy drive which will benefit Anna elementary students and help ensure holiday cheer for those in need. The toy drive will begin on Monday, November 11th, and run through Monday, December 9th. There will be two drop off locations, one being here at the Municipal Complex in the Police Department and the other at Texas Bank on White Street. For a list of the most popular requested items by children, please see the list provided with this staff report. If you would like to donate a gift card, there will be a gift card donation box located at the Police Department front desk.

**Happy Thanksgiving:**

Staff would like to wish you and your family a very safe, blessed, and Happy Thanksgiving!

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**

1. Toy Drive 2024



# *Cruising with a Claus*

## **HOLIDAY TOY DRIVE**

BENEFITTING CHILDREN  
K-5TH GRADE IN ANNA, TEXAS

### *Shopping guide for children K-5th grade:*

#### **AGES 4-5**

- Tricycle
- 3-wheeled scooter
- Helmets
- Building blocks and construction toys
- Beginner board games
- Sand and water play toys
- Play-Doh and accessories
- Cars and trucks
- Race tracks
- Dolls, especially hard plastic dolls (multicultural)
- Barbie and Ken dolls
- Doll houses
- Characters toys such as
  - Peppa Pig
  - My Little Pony
  - Toy Story
  - PJ Masks
  - Paw Patrol
  - Trolls
  - Mickey & Minnie Mouse
- Monster Trucks

#### **AGES 6-7**

- Bikes, skateboards, hover boards
- Sports balls (baseball, basketball, etc.)
- Kinetic Sand
- Science kits
- Action figures (esp. Superheroes)
- Magna Tiles or mini tiles
- Legos, K'nex, and Bionicle kits
- Remote control cars and trucks
- 100+ piece puzzles
- Fuzzy blankets
- Jewelry making kits
- Sticker and drawing books

#### **AGES 8-10**

- Bikes, skateboards, hover boards
- Manicure supplies
- Craft kits
- 3d Puzzles
- Board games
- Model kits
- Drawing books
- Art supplies
- Earbuds
- Nerf guns





**AGENDA ITEM:**  
**Closed Session.**

**SUMMARY:**

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

Item No. 7.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:



Item No. 7.a.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Deliberate regarding the purchase, exchange, lease or value of real property. (Tex. Gov't Code §551.072) possible property acquisition; possible land sale/purchase.

**SUMMARY:**

Closed session deliberation.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**



Item No. 7.b.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Consult with legal counsel on matters in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Government Code (Tex. Gov't Code §551.071); Grant program; Lease agreement and professional services contract. Pending Contracts.

**SUMMARY:**

Closed session deliberation.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**



Item No. 7.c.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

Discuss or deliberate Economic Development Negotiations: (1) To discuss or deliberate regarding commercial or financial information that the Board of Directors has received from a business prospect that the Board of Directors seeks to have locate, stay, or expand in or near the territory of the City of Anna and with which the Board is conducting economic development negotiations; or, (2) To deliberate the offer of a financial or other incentive to a business prospect described by subdivision (1). (Tex. Gov't Code §551.087); potential retail and medical projects.

**SUMMARY:**

Closed session deliberation.

**STAFF RECOMMENDATION:**

N/A

**ATTACHMENTS:**



Item No. 8.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact:

**AGENDA ITEM:**

**Reconvene into open session and take any action on closed session items.**

**SUMMARY:**

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**



**AGENDA ITEM:**

**Adjourn.**

**SUMMARY:**

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

Item No. 10.

EDC/CDC Agenda  
Staff Report

Meeting Date: 11/7/2024  
Staff Contact: