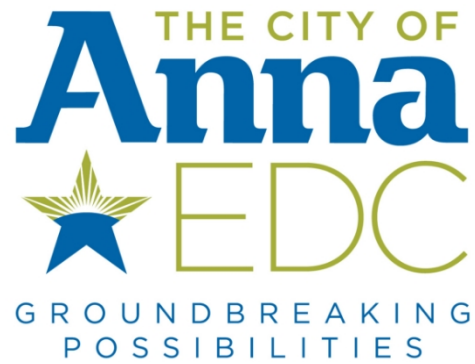




**MEETING AGENDA
ANNA COMMUNITY DEVELOPMENT CORPORATION
AND
ANNA ECONOMIC DEVELOPMENT CORPORATION**

Thursday, June 3, 2021 @ 6:00 PM

The EDC/CDC of the City of Anna will meet at 6:00 PM, on June 3, 2021, at the Anna City Hall, Located at 111 North Powell Parkway (Hwy 5), to consider the following items below.

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. **Consider/Discuss/Act on approving minutes from the May 6, 2021 Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)**
5. **Consider/Discuss/Act on approving minutes from the May 6, 2021 Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)**
6. **Consider/Discuss/Act on electing a President. (EDC & CDC)**
7. **Consider/Discuss/Act on electing a Vice President. (EDC & CDC)**
8. **Consider/Discuss/Act on electing a Secretary. (EDC & CDC)**
9. **Consider/Discuss/Act on recommending the City Council approve the conveyance of real property. (EDC)**
10. **Consider/Discuss/Act on a resolution approving an agreement with Swimming Duck, LLC for digital media services. (CDC)**

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.

11. **Director's Report**

- a. Strategic Plan Update
- b. March Financial Reports
- c. March Sales Tax Report

12. **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; Anna Business Park.

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.

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) Anna Business Park Property; potential retail and medical projects.

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

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

Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after posting of the agenda.

15. **Adjourn.**

This is to certify that I, Joey Grisham, Director, posted this agenda at a place readily accessible to the public at the Anna City Hall and on the City Hall bulletin board at or before 5:00 p.m. on May 28, 2021.

Joey Grisham, Director of Economic
Development



Item No. 4.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on approving minutes from the May 6, 2021 Joint Community Development Corporation and Economic Development Corporation Meeting. (CDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

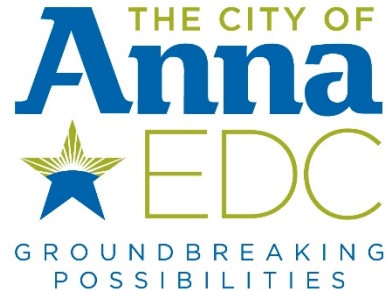
1. May 6 2021 CDC EDC Joint Meeting Minutes

Officers:

Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager



Anna Community Development Corporation and Anna Economic Development Corporation Regular Meeting Minutes

Thursday, May 6, 2021 at 6:00 pm

Anna City Hall, Council Chambers

111 N. Powell Parkway, Anna, Texas 75409

The Anna Community Development Corporation and the Anna Economic Development Corporation conducted a regular meeting at 6:00 p.m. on Thursday, May 6, 2021 at the Anna City Hall Council Chambers, 111 N. Powell Pkwy. 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: Anthony Richardson, Bruce Norwood, Rocio Gonzalez, Michelle Hawkins, Matthew Seago and Shane Williams. **CDC and EDC Board Members Absent:** None. **Others Present:** Joey Grisham (Economic Development Director) and Taylor Lough (Economic Development Manager)

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

The meeting was called to order by Anthony Richardson, Board President, at 6:01 p.m.

2. Invocation and Pledge.

Invocation and Pledge of Allegiance were led by Anthony Richardson.

3. Citizen Comments.

None.

4. Consider/Discuss/Act on approving minutes from the April 1, 2021 CDC Meeting. (CDC)

5. Consider/Discuss/Act on approving minutes from the April 1, 2021 EDC Meeting. (EDC)

6. Consider/Discuss/Act on approving minutes from the April 5, 2021 Joint Planning and Zoning Commission, Community Development Corporation and Economic Development Corporation Meeting. (CDC)

Officers:

Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

7. Consider/Discuss/Act on approving minutes from the April 5, 2021 Joint Planning and Zoning Commission, Community Development Corporation and Economic Development Corporation Meeting. (EDC)

Bruce Norwood made a motion on behalf of the CDC and EDC to approve the minutes of the April 1st Joint CDC and EDC Meeting as well as the April 5th Joint Planning and Zoning, CDC and EDC Meeting. Shane Williams seconded the motion. All were in favor. Motion passed.

8. Director's Report)

a. Sales Tax Update and Budget Report

Sales tax reports were included in the packet. The February sales tax revenue was over 30 percent more than February 2020.

b. Strategic Plan Update

April was full of activity, including the Villages of Hurricane Creek Ribbon Cutting, D CEO Commercial Real Estate Awards, and news articles. Taylor presented to high school algebra students about projecting population growth. The Downtown Master Plan was adopted and staff met with the Economic Development Director in Celina to discuss downtown and industrial.

c. BR&E Update

Kevin Hall included an update in the packet of his efforts over the past month. The Greater Anna Chamber of Commerce has also announced Kevin's resignation as of May 17th. Staff will meet with Kevin next week to establish transitioning business retention and expansion efforts at least until an Interim or new President is appointed.

d. Greater Anna Chamber of Commerce Annual Banquet

The Anna CDC is a sponsor. Please let staff know if you and a guest would like to attend. The event will be held Saturday, May 22nd at the Anna High School at 6:00 p.m.

e. Downtown Master Plan Updates

The Plan was adopted by the City Council. Staff will be holding a stakeholder event to keep everyone updated on the progress of the plan. The area will be rezoned. Thank you to the CDC for funding this very important plan.

9. CLOSED SESSION (exceptions):

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; Anna Business Park.

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 promotional contract.

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

Officers:

Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

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)** Anna Business Park Property; potential retail and medical projects.

Bruce Norwood made a motion to enter closed session. Anthony Richardson seconded the motion. All were in favor. Motion passed. CDC Board entered closed session at 6:25 p.m.

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

Michelle Hawkins made a motion to reconvene into open session. Rocio Gonzalez seconded the motion. All were in favor. Motion passed. The CDC reconvened into open session at 7:15 p.m. No action was taken.

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

Items of community interest include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen (but not including a change in status of a person's public office or public employment); a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; and announcements involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

Food Truck FRENZDY taking place in Slayter Creek Park Thursday evenings for the next 4 weeks. Citywide Garage Sale and shredding event next week. This week AISD had a groundbreaking for the newest elementary school, Rosamond-Sherley.

13. Adjourn.

Shane Williams made a motion to adjourn the meeting at 7:18 pm. Anthony Richardson seconded the motion. All were in favor. Motion passed.

APPROVED:

Anthony Richardson
President of CDC/EDC

ATTESTED:

Rocio Gonzalez
Secretary of CDC/EDC



Item No. 5.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on approving minutes from the May 6, 2021 Joint Community Development Corporation and Economic Development Corporation Meeting. (EDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

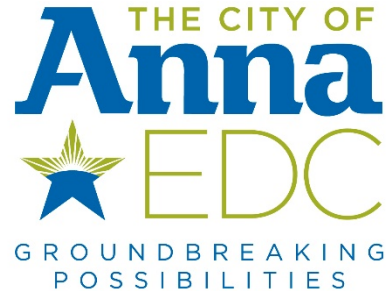
1. May 6 2021 CDC EDC Joint Meeting Minutes

Officers:

Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager



Anna Community Development Corporation and Anna Economic Development Corporation Regular Meeting Minutes

Thursday, May 6, 2021 at 6:00 pm

Anna City Hall, Council Chambers

111 N. Powell Parkway, Anna, Texas 75409

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CDC and EDC Board Members Present: Anthony Richardson, Bruce Norwood, Rocio Gonzalez, Michelle Hawkins, Matthew Seago and Shane Williams. **CDC and EDC Board Members Absent:** None. **Others Present:** Joey Grisham (Economic Development Director) and Taylor Lough (Economic Development Manager)

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

The meeting was called to order by Anthony Richardson, Board President, at 6:01 p.m.

2. Invocation and Pledge.

Invocation and Pledge of Allegiance were led by Anthony Richardson.

3. Citizen Comments.

None.

4. Consider/Discuss/Act on approving minutes from the April 1, 2021 CDC Meeting. (CDC)

5. Consider/Discuss/Act on approving minutes from the April 1, 2021 EDC Meeting. (EDC)

6. Consider/Discuss/Act on approving minutes from the April 5, 2021 Joint Planning and Zoning Commission, Community Development Corporation and Economic Development Corporation Meeting. (CDC)

Officers:

Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

7. Consider/Discuss/Act on approving minutes from the April 5, 2021 Joint Planning and Zoning Commission, Community Development Corporation and Economic Development Corporation Meeting. (EDC)

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a. Sales Tax Update and Budget Report

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c. BR&E Update

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d. Greater Anna Chamber of Commerce Annual Banquet

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e. Downtown Master Plan Updates

The Plan was adopted by the City Council. Staff will be holding a stakeholder event to keep everyone updated on the progress of the plan. The area will be rezoned. Thank you to the CDC for funding this very important plan.

9. CLOSED SESSION (exceptions):

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; Anna Business Park.

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 promotional contract.

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Officers:

Anthony Richardson, President
Bruce Norwood, Vice-President
Rocio Gonzalez, Secretary

Staff:

Joey Grisham, Economic Development Director
Taylor Lough, Economic Development Manager

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)** Anna Business Park Property; potential retail and medical projects.

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

Michelle Hawkins made a motion to reconvene into open session. Rocio Gonzalez seconded the motion. All were in favor. Motion passed. The CDC reconvened into open session at 7:15 p.m. No action was taken.

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Food Truck FRENZDY taking place in Slayter Creek Park Thursday evenings for the next 4 weeks. Citywide Garage Sale and shredding event next week. This week AISD had a groundbreaking for the newest elementary school, Rosamond-Sherley.

13. Adjourn.

Shane Williams made a motion to adjourn the meeting at 7:18 pm. Anthony Richardson seconded the motion. All were in favor. Motion passed.

APPROVED:

Anthony Richardson
President of CDC/EDC

ATTESTED:

Rocio Gonzalez
Secretary of CDC/EDC



Item No. 6.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on electing a President. (EDC & CDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:



Item No. 7.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on electing a Vice President. (EDC & CDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:



Item No. 8.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

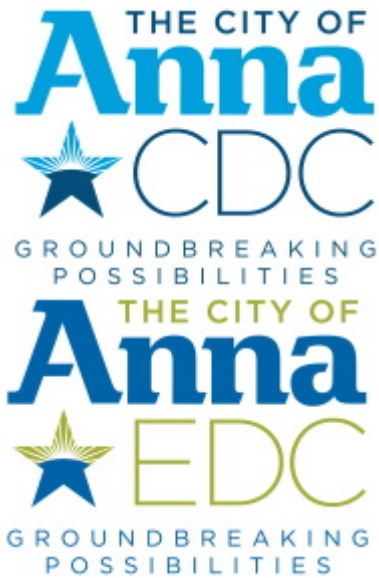
AGENDA ITEM:

Consider/Discuss/Act on electing a Secretary. (EDC & CDC)

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:



Item No. 9.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on recommending the City Council approve the conveyance of real property. (EDC)

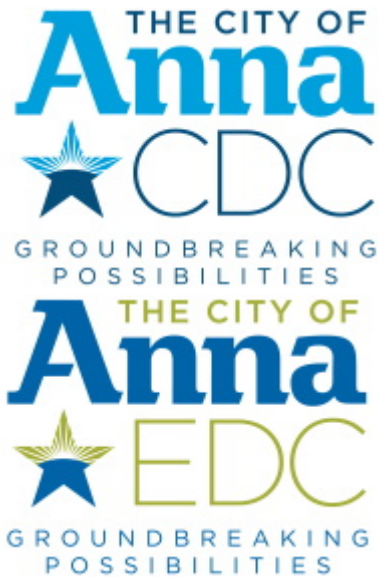
SUMMARY:

As previously discussed, we've had some groups reach out regarding the Police/Finance Building. With everyone in the building moving into the new City Hall sometime around the end of 2021 or early 2022, the building presents an opportunity to attract a commercial user into the building. To facilitate that process, we are recommending that the City deed over the building to the EDC which has the ability to lease to prospective commercial users.

STAFF RECOMMENDATION:

Recommend that the City Council approve the conveyance of real property.

ATTACHMENTS:



Item No. 10.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Consider/Discuss/Act on a resolution approving an agreement with Swimming Duck, LLC for digital media services. (CDC)

SUMMARY:

One of Cooksey Communication's recommendations from the Marketing and Communications Strategy was to pursue a digital media campaign. They highly recommended Gordon Law with Swimming Duck, LLC. Taylor and I met with Cooksey and Swimming Duck to discuss their strategy and approach, and agree they are the best group to provide digital media services. Included in the packet is the agreement and the online media strategy.

STAFF RECOMMENDATION:

Approve the resolution.

ATTACHMENTS:

1. Marketing Resolution
2. Exhibit A
3. Anna CDC Letter of Agreement R2

ANNA COMMUNITY DEVELOPMENT CORPORATION

RESOLUTION NO. _____

**A RESOLUTION OF THE ANNA COMMUNITY DEVELOPMENT CORPORATION
APPROVING AND AUTHORIZING AN AGREEMENT AND THE EXPENDITURE OF
FUNDS FOR MARKETING AND PROMOTIONAL PURPOSES**

WHEREAS, the Anna Community Development Corporation (the “CDC”) wishes to expend funds for marketing and promotional purposes to provide digital media services.

**NOW THEREFORE, BE IT RESOLVED BY THE ANNA COMMUNITY
DEVELOPMENT CORPORATION, THAT:**

Section 1. Recitals Incorporated

The recitals set forth above are incorporated herein for all purposes as if set forth in full.

Section 2. Approval of Funding

The CDC hereby authorizes the Economic Development Director to execute a contract attached hereto as Exhibit A for marketing, advertising, and promotional services and to charge the CDC’s promotional line item in an amount not to exceed \$35,000 in the Fiscal Year 2020-2021 for marketing and promotional services for community and economic development purposes.

PASSED AND APPROVED by the Anna Community Development Corporation this 3rd day of Junex`x` 2021.

APPROVED:

ATTEST:

Anthony Richardson, CDC President

Rocio Gonzalez, CDC Secretary

EXHIBIT A

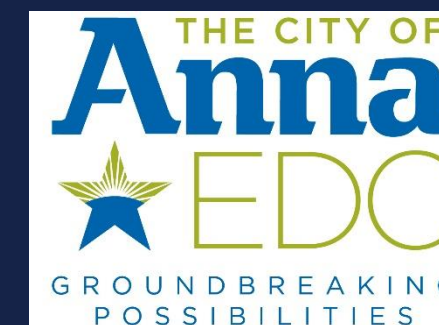
Online Media Strategy

June 2021-September 2021

Goal: Create awareness for the City of Anna, TX with commercial real estate brokers and business leaders in the Dallas/Ft Worth area.

Strategy: Reach Commercial Real Estate brokers, Senior Vice Presidents, Executive Vice Presidents and Vice Presidents in the Dallas/Ft Worth area. *Because budget is limited, 2 weeks per month is suggested using the following tactics.*

- **LinkedIn** will be the basis of the strategy, as this is where we can get the most granular with specific job titles. This is also done on a CPC model, so we can estimate monthly clicks to the website.
- **Contextual Targeting** articles, publications, and blogs that contain information about commercial real estate in the Dallas Ft. Worth area.
- **Device ID Targeting-** Targeting specific commercial real estate companies in the Dallas Ft. Worth area.





LinkedIn



Reach your audience on the worlds largest professional network

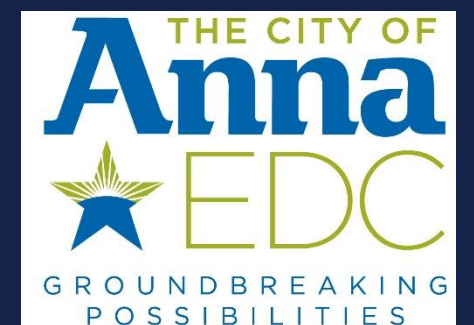
LinkedIn is a social network know for B2B interactions. Over 738 million people and 55 million companies use it to showcase tier skills, posts jobs, and to network.

97% of B2B marketers utilize the platform as part of their content marketing strategy. LinkedIn is also the #1 channel to distribute content and drives more traffic to B2B blogs and sites than any other social network.

Suggested Ads: Sponsored Content or Sponsored Messaging.

- Sponsored Content: Posts that have been boosted by a business and show up directly in a users feed. These can be a single image, video, or carousel of images alongside copy and a URL. Viewers do not have to follow a business to see its sponsored content.
- Sponsored Messaging: Short messages that are delivered to the inboxes of an audience. These can include personalization macros.

Drive leads with lead generation forms. A link to the lead generation form replaces the URL in an ad's call-to-action. The forms are pre-filled with data from LinkedIn profiles and then submitted to the company. This also allows for retargeting based on form submissions.



Contextual Targeting



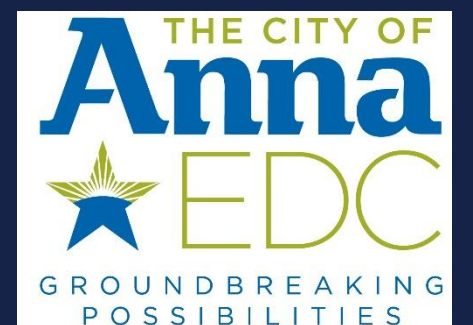
Engage an audience by showing them ads that resonate with the content they are already consuming.

Contextual Targeting looks at the category or keywords of the current page someone is viewing and then serves them ads that are highly relevant to that content. Viewers only see ads they're interested in, and you only serve valuable impressions to the right viewers. By selecting specific topics and pairing them with the content on the website, your ads are likely to appear on relevant publications, blogs and website.

We will do a mixture of keyword targeting and topic targeting and optimize to the best performing.

Content keywords: your ad gets placed when your target keywords match a website/publication's central theme. For example: you run an ad to sell the City of Anna to businesses. You would target keywords like, Growing Cities in Texas, top 10 fastest growing cities in Texas, Texas cities with big sales tax growth, North Texas cities with large trade areas, etc.... (these are just suggestions and will need more direction from the client to make sure we get the right keywords) Your ads would then show up in content relevant to those specific keywords.

Topic: Your ad is placed on a website when it matches the general theme of your chosen topic. This means we will place ads on websites that have a heavy focus on commercial real estate and real estate development in the Dallas/Ft Worth area.



Device ID Targeting

Through Device ID Targeting, we will build an audience by pulling devices from specific commercial real estate firms in the Dallas Ft. Worth area. We can build on that with firms outside of this area as well.

Once we grab these devices, we can retarget people seen at these locations with ads for The City of Anna.

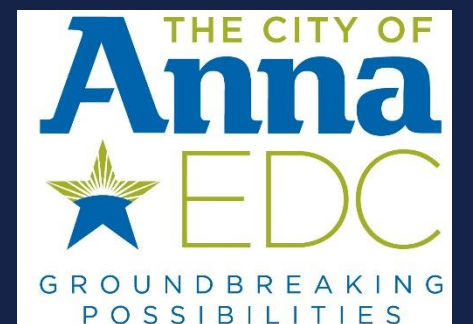
WHY IT WORKS:

Target people based on the locations they have been to

Your ad will reach the people most likely to convert. Targeting specific commercial real estate firms, within a specific area, lets you know that your ads are being seen by the right audience.

It's First Party Data

Target people based on their personal information, not information aggregated by a third-party data provider. Geo: Dallas Ft. Worth and other cities that make sense.



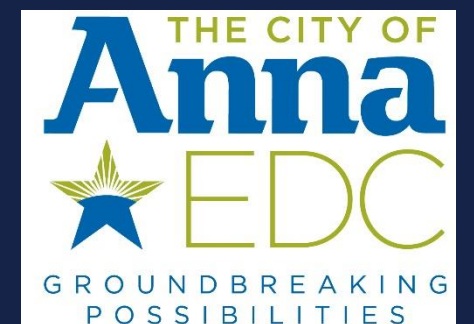
Suggested Monthly Schedule



Monthly Budget \$7,000

- LinkedIn: Estimated 292 clicks (\$2,900; \$9.93 CPC)
- Contextual Targeting: 183,333 impressions per month (\$1,200; \$6.55 CPM); estimated clicks 1,168 (0.2% CTR)
- Commercial Real Estate location-based targeting: 215,000 impressions per month (\$2,900; \$13.49 CPM)
- Performance reporting at the end of September, along with a foot traffic report
- Value added not included above
 - 36,666 bonus impressions on LI
 - 43,000 bonus impressions via location based targeting

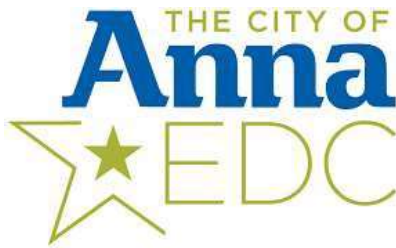
Sub-Total:	\$28,000
TBD Dallas Business Journal / D CEO Digital:	\$ <u>2,000</u>
Total:	\$30,000





469 227 3400

Swimming Duck, LLC
208 North Market Street
Suite 125
Dallas, Texas 75202



LETTER OF AGREEMENT R2
May 27, 2021



469 227 3400

Swimming Duck, LLC
208 North Market Street
Suite 125
Dallas, Texas 75202

Swimming Duck LLC ("Agency") will provide digital media planning, buying, optimization and management services to the Anna Community Development Corporation ("Client") beginning June 1, 2021. Specific services to be provide include but are not necessarily limited to the following (see also attached Exhibit A, incorporated herein):

- Planning, negotiating, placing and managing the FY 2021 June-September and the FY 2022 October-September media buys
- Expected media channels to include paid social (LinkedIn) and display (contextual targeting). Potential media channels could include specific digital publications such as The Dallas Business Journal and D CEO. Email may also be considered. Cooksey Communications will develop creative assets for all media platforms.
- As part of our media management services we will develop monthly media performance reports which will be shared with Client and, pending Client's availability, discussed in a monthly phone or Zoom call.

Agency will be compensated based on a commission equivalent to 10% of the monthly billing as submitted to Client. Agency will assume responsibility for paying the media directly under sequential liability terms. That is, Agency will be solely liable for payment to the extent that proceeds have cleared from Client to the Agency. For sums owing but not cleared to the Agency, the media will hold Client solely liable.

Client will be provided with estimates prior to final negotiation and placement of media buys as authorized by Client. Any out of pocket expenses such as FedEx, copy, courier services or similar charges Agency may, from time to time, pay directly on Client's behalf will be invoiced to Client at net cost. Notwithstanding any provision of this agreement, Agency will not incur any fees, expenses, costs or other amounts (collectively "Expenditures") on behalf of Client and will not charge Client for an Expenditure or other amount without Client's advance written approval of the Expenditure or other amount.



469 227 3400

Swimming Duck, LLC
208 North Market Street
Suite 125
Dallas, Texas 75202

Agency agrees to protect all proprietary and confidential information communicated to it by Client using the same degree of care as Agency uses to protect its own confidential information of a like nature, but no less than a reasonable degree of care. Client agrees to expressly identify proprietary and confidential information as such at the time of disclosure to Agency. Agency agrees to return to Client any written confidential information given to Agency should either party terminate the relationship.

If the terms of this Agreement are agreeable to Client please sign and date below.

Gordon Law
President
Swimming Duck, LLC.
May 27, 2021

Joey Grisham
Director
Anna Economic Development Corporation
Date:



Item No. 11.a.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

Strategic Plan Update

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

1. May MONTHLY ED Strategic Plan Update (1)

Economic Development Strategic Plan Highlights May 2021

- Hired and prepared for onboarding of Economic Development Intern, Nathaniel Johnson who will start Monday, June 7th
- "Big Dreams Built Here" Ad selected for Platinum Hermes Award
- Front page story of Dallas Business Journal
- Applied for IEDC Award for Brochure/Map
- Met with Chamber Board leadership to offer support
- Met with Cook Children's
- Finalizing LOI for Business Park



Measureables

May 2021



Real Estate Broker /
Developer Meetings: 10



Business Park Prospect
Meetings: 8



Construction / Architectural
Meetings: 4



Newsletter Subscribers: 217



Website Users: 770 (16.8%
decrease)



Website Pageviews: 1,304
(22.3% increase)



Google Searches: 1,835



New LinkedIn Followers:
46 (390 total)



AGENDA ITEM:

March Financial Reports

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS:

1. EDC Mar 2021 Financials
2. CDC Mar 2021 Financials

Item No. 11.b.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

EDC Income Statement

For Period Ending 3/31/2021

Current Month
Activity YTD Activity

3/31/2021

Revenues

90-826-5350	Rental	920.77	6,836.26
90-826-5491	Gain on sales of Assets	-	-
90-826-5499	Miscellaneous Revenue	213.63	213.63
90-826-5530	Interest Revenue	-	1,043.56
90-826-5800	Transfers in	-	-
90-826-5853	Other Financial Source from Notes Payable	-	-
Total Revenues		1,134.40	8,093.45

Expenses

90-826-6209	Other Supplies - Misc.	-	-
90-826-6210	Clothing Supplies	-	-
90-826-6212	Postage	-	-
90-826-6303	Maint. & Repair - Buildings	-	450.00
90-826-6703	Contract Services	1,814.76	5,624.33
90-826-6708	IT Support Services	-	-
90-826-6722	Insurance - Property & Liability	-	1,050.00
90-826-6735	Promotion Expense	-	-
90-826-6753	Legal Expense	324.00	972.00
90-826-6755	Audit Expense	382.50	2,482.50
90-826-6780	Electricity	251.36	1,627.82
90-826-6781	Gas - Natural/Propane	94.02	519.16
90-826-6782	City Utilities Water/Sewer/Trash	-	-
90-826-6783	Telephones - Pagers	156.56	936.81
90-826-6799	Other Services - Misc.	-	-
90-826-6901	Construction in Progress	-	-
90-826-6931	Land & Improvements	-	-
90-826-9800	Transfer Out	-	-

Total Expenses	3,023.20	13,662.62
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Net Income/Loss	(1,888.80)	(5,569.17)
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EDC Income Statement
For Period Ending 3/31/2021

**Current Month
Activity YTD Activity**

3/31/2021

Revenues

90-826-5350	Rental	920.77	6,836.26
90-826-5491	Gain on sales of Assets	-	-
90-826-5499	Miscellaneous Revenue	213.63	213.63
90-826-5530	Interest Revenue	-	1,043.56
90-826-5800	Transfers in	-	-
90-826-5853	Other Financial Source from Notes Payable	-	-
Total Revenues		1,134.40	8,093.45

Expenses

90-826-6209	Other Supplies - Misc.	-	-
90-826-6210	Clothing Supplies	-	-
90-826-6212	Postage	-	-
90-826-6303	Maint. & Repair - Buildings	-	450.00
90-826-6703	Contract Services	1,814.76	5,624.33
90-826-6708	IT Support Services	-	-
90-826-6722	Insurance - Property & Liability	-	1,050.00
90-826-6735	Promotion Expense	-	-
90-826-6753	Legal Expense	324.00	972.00
90-826-6755	Audit Expense	382.50	2,482.50
90-826-6780	Electricity	251.36	1,627.82
90-826-6781	Gas - Natural/Propane	94.02	519.16
90-826-6782	City Utilities Water/Sewer/Trash	-	-
90-826-6783	Telephones - Pagers	156.56	936.81
90-826-6799	Other Services - Misc.	-	-
90-826-6901	Construction in Progress	-	-
90-826-6931	Land & Improvements	-	-
90-826-9800	Transfer Out	-	-
Total Expenses		3,023.20	13,662.62
Net Income/Loss		(1,888.80)	(5,569.17)

[illegible]

Account	Date	Check	Carry Forward	Description	Debit	Credit	CIRD	Balance	Notes
XXXXXX1516			Balance Forward					456,751.64	
XXXXXX1516	3/1/2021		ONLINE TRANSFER CREDIT Transfer From XX0200 To XX1516 March Inc Cube Rent		471.77		Y	457,223.41	
XXXXXX1516	3/18/2021		REGULAR DEPOSIT		449.00		Y	457,672.41	
XXXXXX1516	3/31/2021		ONLINE TRANSFER CREDIT Transfer From XX0200 To XX1516 March Inc Cube Rent	2,872.97				454,799.44	
XXXXXX1516	3/31/2021		Interest Deposit		213.63		Y	455,013.07	
								455,013.07	
								455,013.07	
								455,013.07	
								455,013.07	
								455,013.07	
								455,013.07	
								455,013.07	Bank Balance
									DIT
									APCD
									Reconciling Items
								455,013.07	Adjusted Bank Balance
									GL Balance
									Reconciling Items
									Adjusted GL Balance
								-	
								455,013.07	Difference

City of Anna

Trial Balance

For Funds from 89 to 90
For the Fiscal Period 2021-6 Ending March 31, 2021

Economic Development Corporation (90)		Beginning Balance		Transactions		Ending Balance	
Account		Debit	Credit	Debit	Credit	Debit	Credit
90-000-1010	Bank - Operating Funds	456,901.87		1,134.40	3,023.20	455,013.07	
90-000-1011	Bank - Money Market & Savings Fu	0.00		0.00	0.00	0.00	
90-000-1150	Accounts Receivable	0.00		0.00	0.00	0.00	
90-000-1160	Accounts Receivable - Sales Tax	0.00		0.00	0.00	0.00	
90-000-1202	Receivables - Due From General F	0.00		0.00	0.00	0.00	
90-000-1215	Receivables - Local Business Loan	87,527.00		0.00	0.00	87,527.00	
90-000-2001	Accounts Payable		0.00	3,023.20	3,023.20		0.00
90-000-2005	Other Accounts Payable		200.00	0.00	0.00		200.00
90-000-2102	Payable - Due To General Fund('10		0.00	0.00	0.00		0.00
90-000-2115	Deferred Revenue - Local Business		87,527.00	0.00	0.00		87,527.00
90-000-2210	Retainage		0.00	0.00	0.00		0.00
90-000-2601	Accrued Interest Payable CDC		0.00	0.00	0.00		0.00
90-000-2735	2011 CO's Current		0.00	0.00	0.00		0.00
90-000-2736	2011 CO's Non-Current		0.00	0.00	0.00		0.00
90-000-3711	Fund Balance		460,382.24	0.00	0.00		460,382.24
90-826-5350	Rental		5,915.49	0.00	920.77		6,836.26
90-826-5499	Miscellaneous Revenue		0.00	0.00	0.00		0.00
90-826-5530	Interest Revenue		1,043.56	0.00	213.63		1,257.19
90-826-6208	Office Supplies	0.00		0.00	0.00	0.00	
90-826-6209	Other Supplies - Misc.	0.00		0.00	0.00	0.00	
90-826-6210	Clothing Supplies	0.00		0.00	0.00	0.00	
90-826-6212	Postage	0.00		0.00	0.00	0.00	
90-826-6303	Maint. & Repair - Buildings	450.00		0.00	0.00	450.00	
90-826-6703	Contract Services	3,809.57		1,814.76	0.00	5,624.33	
90-826-6708	IT Support Services	0.00		0.00	0.00	0.00	
90-826-6710	Travel/Training Expense	0.00		0.00	0.00	0.00	
90-826-6722	Insurance - Property & Liability	1,050.00		0.00	0.00	1,050.00	
90-826-6735	Promotion Expense	0.00		0.00	0.00	0.00	
90-826-6753	Legal Expense	648.00		324.00	0.00	972.00	
90-826-6755	Audit Expense	2,100.00		382.50	0.00	2,482.50	
90-826-6761	Dues, Publications & Licenses	0.00		0.00	0.00	0.00	
90-826-6780	Electricity	1,376.46		251.36	0.00	1,627.82	
90-826-6781	Gas - Natural/Propane	425.14		94.02	0.00	519.16	
90-826-6783	Telecom	780.25		156.56	0.00	936.81	
90-826-6799	Other Services - Misc.	0.00		0.00	0.00	0.00	
90-826-6901	Construction in Progress	0.00		0.00	0.00	0.00	
90-826-6931	Land & Improvements	0.00		0.00	0.00	0.00	

City of Anna Trial Balance

For Funds from 89 to 90
For the Fiscal Period 2021-6 Ending March 31, 2021

Economic Development Corporation (90) Account	Beginning Balance		Transactions		Ending Balance	
	Debit	Credit	Debit	Credit	Debit	Credit
90-826-9800						
Transfers Out						
Totals:	555,068.29	555,068.29	7,180.80	0.00	556,202.69	556,202.69
Grand Totals:	2,402,936.03	2,402,936.03	285,206.62	285,206.62	2,532,373.11	2,532,373.11

CDC Income Statement
For Period Ending 3/31/2021

		Current Month Activity 3/31/2021	YTD Activity
Revenues			
89-825-5225	Sales Tax Revenue - General	127,079.74	537,677.87
89-825-5329	Donations	36.00	75.00
89-825-5499	Miscellaneous Revenue	-	-
89-825-5530	Interest Revenue	623.98	3,469.24
89-825-5800	Transfers in	-	-
89-825-5840	Bond Proceeds	-	-
Total Revenues		<u>127,739.72</u>	<u>541,222.11</u>

Expenses			
89-825-6101	Salaries	7,086.40	43,312.04
89-825-6114	Payroll Taxes-City Part FICA	542.12	3,530.28
89-825-6121	Health Insurance	97.42	584.52
89-825-6125	TMRS Retirement	1,004.85	6,552.13
89-825-6126	Unemployment	-	-
89-825-6127	Worker's Compensation	-	184.54
89-825-6129	Miscellaneous Payroll	-	-
89-825-6208	Office Supplies	221.42	326.01
89-825-6209	Other Supplies - Misc.	354.62	1,097.23
89-825-6210	Clothing Supplies	-	-
89-825-6212	Postage	-	14.20
89-825-6299	IT Supplies	-	-
89-825-6700	Economic Development Grant Expense	-	-
89-825-6703	Contract Services	19,087.00	93,964.50
89-825-6710	Travel/Training Expense	301.18	1,176.18
89-825-6722	Insurance - Property & Liability	-	3,500.00
89-825-6731	Public Notices - Advertising	-	-
89-825-6735	Promotion Expense	30,062.00	36,334.50
89-825-6753	Legal Expense	584.50	1,151.50
89-825-6755	Audit Expense	382.50	2,482.50
89-825-6756	Engineering	-	-
89-825-6761	Dues, Publications, Permits & Licenses	1,123.27	1,917.26
89-825-6783	Telephones - Pagers	-	-
89-825-6789	Debt-Service Principal	-	225,000.00
89-825-6790	Interest Expense	-	53,867.50
89-825-6795	Bond Fees	-	-
89-825-6799	Other Services - Misc.	700.00	46,400.00
89-825-6901	Construction in Progress	-	-
89-825-6911	Machinery & Equipment	-	-
89-825-6931	Land & Improvements	-	-
89-825-8900	Other Financing Use - Debt Refundings	-	-
89-825-9800	Transfers Out	-	-
Total Expenses		<u>61,547.28</u>	<u>521,394.89</u>
Net Profit/Loss		<u>66,192.44</u>	<u>19,827.22</u>

CDC Income Statement
For Period Ending 3/31/2021

		Current Month Activity 3/31/2021	YTD Activity
Revenues			
89-825-5225	Sales Tax Revenue - General	127,079.74	537,677.87
89-825-5329	Donations	36.00	75.00
89-825-5499	Miscellaneous Revenue	-	-
89-825-5530	Interest Revenue	623.98	3,469.24
89-825-5800	Transfers in	-	-
89-825-5840	Bond Proceeds	-	-
Total Revenues		127,739.72	541,222.11
Expenses			
89-825-6101	Salaries	7,086.40	43,312.04
89-825-6114	Payroll Taxes-City Part FICA	542.12	3,530.28
89-825-6121	Health Insurance	97.42	584.52
89-825-6125	TMRS Retirement	1,004.85	6,552.13
89-825-6126	Unemployment	-	-
89-825-6127	Worker's Compensation	-	184.54
89-825-6129	Miscellaneous Payroll	-	-
89-825-6208	Office Supplies	221.42	326.01
89-825-6209	Other Supplies - Misc.	354.62	1,097.23
89-825-6210	Clothing Supplies	-	-
89-825-6212	Postage	-	14.20
89-825-6299	IT Supplies	-	-
89-825-6700	Economic Development Grant Expense	-	-
89-825-6703	Contract Services	19,087.00	93,964.50
89-825-6710	Travel/Training Expense	301.18	1,176.18
89-825-6722	Insurance - Property & Liability	-	3,500.00
89-825-6731	Public Notices - Advertising	-	-
89-825-6735	Promotion Expense	30,062.00	36,334.50
89-825-6753	Legal Expense	584.50	1,151.50
89-825-6755	Audit Expense	382.50	2,482.50
89-825-6756	Engineering	-	-
89-825-6761	Dues, Publications, Permits & Licenses	1,123.27	1,917.26
89-825-6783	Telephones - Pagers	-	-
89-825-6789	Debt-Service Principal	-	225,000.00
89-825-6790	Interest Expense	-	53,867.50
89-825-6795	Bond Fees	-	-
89-825-6799	Other Services - Misc.	700.00	46,400.00
89-825-6901	Construction in Progress	-	-
89-825-6911	Machinery & Equipment	-	-
89-825-6931	Land & Improvements	-	-
89-825-8900	Other Financing Use - Debt Refundings	-	-
89-825-9800	Transfers Out	-	-
Total Expenses		61,547.28	521,394.89
Net Profit/Loss		66,192.44	19,827.22

Account	Description	Trans Nbr	src	urc	e	Type	Date	Document	PO Number / Ref Number	Payor Vendor	Description	Debit Amt	Credit Amt	
89-825-6101	Salaries	168644	PR	CD		3/12/2021					Payroll Run 1584: 2/22/2021 - 3/7/2021	3,543.20	-	
		168592	PR	CD		3/26/2021					Payroll Run 1592: 3/8/2021 - 3/21/2021	3,543.20	-	
89-825-6114	Payroll Taxes-City Part FICA	168644	PR	CD		3/12/2021					Payroll Run 1584: 2/22/2021 - 3/7/2021	271.06	-	
		168592	PR	CD		3/26/2021					Payroll Run 1592: 3/8/2021 - 3/21/2021	271.06	-	
89-825-6121	Health Insurance	168702	AP	IN		3/16/2021	March 2021		31776	143-TML IEBP	TML Insurance & Flexible Spending	104.94	-	
		168703	AP	CM		3/16/2021	March 2021	Renewal Credit		143-TML IEBP	TMLIEBP Renewal Credit	-	7.52	
89-825-6125	TMRS Retirement	168706	AP	IN		3/31/2021	March 2021		31839	153-TMRS	CDC TMRS Retirement City Contribution	1,004.85	-	
89-825-6208	Other Supplies - Misc.	168930	AP	IN		1/21/2021	5423-JG-FEB-21-9		31043	955-JP Morgan Chase Bank NA	Surviver Café - Luncheon - Joey Grishman's Peard	59.37	-	
		168931	AP	IN		2/9/2021	5423-JG-FEB-21-10		31564	955-JP Morgan Chase Bank NA	Surviver Café - Luncheon meeting - Joey Grishman Peard	41.06	-	
		168932	AP	IN		2/4/2021	9649-TL-FEB-21-10		31276	955-JP Morgan Chase Bank NA	Brookshires - EDC Board Meeting - Taylor L. Peard	68.21	-	
		168933	AP	IN		1/7/2021	9649-TL-FEB-21-11		30874	955-JP Morgan Chase Bank NA	Mama Mia's - EDC Dinner for board meeting	120.00	-	
		168934	AP	IN		1/11/2021	9649-TL-FEB-21-12		30887	955-JP Morgan Chase Bank NA	Jalapenos - EDC Lunch meeting	23.28	-	
		170209	AP	IN		3/1/2021	5423-JG-MAR-21-3		31566	955-JP Morgan Chase Bank NA	Salisa Tex Mex - Luncheon meeting - Joey Grisham Peard	42.70	-	
														-
														-
89-825-6210	Clothing Supplies	168901	AP	IN		1/31/2021	064512904-0121		31561	1681-Kimley-Horn and Associates, Inc	Downtown Master Plan	2,107.00	-	
		168903	AP	IN		2/4/2021	5538		31563	725-Greater Anna Chamber of Commerce	Part II of annual investment partnership	7,500.00	-	
		168372	AP	IN		1/29/2021	6478			2151-Placer Labs, Inc.	Analytics Subscription	6,000.00	-	
		168373	AP	IN		2/22/2021	6503			2339-Cooksey Communications, Inc.	Contract Services - January 21	3,900.00	-	
		168374	AP	IN		3/1/2021	6522			2339-Cooksey Communications, Inc.	Contract Services for February 21	5,355.00	-	
		168439	AP	IN		1/29/2021	6478			2339-Cooksey Communications, Inc.	Contract Services for February 21	5,355.00	-	
		168440	AP	IN		2/22/2021	6503			2339-Cooksey Communications, Inc.	Contract Services for February 21	-	3,500.00	
		168441	AP	IN		3/1/2021	6522			2339-Cooksey Communications, Inc.	Contract Services for February 21	5,355.00	-	
89-825-6710	Travel/Training Expense	168894	AP	IN		2/28/2021	064512904-0221			1681-Kimley-Horn and Associates, Inc	Contract Services for March 21	-	5,355.00	
											Downtown Master Plan	-	3,480.00	
		168906	AP	IN		1/12/2021	9649-TL-FEB-21-4		30927	955-JP Morgan Chase Bank NA	Texas Economic Development Council	150.00	-	
		168311	AP	IN		2/3/2021	9649-TL-FEB-21-9		31569	955-JP Morgan Chase Bank NA	TX Downtown Association - training	20.00	-	
		170214	AP	IN		2/5/2021	9649-TL-MAR-21-1		31570	955-JP Morgan Chase Bank NA	Strong Towns - trainings - Taylor Lough's Peard	27.06	-	
		168308	AP	IN		1/19/2021	9649-TL-FEB-21-6		31052	955-JP Morgan Chase Bank NA	Strong Towns - trainings - Taylor Lough's Peard	27.06	-	
		170216	AP	IN		2/5/2021	9647-TL-MAR-21-3		31570	955-JP Morgan Chase Bank NA	Strong Towns - trainings - Taylor Lough's Peard	27.06	-	
		170218	AP	IN		3/2/2021	9649-TL-MAR-21-5		31568	955-JP Morgan Chase Bank NA	Accelvents - Earlybird ticket - Taylor Lough's Peard	50.00	-	
89-825-6722	Insurance - Property & Liability	168902	AP	IN		11/24/2020	4850		31562	2414-Gary Logan Photography LLC	CDC Photography	2,250.00	-	
		168299	AP	IN		1/19/2021	5423-JG-FEB-21-7		31052	955-JP Morgan Chase Bank NA	Promo Lab - EDC Merchandise for marketing - Taylor L. Peard	477.00	-	
		168307	AP	IN		1/14/2021	9649-TL-FEB-21-5		31048	955-JP Morgan Chase Bank NA	TEDC - Economic Excellence Recognition	100.00	-	
		168308	AP	IN		1/19/2021	9649-TL-FEB-21-6		31052	955-JP Morgan Chase Bank NA	Promo Lab - EDC Merchandise for marketing	475.00	-	
89-825-6731	Public Notices - Advertising	168309	AP	IN		1/19/2021	9649-TL-FEB-21-7		31052	955-JP Morgan Chase Bank NA	Promo Lab - EDC Merchandise for marketing	950.00	-	
		168648	AP	IN		1/29/2021	6478		31746	2339-Cooksey Communications, Inc.	JAN Ad Creation	3,500.00	-	
		168648	AP	IN		2/22/2021	6503		31746	2339-Cooksey Communications, Inc.	FEB PR & Marketing CSTIM	5,355.00	-	
		168650	AP	IN		3/1/2021	6522		31746	2339-Cooksey Communications, Inc.	MAR PR & Marketing CSTIM	5,355.00	-	
89-825-6735	Promotion Expense	168654	AP	IN		3/19/2021	38084		31752	2384-D Magazine Partners, LP	D CEO Magazine - Sponsor Commi' Re Awards	12,000.00	-	
													-	
89-825-6753	Legal Expense	168791	AP	IN		2/10/2021	15452		31560	135-Wolfe, Tidwell & McCoy, LLP	Legal Services for January 2021	382.00	-	
		168921	AP	IN		3/25/2021	15469		31648	135-Wolfe, Tidwell & McCoy, LLP	Anna CDC Legal Services	202.50	-	
89-825-6755	Audit Expense	169404	AP	IN		3/8/2021	10652669			2257-Weaver and Tidwell, LLP	FY2020 Financial Audit	382.50	-	
89-825-6756	Engineering												-	
													-	
89-825-6761	Dues, Publications & Licenses	168284	AP	IN		1/8/2021	5423-JG-FEB-21-2		30864	955-JP Morgan Chase Bank NA	N. TX Assoc. of Real Estate Professionals	375.00	-	
		168286	AP	IN		1/14/2021	5423-JG-FEB-21-5		31599	955-JP Morgan Chase Bank NA	Dallas Morning News	12.95	-	

Account	Date	Check	Description	Debit	Credit	Cld	Balance	Notes
XXXXXXX0165			Balance Forward				1,277,346.56	
XXXXXXX0165	3/18/2021		REGULAR DEPOSIT		36.00	Y	1,277,382.56	
XXXXXXX0165	3/22/2021		ONLINE TRANSFER CREDIT Transfer From XX0200 To XX0185 :Sales Tax Allocation March		127,079.74	Y	1,404,462.30	
XXXXXXX0165	3/31/2021		ONLINE TRANSFER CREDIT Transfer From XX0200 To XX0185 : AP and PR CD Mar	61,032.07	-	Y	1,343,430.23	
XXXXXXX0165	3/31/2021		Interest Deposit		614.92	Y	1,344,045.15	
							1,344,045.15	Bank Balance
							1,344,045.15	Bank Balance
								DIT
								APCD
								Reconciling Items
							1,344,045.15	Adjusted Bank Balance
								GL Balance
								Reconciling Items
								Adjusted GL Balance
							1,344,045.15	Difference

City of Anna Trial Balance

For Funds from 89 to 90
For the Fiscal Period 2021-6 Ending March 31, 2021

Community Development Corporation (89) Account	Beginning Balance		Transactions		Ending Balance	
	Debit	Credit	Debit	Credit	Debit	Credit
89-000-1010 Bank - Operating Funds	1,277,298.81		127,730.66	60,984.32	1,344,045.15	
89-000-1012 Bank - Restricted Funds	19,411.32		9.06	0.00	19,420.38	
89-000-1150 Accounts Receivable	0.00		0.00	0.00	0.00	
89-000-1160 Accounts Receivable - Sales Tax	0.00		0.00	0.00	0.00	
89-000-1202 Receivables - Due From General F	0.00		0.00	0.00	0.00	
89-000-1215 Receivables - Local Business Loan	91,310.00		0.00	0.00	91,310.00	
89-000-2001 Accounts Payable		0.00	71,047.31	71,610.27		562.96
89-000-2020 Federal W/H Tax Payable		0.00	432.72	432.72		0.00
89-000-2021 FICA Payable		0.00	1,084.24	1,084.24		0.00
89-000-2024 Flexible Spending Payable		0.00	0.00	0.00		0.00
89-000-2025 Deferred Compensation Payable		0.00	1,460.00	1,460.00		0.00
89-000-2026 TMRS Payable		0.00	496.04	496.04		0.00
89-000-2027 Health Insurance Payable		0.00	0.00	0.00		0.00
89-000-2029 Salaries Payable		0.00	0.00	0.00		0.00
89-000-2102 Payable - Due To General Fund(10		0.00	0.00	0.00		0.00
89-000-2115 Deferred Revenue - Local Business		41,310.00	0.00	0.00		41,310.00
89-000-3711 Fund Balance		1,393,075.35	0.00	0.00		1,393,075.35
89-400-9800 Transfers Out	0.00		0.00	0.00	0.00	
89-825-5225 Sales Tax Revenue - General		410,598.13	0.00	127,079.74		537,677.87
89-825-5329 Donations		39.00	0.00	36.00		75.00
89-825-5499 Miscellaneous Revenue		0.00	0.00	0.00		0.00
89-825-5530 Interest Revenue		2,845.26	0.00	623.98		3,469.24
89-825-6101 Salaries	36,225.64		7,086.40	0.00	43,312.04	
89-825-6114 Payroll Taxes-City Part FICA	2,988.16		542.12	0.00	3,530.28	
89-825-6121 Health Insurance	487.10		104.94	7.52	584.52	
89-825-6125 TMRS Retirement	5,547.28		1,004.85	0.00	6,552.13	
89-825-6126 Unemployment	0.00		0.00	0.00	0.00	
89-825-6127 Worker's Compensation	184.54		0.00	0.00	184.54	
89-825-6129 Miscellaneous Payroll	0.00		0.00	0.00	0.00	
89-825-6208 Office Supplies	104.59		221.42	0.00	326.01	
89-825-6209 Other Supplies - Misc.	742.61		354.62	0.00	1,097.23	
89-825-6210 Clothing Supplies	0.00		0.00	0.00	0.00	
89-825-6212 Postage	14.20		0.00	0.00	14.20	
89-825-6299 IT Supplies	0.00		0.00	0.00	0.00	
89-825-6700 Economic Development Grant Exp	0.00		0.00	0.00	0.00	
89-825-6703 Contract Services	74,877.50		33,297.00	14,210.00	93,964.50	
89-825-6710 Travel/Training Expense	875.00		301.18	0.00	1,176.18	

City of Anna

Trial Balance

For Funds from 89 to 90
For the Fiscal Period 2021-6 Ending March 31, 2021

Community Development Corporation (89)		Beginning Balance		Transactions		Ending Balance	
Account		Debit	Credit	Debit	Credit	Debit	Credit
89-825-6722	Insurance - Property & Liability	3,500.00		0.00	0.00	3,500.00	
89-825-6731	Public Notices - Advertising	0.00		0.00	0.00	0.00	
89-825-6735	Promotion Expense	6,272.50		30,062.00	0.00	36,334.50	
89-825-6753	Legal Expense	567.00		584.50	0.00	1,151.50	
89-825-6755	Audit Expense	2,100.00		382.50	0.00	2,482.50	
89-825-6756	Engineering	0.00		0.00	0.00	0.00	
89-825-6761	Dues, Publications & Licenses	43.99		1,124.26	0.99	1,167.26	
89-825-6783	Telecom	0.00		0.00	0.00	0.00	
89-825-6789	Debt-Service Principal	225,000.00		0.00	0.00	225,000.00	
89-825-6790	Interest Expense	53,867.50		0.00	0.00	53,867.50	
89-825-6795	Bond Fees	0.00		0.00	0.00	0.00	
89-825-6799	Other Services - Misc.	46,450.00		700.00	0.00	47,150.00	
89-825-6901	Construction in Progress	0.00		0.00	0.00	0.00	
89-825-6911	Machinery & Equipment	0.00		0.00	0.00	0.00	
89-825-6931	Land & Improvements	0.00		0.00	0.00	0.00	
89-825-8900	Other Financing Use - Debt Refundi	0.00		0.00	0.00	0.00	
89-825-9800	Transfers Out	0.00		0.00	0.00	0.00	
Totals:		1,847,867.74	1,847,867.74	278,025.82	278,025.82	1,976,170.42	1,976,170.42



Item No. 11.c.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

March Sales Tax Report

SUMMARY:

STAFF RECOMMENDATION:

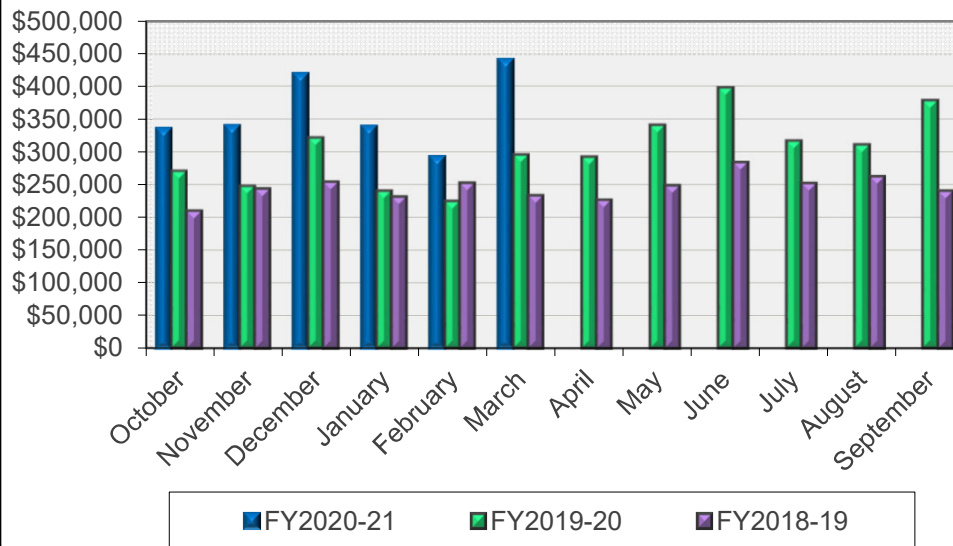
ATTACHMENTS:

1. 2021 Monthly Sales Tax Report
2. CDC SALES TAX COLLECTIONS FY21

CITY OF ANNA
Schedule of Sales Tax Collections
For the month March 31, 2021

	2020-21 Collections Monthly	% Change from Prior Year	2019-20 Collections Monthly
October	\$ 335,454	24.1%	\$ 270,363
November	340,156	37.6%	247,215
December	419,319	30.4%	321,464
January	338,879	41.3%	239,848
February	292,405	30.2%	224,649
March	441,021	49.4%	295,191
April			291,845
May			340,358
June			397,630
July			316,470
August			310,731
September			378,344
	\$ 2,167,234		\$ 3,634,108
Budget:	3,805,000	57.0%	3,048,942

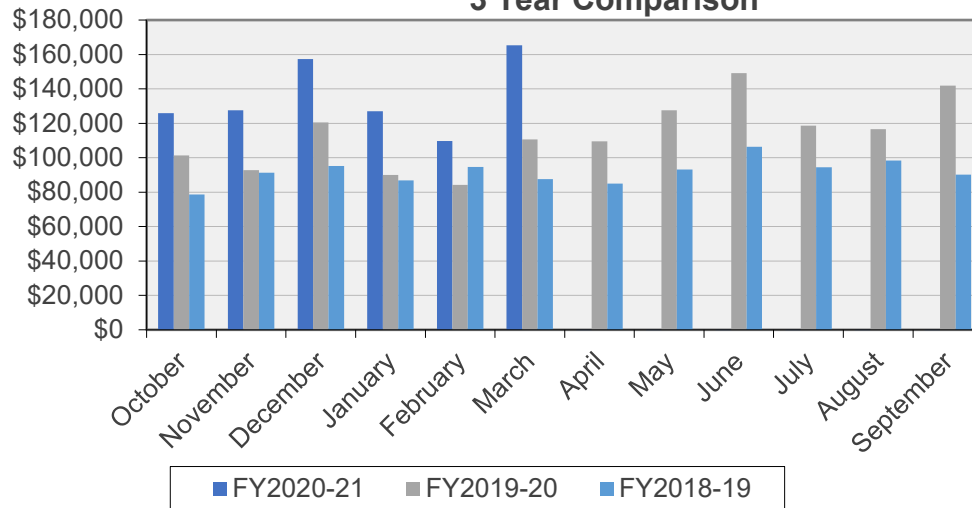
**Monthly Sales Tax Collections:
3 Year Comparison**

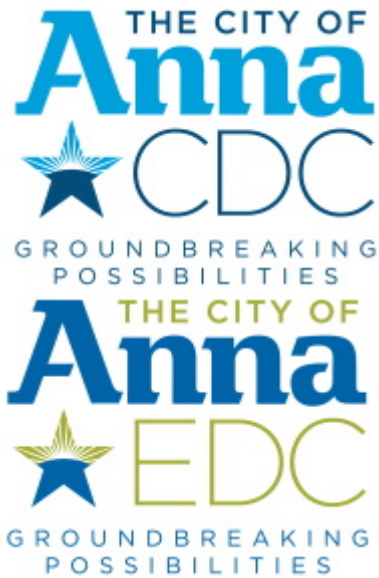


**CITY OF ANNA
COMMUNITY DEVELOPMENT CORPORATION
Schedule of Sales Tax Collections**

	2020-21 Collections Monthly	% Change from Prior Year	2019-20 Collections Monthly
October	\$ 125,795	24.1%	\$ 101,386
November	127,559	37.6%	92,706
December	157,245	30.4%	120,549
January	127,080	41.3%	89,943
February	109,652	30.2%	84,243
March	165,383	49.4%	110,697
April	-		109,442
May	-		127,634
June	-		149,111
July	-		118,676
August	-		116,524
September	-		141,879
	\$ 812,713		\$ 1,362,791

**ANNA COMMUNITY DEVELOPMENT CORP. Monthly
Sales Tax Collections:
3 Year Comparison**





Item No. 12.

EDC/CDC Agenda
Staff Report

Meeting Date: 6/3/2021
Staff Contact:

AGENDA ITEM:

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; Anna Business Park.
- 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.
- 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) Anna Business Park Property; potential retail and medical projects.

SUMMARY:

STAFF RECOMMENDATION:

ATTACHMENTS: