



# Lavon Economic Development Corporation Meeting Agenda

120 School Rd.  
Lavon, TX 75166 Ph. (972-843-4220)

**Monday Aug.14, 2023, 7:00 PM**

at

**Lavon City Hall**  
**City Council Chambers**  
**120 School Rd**  
**Lavon, Texas**

## NOTICE OF ATTENDANCE

**NOTICE** is hereby given that members of the Lavon City Council, Lavon Planning and Zoning Commission, Tax Increment Financing Zone # 1 Board, Parks & Recreation and/or Infrastructure Facilities Commission may attend at the Lavon Economic Development Corporation Board Meeting August 15, 2023, at 7:00 PM held at the Lavon City Hall.

The meeting agenda and packet are posted online at [www.lavonedc.com](http://www.lavonedc.com)

- 1. Presiding Officer to call the Economic Development Corporation Board meeting to order and announce that a quorum is present.**
- 2. Pledge of Allegiance and Invocation**
- 3. Items of interest and communications.**  
Members of the Economic Development Corporation Board can notify others of community events, functions, and other activities.
- 4. Consent Agenda \***  
Consent items are considered routine or non-controversial and will be voted on in one motion. unless a separate discussion is requested by a board member
  1. Approval of the July 10,2023 board meeting minutes
- 5. Public Comments**  
Citizens may provide comments. There is a 3-minute time limit per person. The board's response to items not on the agenda may be to request items be placed on a future agenda or referred to the executive director.
- 6. Discussion & Action**
  - A. Discussion and action of board financials including a brief review of the Annual Audit for 2022-2023.
  - B. Discussion and action on moving the meeting time to 6:30PM after Sept.12 which to date is scheduled for the CISD Career Center tour.



# Lavon Economic Development Corporation Meeting Agenda

120 School Rd.  
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- C. Discussion and action for a Dec.12 LEDC meeting with a Strategic Planning Holiday dinner.
- D. Discussion and action on Civic Plus Web Site Agreement and new platform.
- E. Election of Officers for 2023-2024.
- F. Discussion and action on Aerial Dynamic Map and Story brochure.
- G. Discussion of Marketing Plans and Economic Development actions including but not limited to:
  - 1. Report on Back to School Bash, Aug.5.
  - 2. Report on NTX Infrastructure Summit, Aug.9.
  - 3. Report on EDC Contributions to the City newsletter and plans for Sept. and Oct.
  - 4. Plans and suggestions for ½ page add in Living Magazine for November.
  - 5. Report of LEDC sponsorship for CHS band.
  - 6. Plans for Sept.15 Red News Retail Summit.
  - 7. Consider plans for FAM Tour (Familiarization Tour) of Lavon for Friday Oct.20 or Nov.3 with rain date of Nov.17 or Spring.
  - 8. Discussion of City Fall Festival on Oct.21.
  - 9. Report of Inroads Realty on 619 Main Street.
  - 10. Report of realtor and prospect inquires.
  - 11. Discussion and Action on considering a recreational development project – Fitness Court.

## 7. Setting future meetings and agenda

The Economic Development Corporation Board members and staff may request items be placed on a future agenda or request a special meeting be called.

## 8. Presiding Officer to adjourn the Economic Development Corporation Board meeting.

Notes to the Agenda:

- 1. Items marked with an \* are consent items considered to be non-controversial and will be voted on in one motion unless a Board member asks for separate discussion.
- 2. The Board reserves the right to recess into executive session under Sections 551.071 – 551.088 of the Texas Government Code (Texas Open Meetings Act) concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.

**This is to certify that the agenda was posted in the notification cabinet at City Hall at 120 School Road, the city's website at [www.cityoflavon.org](http://www.cityoflavon.org), the Lavon EDC website at [www.lavonedc.com](http://www.lavonedc.com) and on the city's bulletin board on or before July 7, 2023 by 7:00PM**

By: Pam Mundo

POSTED THIS day August 11, 2023, before 7PM



# Lavon Economic Development Corporation Meeting Minutes

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**June 12, 2023**

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- 1. Kay Wright, President called the Economic Development Corporation Board meeting to order at 7:01 p.m. at City Hall and announced that a quorum was present.**

Present: Place One, Kay Wright, President  
Place Two, Manzelle Williams, Secretary -arrived at 7:10 p.m.  
Place Three, Vicki Sanson, Vice President  
Place Four, Rachel Dumas, Public Information Officer  
Place Five, Joe Serpette, Director

Executive Director Present: Pamela Mundo

Absent: Place Six, John Kell, Treasurer  
Place Seven, Jordan Williams

- 2. Pledge of Allegiance & Invocation**

A. President, Kay Wright led the Pledge of Allegiance and Invocation

- 3. Ribbon Cutting for Splash Sanitation, L.L.C.**

A. The ribbon cutting was held in the City Hall parking lot adjacent to the Park.

Splash Sanitation is owned by Kahle Sooter, a local resident. His new business will provide cleaning of trash bins.

- 4. Items of Interest and Communications**

A. President Kay Wright announced that the Babysitters training will be held June 13-14 at City Hall and August 5<sup>th</sup> is the Back to School Bash 4:30 to 7:30 p.m.

- 5. Consent Agenda**

A. Through a motion of Director Joe Serpette and Director Manzelle Williams providing a second of the motion; the Board of Directors unanimously agreed to approve the meeting minutes of May 8, 2023.

- 3. Public Comments**

A. There was no public comment.

- 4. Discussion and Action**

A. **Discussion on Board financials.** The Board reviewed the Month-to-Month Financial Report. No action was taken.



## Lavon Economic Development Corporation Meeting Minutes

- B. Discussion and action on the EDC Purchasing Policy.** Through a motion of Joe Serpette and a second of Rachel Dumas the Board approved the EDC Purchasing Policy.
- C. Discussion on a proposed marketing and listing agreement with Inroads, Realty, Kyndall Misak for the 619 Main Street Property.** Kyndall Misak reviewed the agreement with the Board. Through a motion of Kay Wright and a second of Joe Serpette the Board of Directory approve the marketing and listing agreement.
- D. Discussion and action on Economic Development Actions including review of the ad in the In and Around magazine, suggestions for the back of the utility bill, TEDC meeting in June, North Tx Commission meeting in August and prospects And Inquiries.** Through Board reviewed the actions of the month. The Board generally agreed to placing the LEDC ad on the first month bill and follow up with EDC updates the next month.
- E. Discussion about cottage industries and how we can support them.** A general discuss was held and suggestions offered.
- 5. Setting future meetings and agenda**
- A.** The Economic Development Corporation Board members, after discussion, agreed. that the next meeting would be the July 10, 2023, or as needed, for discussion with prospects.
- 6. President Kay Wright adjourned the Economic Development Corporation Board meeting at 8:26 p.m.**

Duly passed and approved on this \_\_\_\_ day \_\_\_\_\_, 2023.

\_\_\_\_\_  
Kay Wright, Board President

\_\_\_\_\_  
Manzelle Williams, Secretary



**CITY OF LAVON, TEXAS  
 BALANCE SHEET - COMPONENT UNIT  
 ECONOMIC DEVELOPMENT CORPORATION  
 SEPTEMBER 30, 2022**

	<u>EDC</u>
<b>ASSETS</b>	
Cash and cash equivalents	\$ 404,061
Receivable-sales tax	53,034
<b>Total assets</b>	<u>457,095</u>
<b>LIABILITIES</b>	
<b>Total liabilities</b>	<u>-</u>
<b>FUND BALANCE</b>	
Fund Balance:	
Unassigned	457,094
<b>Total fund balance</b>	<u>457,094</u>
<b>Total liabilities and fund balance</b>	<u>\$ 457,094</u>

The notes to the financial statements are an integral part of this financial statement.

**CITY OF LAVON, TEXAS  
STATEMENT OF REVENUES, EXPENDITURES, AND  
CHANGES IN FUND BALANCE-COMPONENT UNIT  
ECONOMIC DEVELOPMENT CORPORATION  
FOR THE YEAR ENDED SEPTEMBER 30, 2022**

	<u>EDC</u>
<b>REVENUES</b>	
Sales tax	\$ 271,340
Interest income	470
<b>Total revenues</b>	<u>271,810</u>
<b>EXPENDITURES</b>	
Current operating:	
Contractual services	75,646
Office expenses	10,795
Business projects	88,382
Debt service:	
Principal retirement	17,486
Interest expense	13,112
<b>Total expenditures</b>	<u>205,421</u>
<b>Net change in fund balance</b>	66,389
<b>Fund balance, October 1</b>	390,705
<b>Fund balance, September 30</b>	<u>\$ 457,094</u>

The notes to the financial statements are an integral part of this financial statement.

**CITY OF LAVON, TEXAS  
RECONCILIATION OF THE GOVERNMENTAL FUND BALANCE SHEET  
TO THE STATEMENT OF NET POSITION - ECONOMIC DEVELOPMENT CORPORATION  
SEPTEMBER 30, 2022**

Total fund balance - governmental funds balance sheet	\$ 457,094
Amounts reported for governmental activities in the statement of net position are different because:	
Capital assets used in governmental activities are not financial resources and, therefore, are not reported in the funds.	271,826
Long-term liabilities, including notes payable and capital leases, are not due and payable in the current period and, therefore, are not reported in the funds.	(353,691)
Net position of governmental activities - statement of net position	<u>\$ 375,229</u>



Lavon EDC Agenda for 8 14 2023

**Agenda Item 6A Discussion and action of Board financials including a brief review of the Annual Audit for 2022-2023**

Please note the reports attached to this agenda items regarding the sales tax/use tax that is a part of a City of Lavon 380 agreement with Trophy Signature Homes and Bloomfield Homes where they allocate the sales tax for materials purchased for Lavon homes to Lavon rather than to the city where the items were purchased. With that accounting, the two homebuilders dedicate those sale/use taxes 100% of the 0.5% sales tax to the LEDC and to the Road Improvement Fund and for the 1% of the City General Fund Use Tax which comes to the Lavon: 80% of that is returned to the homebuilder with Lavon retaining the 20%.



**TROPHY**  
Signature Homes  
A Greenbrick Partner

Use Tax Certificate for City of Lavon, Texas

Invoice

To: City of Lavon  
Attn: Ms. Kim Dobbs  
120 School Rd.  
Lavon, TX 75166  
Phone: (972) 843-4220  
Email: kim.dobbs@cityoflavon.org

INVOICE NO. Invoice Date  
LAV-2023-6 7/28/2023

Description	Period
Economic Development Grant	Jan - Jun 2023
<b>Total Taxable Purchases for the Grant Period</b>	<b>\$1,824,872</b>
<b>Audit Adjustments, Debits or Credits</b>	<b>\$0.00</b>

Month	Taxable Purchases
Jan	\$98,025
Feb	\$22,166
Mar	\$361,665
Apr	\$299,302
May	\$508,157
Jun	\$535,557
<b>Total</b>	<b>\$1,824,872</b>

	Allocated Sales Tax	Less Timely Filer Discount Fee	Less Admin Fee	Grantee Net Distribution per agreement	Grant Incentive Due
Lavon 1% General Fund Use Tax	\$18,248.72	0.00%	2.00%	80.00%	\$14,307.00
Lavon Economic Development Use Tax	\$9,124.36	0.00%	2.00%	0.00%	\$0.00
Lavon Community Development Use Tax	\$9,124.36	0.00%	2.00%	0.00%	\$0.00
Use Tax Allocated to City of Lavon	\$36,497.44				

Total Incentive Due \$14,307.00

Please make checks payable to:  
TSHH, LLC  
Attn: Ryan Marshall  
2805 Dallas Parkway, Suite 450  
Plano, TX 75093  
Please call Ryan Marshall with any questions at (918) 606-1688.

Grant Effective Date for the Entire Agreement November 1, 2021 - October 31, 2031  
Grant Percentage 80% of 1%  
Current Grant Period Requested Jan - Jun 2023  
Attachments

TSHH, LLC Texas Direct Payment Tax Returns and Local Tax Supplement

## Bloomfield Homes, L.P.

Use Tax Certificate for City of Lavon, Texas

**INVOICE**

TO: City of Lavon  
 Attn: Ms. Kim Dobbs  
 120 School Rd.  
 Lavon, TX 75166  
 Phone: (972) 843-4220  
 Email: [kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)

INVOICE NO.	INVOICE DATE	Month	Taxable Purchases
LAV220301	7/20/2023	January	\$74,549.87
		February	\$71,308.91
		March	\$64,779.88
		April	\$52,691.22
		May	\$126,746.24
		June	\$54,627.08
		<b>Total</b>	<b>\$444,703.20</b>
<b>DESCRIPTION</b>		<b>PERIOD</b>	
Economic Development Grant	Jan-Jun 2023		
<b>Total Taxable Purchases for the Grant Period</b>			<b>\$444,703.20</b>
<b>Audit Adjustments, Debits or Credits</b>			<b>\$0.00</b>

	Allocated Sales Tax	Less Timely Filer Discount Fee	Less Admin. Fee	Grantee Net Distribution per Agreement	Grant Incentive Due
Lavon 1% General Fund Use Tax	\$4,447.03	0.00%	2.00%	80.00%	\$3,486.47
Lavon .5% Economic Development Corp. Use Tax	\$2,223.52	0.00%	2.00%	0.00%	\$0.00
Lavon .5% Road Improvement Use Tax	\$2,223.52	0.00%	2.00%	0.00%	\$0.00
2% Use Tax Allocated to City of Lavon	\$8,894.06				

**TOTAL INCENTIVE DUE      \$3,486.47**

Please make checks payable to:

Bloomfield Homes, L.P.  
 Attn: Steve Corradi  
 1050 East Hwy. 114, Ste. 210  
 Southlake, TX 76092

Please call Steve Corradi with any questions at (817) 416-1273

Grant Effective Date for the Entire Agreement      Jan 1, 2017 - Dec 31, 2026  
 Grant Percentage      80% of 1%  
 Current Grant Period Requested      Jan-Jun 2023  
 Attachments      Bloomfield Homes, L.P. Texas Direct Payment Tax Returns and Local Tax Supplement

10-10-5589  
 Kgel

RECEIVED  
 JUL 20 2023  
 CITY OF LAVON

**Agenda Item 6D Discussion and action on Civic Plus Web Site Agreement and new platform**

We have received a notice from Civic Plus that the hosting and maintenance of the LavonEDC.com web site will be increasing from \$1,800 to \$1,980. Funds are available within the current and recently approved budget for this price increase. The noted that.....

“With these changes comes a robust set of product enhancements and first-to-market integrations, including:

- CivicPlus Portal – A free digital hub that makes it easy for residents to obtain information and resources and interact with their local government from a personal and customizable interface and that embeds in your Municipal Website Central solution.
- Migration to Drupal version 9 for enhanced functionality and configuration options
- Platform authentication (single sign-on)
- Unlimited ongoing group user training
- Integrated Google Analytics (G4)”

In speaking with the technical service portion of Civic Plus, Teresa informed me that the upgrade to Drupal 9 may require a redesigned web site. As I investigate further, I will let you know when a new web site will be required to fit their new platform.

“Last year you received an email communicating the upgrade to your website to a more advanced version of Drupal, the opensource code base that operates your website’s content management system (CMS). Currently we don’t have a specific timeline for that migration. We are working daily to get the migration tool perfected and once that has been achieved, we will come up with a plan and clear estimated timelines for clients. I understand that lack of specifics can be frustrating but please know that our goal is to make the migration process as seamless as possible for you. Also know that I will keep you informed as we move forward.

Because of the release of the Drupal 9 upgrade and the eventual conversion of all clients we are not initiating Drupal 7 redesigns or any development projects currently. During migration you will have the option to purchase a fresh redesign if you choose. Details on redesign options will be included once we have clear estimated timelines for migration.

For now, please use this link to explore the features of the new Drupal site.

<https://www.civicplus.com/municipal-websites/explore-the-features>

This upgrade will include improved functionality such as:

- Calendaring tools
- Integrated and fillable forms
- Alert notification capabilities
- Payment gateway integrations
- Additional styling options and design customization
- Single sign-on capabilities
- Additional integration capabilities with our Online Code Hosting and Agenda and Meeting Management solutions. Please watch this short [video](#).

You may also use this link to the FAQ's for migration that you might find helpful.

<https://www.civicengageopen.civicplus.help/hc/en-us/articles/9138783815447-Web-Open-FAQs>

And as always don't hesitate to let me know if I can do something for you!

Only CivicPlus can do this: [CLICK HERE](#)

## Theresa St. John

Client Success Manager • **CivicPlus**

P: (785) 560-2072

[civicplus.com](http://civicplus.com) | [Let's have a conversation - book a meeting here](#)

Connect with us:



Powering and Empowering  
Government



**CivicPlus**

302 South 4th St. Suite 500  
Manhattan, KS 66502  
US

**Quote #:**

Q-45122-1

**Date:**

6/21/2023 4:46 PM

**Customer:**

LAVON ECONOMIC  
DEVELOPMENT  
CORPORATION, TEXAS

QTY	Product Name	DESCRIPTION
1.00	Municode Web Premium Civic Open Subscription Renewal	Municode Web Premium Civic Open Subscription

Annual Recurring Services - Initial Term	USD 1,980.00
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1. This renewal Statement of Work ("SOW") is between Lavon Economic Development Corporation LEDC Texas ("Customer") and CivicPlus, LLC and shall be subject to the terms and conditions of the Master Services Agreement ("MSA") and the applicable Solutions and Products terms found at: [www.civicplus.help/hc/p/legal-stuff](http://www.civicplus.help/hc/p/legal-stuff) (collectively, the "Terms and Conditions"). By signing this SOW, Customer expressly agrees to the Terms and Conditions throughout the Term of this SOW. The Terms and Conditions form the entire agreement between Customer and CivicPlus (collectively, referred to as the "Agreement"). The Parties agree the Agreement shall supersede and replace all prior agreements between the Parties with respect to the services provided by CivicPlus herein (the "Services").

2. This SOW shall remain in effect for an initial term starting at the Customer's next renewal date of 11/1/2023 and running for twelve months ("Initial Term"). In the event that neither party gives 60 days' notice to terminate prior to the end of the Initial Term, or any subsequent Renewal Term, this SOW will automatically renew for additional 1-year renewal terms ("Renewal Term"). The Initial Term and all Renewal Terms are collectively referred to as the "Term".

3. Unless terminated, Customer shall be invoiced for the Annual Recurring Services on each Renewal Date of each calendar year subject to an annual increase of 5% each Renewal Term.

**Acceptance**

By signing below, the parties are agreeing to be bound by the covenants and obligations specified in this SOW.

IN WITNESS WHEREOF, the parties have caused this SOW to be executed by their duly authorized representatives as of the dates below.

Client

CivicPlus

By:

By:



Name:

Name:

Amy Vikander

Title:

Title:

Senior Vice President of Customer Success

Date:

Date:

Lavon Economic Development Corporation Agenda of August 14, 2023

**Agenda Item 6F Discussion and Action on Aerial Dynamic Map and Story Brochure**

Annual the Lavon EDC utilizes the services of The Flyer Group formerly Aerial Map Services to update the aerial map and then publish paper maps as needed for marketing efforts. Attached is the annual invoice for the mapping services. This includes updates as needed and a digital version of the map is also attached. This digital map was recently updated to include the new elementary school and the developing Hillstead Subdivision to the south of FM 483. See that attached map. Printing of the aerial map is a separate cost.

Also last year you agreed to begin development of the Story Map which is a series of different layers. The aerial map is one layer. Other layers needed for example would be to highlight new commercial sites.

Melissa, TX probably is the best example of the various layers of digital mapping to market the various aspects of the community. I sent each director a link to the larger presentation of the Story map. At The meeting I would like to proceed with developing the story map for Lavon as was approved last year. The proposed cost is attached, there is funds in the current year and next year for this mapping. The mapping overlays does an increased job of providing information that we need to get to our developers and realtors.



Flyer View Group, LLC  
6717 Dapper Dr  
McKinney, TX 75070 US  
dale@flyerview.com  
flyerview.com



**BILL TO**

Lavon Economic Development  
Corporation  
120 School House Rd.  
Lavon, TX 75166

**INVOICE 2012**

**DATE** 08/07/2023 **TERMS** Due on receipt

**DUE DATE** 09/29/2023

ACTIVITY	QTY	RATE	AMOUNT
<b>Subscriptions:Dynamic Map Poster Program - Platinum</b> RENEWAL - 10/23-10/24	1	2,195.00	2,195.00
*GIS Mapping & Graphic Design			
*Customer Portal File Link w/High-Res Digital View and/or Print"			
*Includes Up To 14 Files Plus Map-side			
*Includes 12 months edits to map and Community Profile content			
*\$2,195.00 Due Beginning of each 12 month renewal			

Payment due Oct., 1, 2023

SUBTOTAL	2,195.00
TAX	0.00
TOTAL	2,195.00

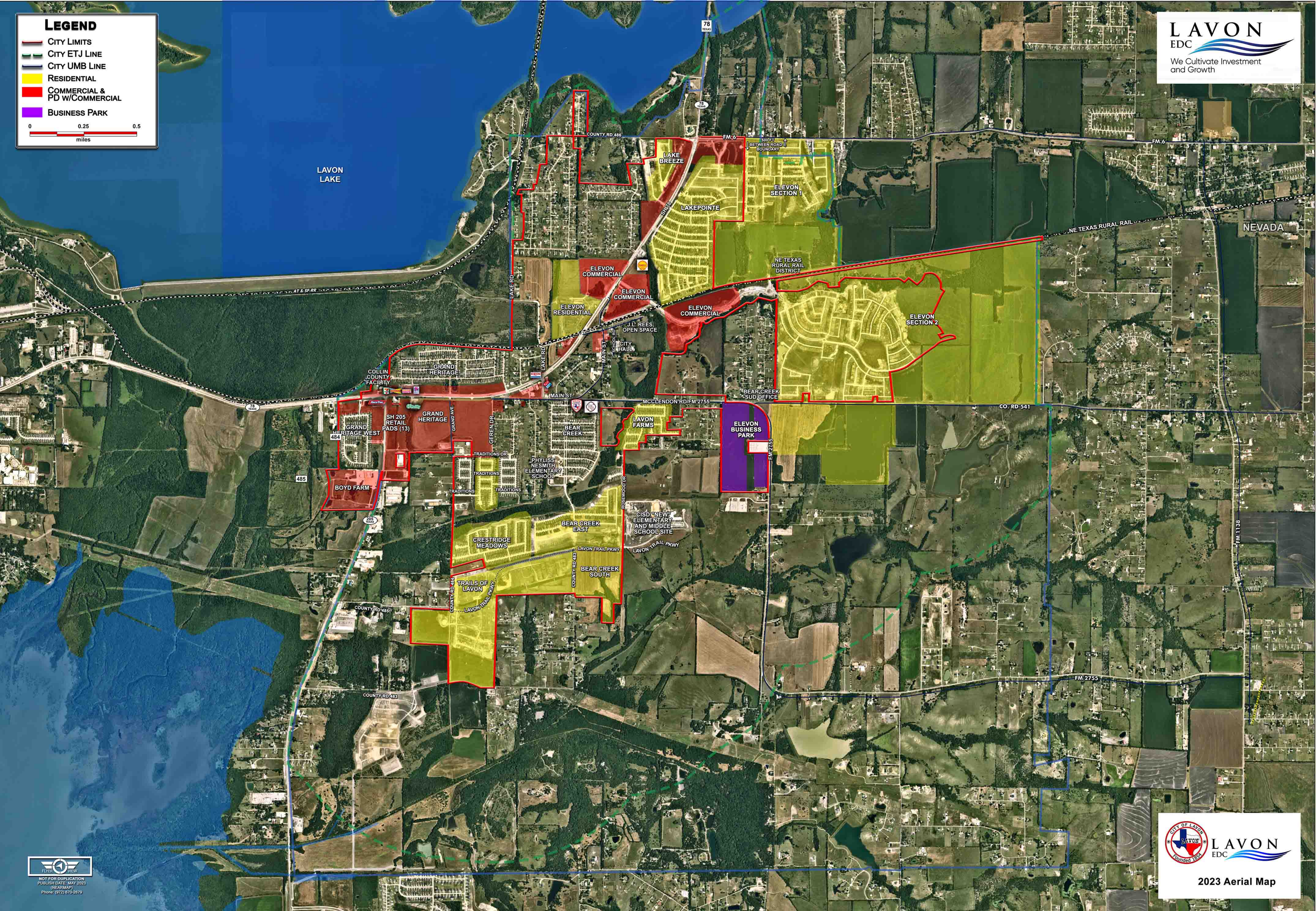
**TOTAL DUE \$2,195.00**



**LEGEND**

- CITY LIMITS
- CITY ETJ LINE
- CITY UMB LINE
- RESIDENTIAL
- COMMERCIAL & PD W/COMMERCIAL
- BUSINESS PARK

0 0.25 0.5  
miles





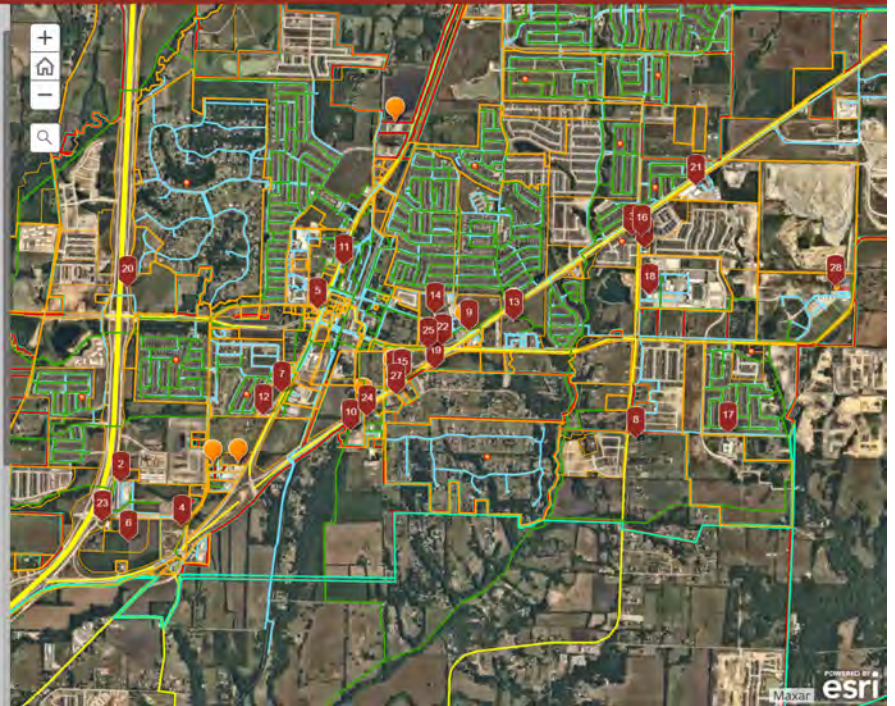
# Your Investment

SERVICES	PRICE	QTY	SUBTOTAL
<input checked="" type="checkbox"/> <ul style="list-style-type: none"><li>Platinum Story Map (Arcgis) for 12m *Packaged w/Dynamic Map</li><li>\$8,995.00 less Package Discount (\$4,995.00)</li><li>Web-based (Standalone Link and Embed Code for Client Website)</li><li>Multi-tab Map-View</li><li>Includes Design &amp; Configuration + Unlimited Updates for 12 Months</li><li>\$2,495.00/yr Renewal for Each 12 Month Period After Year 1</li></ul>			\$4,000
<b>Total</b>			<b>\$4,000</b>

### Commercial Development Sites

AF layers

 1 Auto Zone	 2 Buc-ee's	 3 Club Carwash	 4 Custer Partners Addition
 5 Gateway Melissa	 6 Gateway Project	 7 Legacy Ranch Fueling Station	 8 MAGE
 9 McDonald's	 10 Melissa 121 Self Storage	 11 Melissa Family Dental and Orthodontics	 12 Melissa Montessori Academy
 13 Melissa Park Village	 14 Melissa Village	 15 Miller 121 Addition	 16 Military Retail
 17	 18	 19	 20









## What is an Economic Development Council (EDC)?

The mission of the Lavon Economic Development Corporation (LEDC) is to strengthen and diversify the economic base of the City of Lavon. The EDC serving the City of Lavon, was established in 2004 as a 4B Corporation, now known as a Type B Corporation. It is a governmental, nonprofit economic development corporation reporting to the Lavon City Council. The EDC was established to encourage top-quality businesses to place job-generating investments in Lavon, while creating a superior environment for business expansion and retention.

The EDC generates interest in the region through the publication of marketing materials and data and represents the City of Lavon on marketing missions throughout the state of Texas and occasionally the nation. The EDC encourages businesses to locate in the region by facilitating their site selection needs in a fair, professional and confidential manner. Each time the EDC locates a new business investment in the region, nearly every company and organization benefits. With more money flowing through the economy, additional revenue flows to the city and local businesses.

## How is the Lavon EDC Organized and When Do They Meet?

The LEDC is overseen by a seven-member board of directors. The seven director positions are appointed by the City Council for two-year terms of office. Places 1, 3, 5 and 7 are appointed in even numbered years and places 2, 4, and 6 are appointed in odd-numbered years. The EDC Board of Director meetings are held at least monthly at the Lavon City Hall, 120 School Rd. Meetings are normally held at 7:00 PM on the scheduled meeting date and are open to the public. Lavon residents and visitors are welcome to attend. Meetings notifications are posted at City Hall. EDC meeting notifications are also posted on the Economic Development Corporation's website. Since schedules are subject to change, please verify the meeting date and time by visiting the EDC website prior to attending.

## How is an EDC Funded?

The state sales taxes of 8.25% do not all go directly to the state to stay. They are distributed as follows:

- State Keeps 6.25%
- City gets 1%
- Roads get .5%
- EDC gets .5%

If Lavon did not have an EDC, the .5% listed above would go back to the state and not be allocated to be reinvested back into our local city through projects and job creations that an EDC works to develop. The existence of the EDC is vital to keeping those local sales tax revenues in Lavon to serve the city development.



Volume 5, Issue 1 | June 2023

NORTHEAST COLLIN COUNTY EDITION

# In & Around

LIFESTYLE & HOME MAGAZINE

Community Guide

To Postal Customer  
PRST STD  
US POSTAGE PAID  
WILE, TX 75098  
PERMIT 214



Enjoy Lavon



Come Grow With Us!



PLUS SHOP ALL OUR GREAT LOCAL BUSINESSES!

**WE'RE LOVIN' LAVON!**

- 7,000 lots in development
- 814 new homes built in the last 2 years
- 18,000 persons within 10 minute drive
- 20,000 - 25,000 Average Daily Traffic on SH 78
- 425 acres ready for retail

**LAVON IS A GIGABIT CITY!**

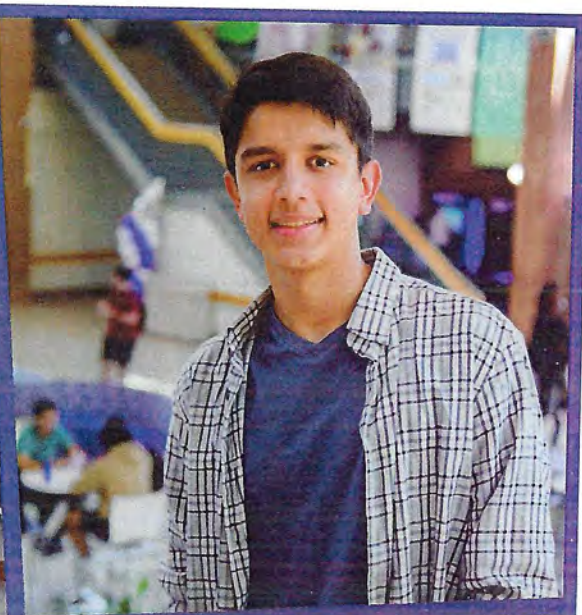
High Speed fiber internet is being developed through the City. Both Existing and Future Neighborhoods, Commercial and Industrial Areas will have high speed fiber of at least 1 G.

CONTACT PAVLOVMEDIA.COM FOR MORE INFORMATION



**LAVON**  
EDC  
We Cultivate Investment and Growth

info@lavonedc.com | www.lavonedc.com



**Ambition can't wait.**

Apply and register now for fall classes.



**Connected. Unexpected. Exceptional.**



REDnews

# COLLIN COUNTY

summit

september 15, 2023



Clubs of Prestonwood – 15909 Preston Road,  
Dallas, TX 75248  
8:00am to 12:00pm  
7:30am Breakfast and Networking

3rd  
Annual

4 Hours of Continuing Education Have Been APPROVED for With TREC (Course #46963)

## Topics & Agendas

- 8:00 am **Retail, Office & Industrial (ROI) Market Update**
- 9:00 am **Major Developments Shaping Collin County**
- 10:15 am **Multifamily Update**
- 11:10 am **Economic Development & Investment Opportunities**

[FOR MORE INFORMATION](#)

[Register](#)

Cost to attend: \$118.00  
Day of Walk-In Rate \$149.00

**No refunds within 72 hours of the summit**

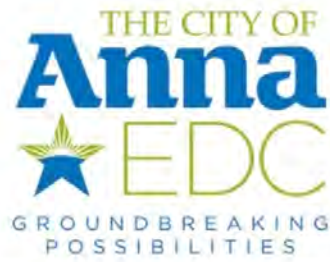
are to view it in a web browser.

## SPONSORS

Silver



Bronze



[FOR MORE INFORMATION](#)

[Register](#)

## CONTACT

**Jeff Johnson**

[jeff.johnson@rejournal.com](mailto:jeff.johnson@rejournal.com)

612-819-0385

**From:** [Kyndall Misak](#)  
**To:** [Pam Mundo](#)  
**Cc:** [Taylor LeMaster](#)  
**Subject:** Leasing Update  
**Date:** Wednesday, August 9, 2023 11:37:45 AM

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Hello Pam, as requested here is an update for the 619 Main Street property.

We have created a full marketing brochure to send out to prospects, as well as listed the property on all commercial real estate platforms. In July, we sent out an email blast to our list of retail and office brokers and had another email blast sent today (August 9th). I have also posted the site on multiple local Facebook pages to attract tenants that are not represented by a broker, as well as spoken with many of the downtown Wylie businesses and Chamber of Commerce. With a building like this, local tenants would be a great fit, so getting the word spread throughout the community is imperative.

The property has had interest from a cupcake bakery, a facial aesthetic spa, a Rockwall boutique and a vape shop. I will also be meeting with a lady who is hopeful to start an Aveda spa in Lavon, so I will be pitching the property to her. Our marketing director informed me that this project is the #3 most viewed page on our website as of right now which tells us that our marketing is reaching a significant audience. One of our main selling points when speaking to tenants is 1) this project will be more affordable per month than the new construction on HWY 78 and 2) the project is unique and offers an authentic feel with its brick walls and historic background.

Thank you and look forward to speaking soon!

--

**Kyndall Misak**

*Associate Broker*

Inroads Realty | Direct: (972) 333-5651

[www.inroadsrealty.com](http://www.inroadsrealty.com)

**From:** [Sean Grealy](#)  
**To:** [Kim Dobbs](#)  
**Cc:** [Pam Mundo](#)  
**Subject:** Re: Appt Reminder: Lavon, TX - NFC Evaluation Call  
**Date:** Thursday, August 10, 2023 1:48:09 PM  
**Attachments:** [image001.png](#)  
[image001.png](#)  
[image001.png](#)  
[image001.png](#)  
[image001.png](#)  
[Email Signature Logo.png](#)  
[Warranty - The Fitness Court.pdf](#)

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Hi Kim and Pam,

I'm happy to get these answered for you. Pam, nice to e-meet you. The NFC Grants Committee is excited at the prospect of Lavon becoming one of the newest partner communities in Texas to join the BCBS of Texas Campaign in 2023.

- **Do they own the equipment or does the City own the facility on City land?**
  - Typically, it is owned and maintained by the city when it is placed on city property. This would be similar to the ownership status of playgrounds or other park infrastructure that exists in the city.
- **Is there a guarantee of the time the equipment will last?**
  - The Fitness Court is designed to last over 20 years, with each component being made with the most durable, weather-resistant materials available. I've attached the warranty information, and you'll notice that the Fitness Court wall, which is the major structure, is warranted for 25 years.
  - Happy to provide some local city leaders who can give a firsthand account of the installation and durability of the Fitness Court.
- **If something breaks who fixes it?**
  - NFC's Partnership Care team can be contacted directly to replace anything that may need it over time. If it is something basic the city staff can handle, we will provide guidance on replacement. If there is more severe damage, we can coordinate an installation team to come to Lavon as needed.
  - I can share that these Fitness Courts have been in hurricane, flood, and severe heat conditions around the country, and so far have had very minimal, if any, damage as a result.
- **Do they provide programs?**
  - NFC's Partnership Services include ongoing program support, including our NFC Ambassador training program, which allows local fitness enthusiasts to become registered Ambassadors to lead programming and fitness events at the Fitness Court.
  - Please see this short video from Decatur, TX showcasing how their Fire and Police departments help to lead local programming in collaboration with NFC's support and Ambassador Training: <https://www.youtube.com/watch?v=-tYRcHm4LFM>
- **What other cities beside Anna have these?**
  - There are currently over 30 Fitness Courts in cities throughout Texas, and more under

construction. In the DFW area nearby, they can be found in Anna, Princeton, Fate, McKinney, Balch Springs, Sulphur Springs, Decatur, Roanoke, Ennis, the campus at UT-Dallas, and more.

- You can search for other Fitness Court sites on our website here: <https://www.nationalfitnesscampaign.com/map>

Are there any other questions I can help address? I'm also happy to set up a short call to address them if that's helpful.

Best,  
Sean

**Sean Grealy**  
Partnership Development Manager | NFC



M: [\(615\) 375-6062](tel:6153756062)

E: [sean@nfchq.com](mailto:sean@nfchq.com)  
[nationalfitnesscampaign.com](http://nationalfitnesscampaign.com)

On Thu, Aug 10, 2023 at 2:30 PM Kim Dobbs <[kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)> wrote:

Sean,

We are hoping to involve the Lavon Economic Development Corporation and Executive Director Pam Mundo is copied here.

There were a handful of questions that I hope you can help answer:

- Do they own the equipment or does the City own the facility on City land?
- Is there a guarantee of the time the equipment will last?
- If something breaks who fixes it?
- Do they provide programs?
- What other cities beside Anna have these?

Thanks,

Kim

**Kim Dobbs**

City Manager

City of Lavon

972-843-4220

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**From:** Sean Grealy <sean@nfchq.com>  
**Sent:** Thursday, August 10, 2023 12:46 PM  
**To:** Kim Dobbs <kim.dobbs@cityoflavon.org>  
**Subject:** Re: Appt Reminder: Lavon, TX - NFC Evaluation Call

Kim,

Not a problem at all. Here is a quick breakdown for the standard Fitness Court.

**Fitness Court (standard configuration + BCBS TX standard art) Funding Breakdown:**

- **Estimated costs:**
  - Initial Funding Requirement for partnership: \$155,000 less grant award (e.g. if you receive a \$50,000 grant, it would be \$105,000)
  - Concrete Install: \$0-20,000 est. (pending installation method; in kind service, internal install, or going to bid for contractor)
  - Fitness Court Studio Install: \$25,000 with NFC approved installer network team
  - **Total Estimate** (assuming \$50k grant): \$130,000-150,000

This is pending actual bid amount for the concrete work if a bid is required, as well as no other additional installation costs such as lighting, additional pedestrian access, landscaping, etc.

Let me know if you have any other questions I can assist with!

Best,  
Sean

**Sean Grealy**

Partnership Development Manager | NFC



M: (615) 375-6062

E: [sean@nfchq.com](mailto:sean@nfchq.com)

[nationalfitnesscampaign.com](http://nationalfitnesscampaign.com)

On Thu, Aug 10, 2023 at 1:42 PM Kim Dobbs <[kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)> wrote:

Sean,

This is very helpful. Can you please provide the same sort of funding breakdown for the Fitness Court alone in case the Council doesn't quite feel comfortable doing both the Court and the Studio?

I hope they will want to do both, but am trying to have all of the answers handy.

Thank you,

Kim

**Kim Dobbs**

City Manager

City of Lavon

972-843-4220

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**From:** Sean Grealy <[sean@nfchq.com](mailto:sean@nfchq.com)>

**Sent:** Thursday, August 10, 2023 12:31 PM

**To:** Kim Dobbs <[kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)>

**Subject:** Re: Appt Reminder: Lavon, TX - NFC Evaluation Call

Hi Kim,

Great question. Lavon is in a State Sponsor region, and is actually located in a priority funding region for BCBSTX as a part of Collin County. Cities in the DFW area are typically receiving \$40-50k grants with successful applications that align with the NFC mission.

The difference typically comes down to strength of application, which is measured by the Grants Committee based on strength of consensus of commitment to the program, site location applied for, and funding availability. If the City and the EDC Board are able to commit funding to the initial funding requirement (which would be \$105,000 with a \$50,000 grant), then that would lead the Grants Committee to strongly consider issuing that \$50,000 funding award.

### **Second Question regarding Fitness Court Studio extension:**

- **Regarding art:** The Fitness Court Studio option automatically upgrades to the Design Studio Art option at no additional cost to the city, allowing for a more unique graphic design on the wall.
- **Estimated costs:**
  - Initial Funding Requirement for partnership: \$190,000 less grant award (e.g. if you receive a \$50,000 grant, it would be \$140,000)
  - Concrete Install: \$0-40,000 est. (pending installation method; in kind service, internal install, or going to bid for contractor)
  - Fitness Court Studio Install: \$32,500 with NFC approved installer network team
  - **Total Estimate** (assuming \$50k grant): \$172,500-\$212,500

As a reminder, the installation components are needed at a later time, so some cities will handle that as a separate funding piece, while others will group it in altogether as a package with the initial Funding Requirement from NFC and BCBSTX.

I've attached the Briefing Deck here again so you can further review how the funding is broken down. Let me know if you have any further questions.

Best,

Sean

**Sean Grealy**

Partnership Development Manager | NFC





M: [\(615\) 375-6062](tel:6153756062)

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[nationalfitnesscampaign.com](http://nationalfitnesscampaign.com)

On Thu, Aug 10, 2023 at 1:14 PM Kim Dobbs <[kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)> wrote:

Sean,

Preparing for our meeting -- is Lavon considered to be in a "State Sponsor Region" and eligible for a grant of \$50,000?

If so, is it reasonable to anticipate that would be the grant funding awarded?

Thanks!

Kim

**Kim Dobbs**

City Manager

City of Lavon

972-843-4220

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**From:** Sean Grealy <[sean@nfchq.com](mailto:sean@nfchq.com)>

**Sent:** Wednesday, August 9, 2023 6:18 PM

**To:** Kim Dobbs <[kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)>

**Cc:** Melissa Glander <[melissa@nfchq.com](mailto:melissa@nfchq.com)>; Rae Norton <[rnorton@lavontx.gov](mailto:rnorton@lavontx.gov)>;

Vicki Sanson <[vsanson@lavontx.gov](mailto:vsanson@lavontx.gov)>

**Subject:** Re: Appt Reminder: Lavon, TX - NFC Evaluation Call

Sounds great, thanks Kim.

I have changed our meeting to 8/17 at 9:30 am. Please let me know if this needs to be changed.

Looking forward to hearing the results of that meeting and the Council's decisions on budget allocation. If possible during deliberation, it may be helpful to share the 3-minute Campaign video that I sent along after our Briefing Call. The link to that is: <https://www.nationalfitnesscampaign.com/watch>

Best,

Sean

**Sean Grealy**

Partnership Development Manager | NFC



M: [\(615\) 375-6062](tel:6153756062)

E: [sean@nfchq.com](mailto:sean@nfchq.com)

[nationalfitnesscampaign.com](http://nationalfitnesscampaign.com)

On Wed, Aug 9, 2023 at 7:12 PM Kim Dobbs <[kim.dobbs@cityoflavon.org](mailto:kim.dobbs@cityoflavon.org)> wrote:

Sean and Melissa,

Thank you for your understanding and flexibility.

Either August 17 or the following week are better for my schedule. The LEDC Executive Director and I discussed this today and she will present a request for possible partnership to the LEDC Board of Directors next week.

Again, thank you,

Kim

**Kim Dobbs**





NATIONAL FITNESS CAMPAIGN  
**CAMPAIGN  
BRIEFING**



2023



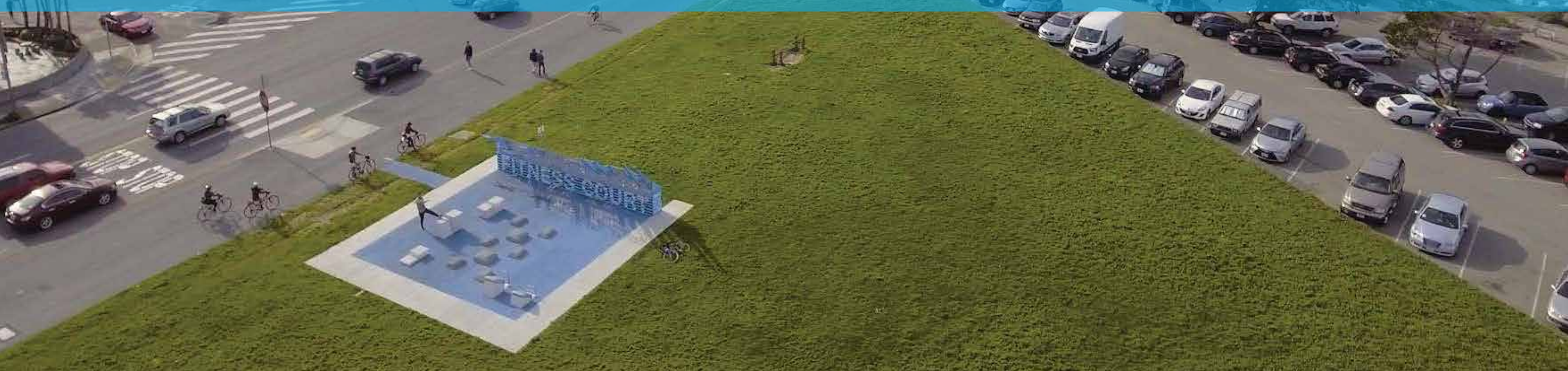
## WHO WE ARE

National Fitness Campaign is a wellness consulting firm. Our mission is to build healthy communities.



## WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to fund, build, and activate outdoor Fitness Courts, making world class fitness free.





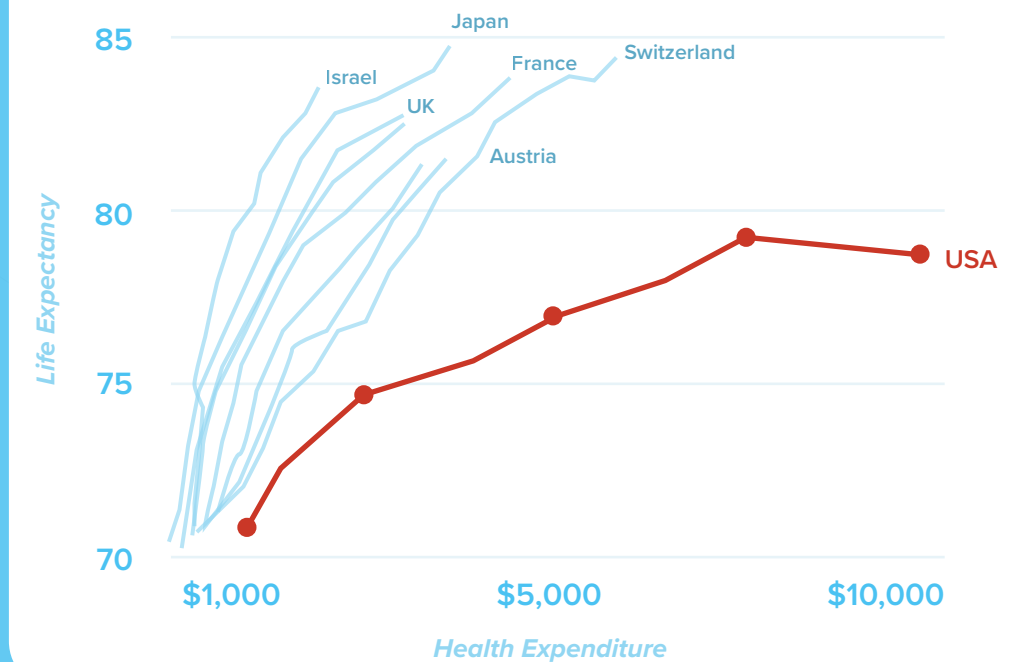


# WHY WE DO IT

**TO MAKE WORLD CLASS FITNESS FREE**

## THE PROBLEM

*Life Expectancy vs Health Expenditure*



America is facing a health crisis caused by sedentary lifestyles and cities designed for cars. USA spends more money than any other on healthcare with poor results.

## THE SOLUTION

When communities are designed to support wellbeing, health outcomes change!



40+ YEARS IN THE MAKING  
**CAMPAIGN HISTORY**



**FITNESS COURT INVENTED**  
SAN FRANCISCO • STANFORD



**1979**



**FIRST NATIONAL SPONSOR**  
3 COUNTRIES • 10,000 FITNESS COURTS



**1980's**



**REDESIGNED**  
FOR IMPACT IN 21ST CENTURY



**2012**



**WELCOMING 500<sup>TH</sup>**  
HEALTHY COMMUNITY ACROSS AMERICA



**2023**



**NFC EXPANDS TO 10,000**  
COMMUNITIES WITH PARTNERS



**2030's**



# Campaign Overview

National Fitness Campaign

DESIGN & PLANNING

LAUNCH & PRESS

SPONSOR SUPPORT

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

INSTALLATION

MOBILE APP



**A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM**





# FITNESS COURT

WORLDS BEST OUTDOOR GYM



**7 MOVEMENT FULL BODY WORKOUT**  
FUNCTIONAL TRAINING SYSTEM  
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND



# Campaign Services

National Fitness Campaign



**Planning & Funding Support**



**Pre Launch Support**



**Ambassador Training**




**ACE APPROVED**



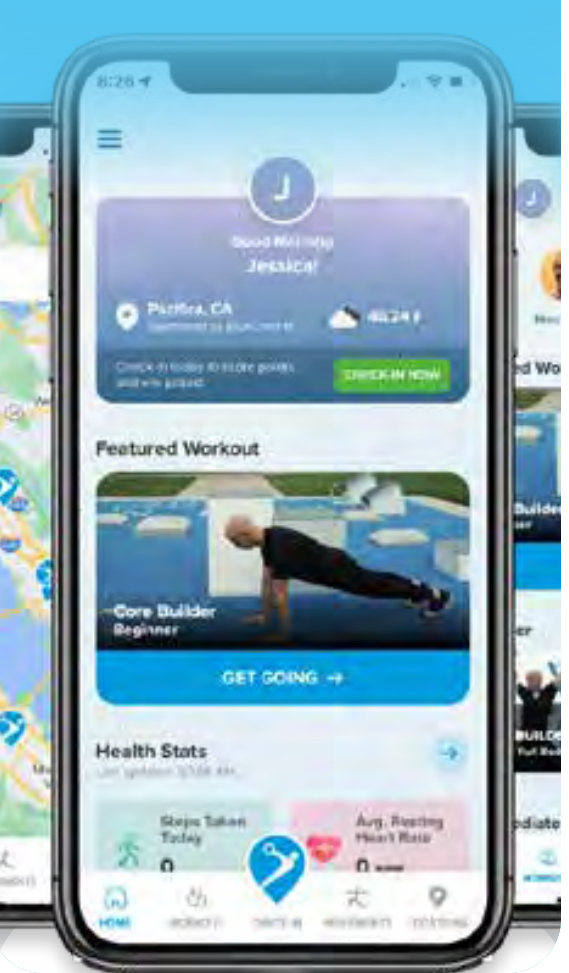
**Media & Press**



**Launch & Ribbon Cutting**



**Fitness Court® App**



**WE BUILD HEALTHY COMMUNITIES!**



# Fitness Court® Public Art

Inspiration Meets Wellness



ARTISTS FROM ACROSS THE  
COUNTRY



# Fitness Court® Public Art



## FITNESS COURTS®



### 2023 NFC State Sponsor Art Collection

No Additional Funding Required

EACH FITNESS COURT® IS A ONE-OF-A-KIND WORK OF ART.

### NFC DESIGN STUDIO

Additional Funding Required:  
**\$10,000**



Final design works in collaboration with State Sponsor.

### LOCAL ARTIST

Additional Funding Required:  
**\$25,000**



Final design works in collaboration with State Sponsor.

### FEATURED ARTIST

Additional Funding Required:  
**\$50,000**

Limited licenses available



2023 JEAN-MICHEL BASQUIAT



# Campaign Overview

National Fitness Campaign

DESIGN & PLANNING

LAUNCH & PRESS

SPONSOR SUPPORT

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

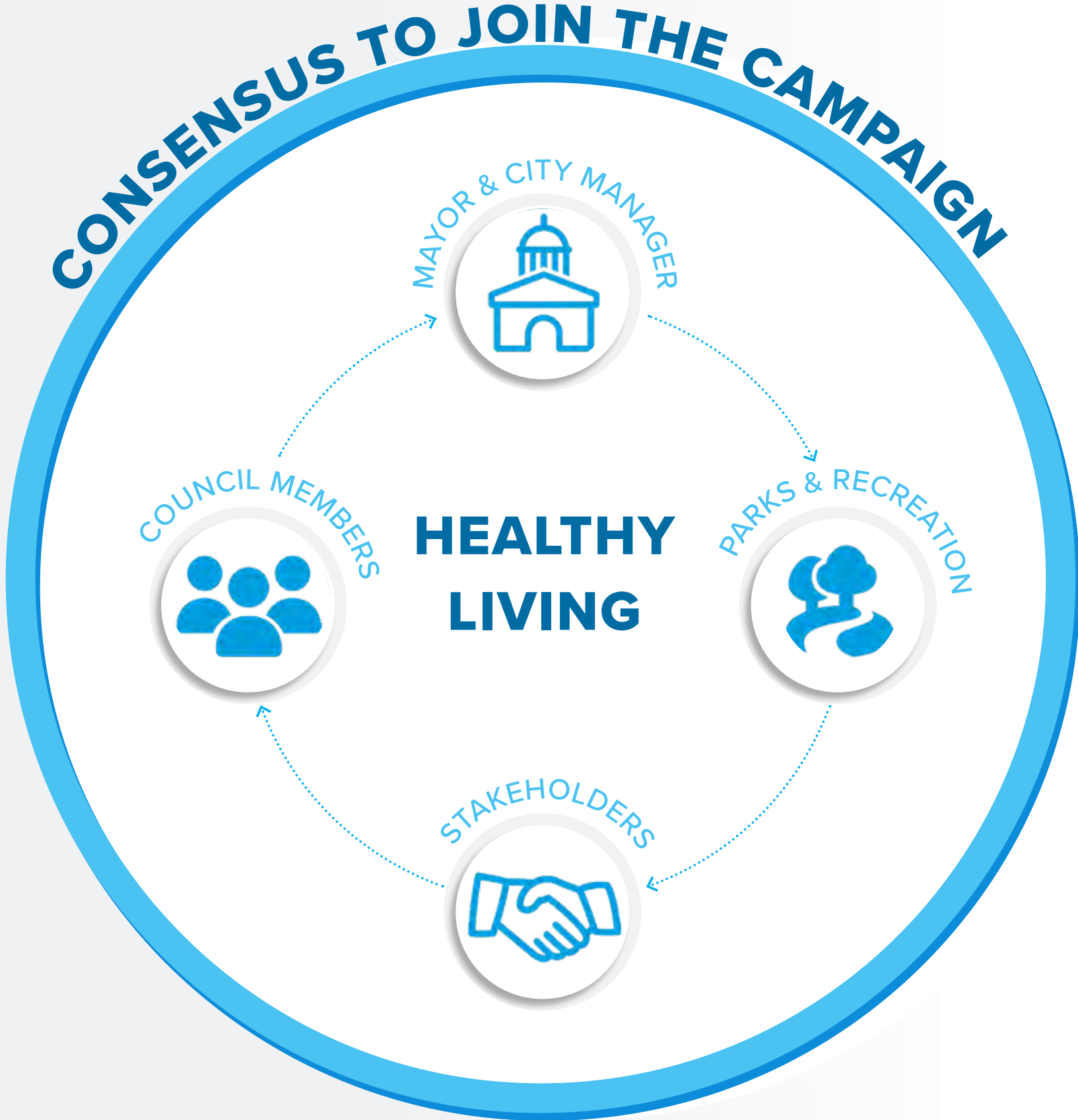
INSTALLATION

MOBILE APP



**A COMPREHENSIVE  
COMMUNITY WELLNESS  
PROGRAM**





# STEP 3

## 2023 CAMPAIGN FUNDING REQUIREMENT

### NFC PROGRAM FUNDING

The Fitness Court® and National Campaign Services

\$ 155,000

NFC & Blue Cross Blue Shield of Texas Grant Funding Award (Variable Grants Available)



(\$30,000-\$50,000)

\$30,000 FOR AREAS OUTSIDE OF STATE SPONSOR REGION

#### Art & Custom Color Options



NFC Standard  
Included



NFC Design Studio  
\$10,000



Local Artist  
\$25,000



Featured Artist  
\$50,000

OPTIONAL

**NFC PROGRAM TOTAL \$ 105,000-125,000**

### CONCRETE SLAB

Can be performed in-house or in-kind

est. \$ 0-20,000

### NFC APPROVED INSTALLER NETWORK - INSTALLATION TEAM

Turn Key Fitness Court Assembly  
Art & Graphic Installation  
Installation Partner (separate agreement)

\$ 25,000

With Prevailing Wage Rates: \$27,000

Fitness Court installation is a specialized installation that requires expertise, proper certifications, and proven field experience

**INSTALLATION & CONCRETE TOTAL ESTIMATE \$ 25,000-47,000**



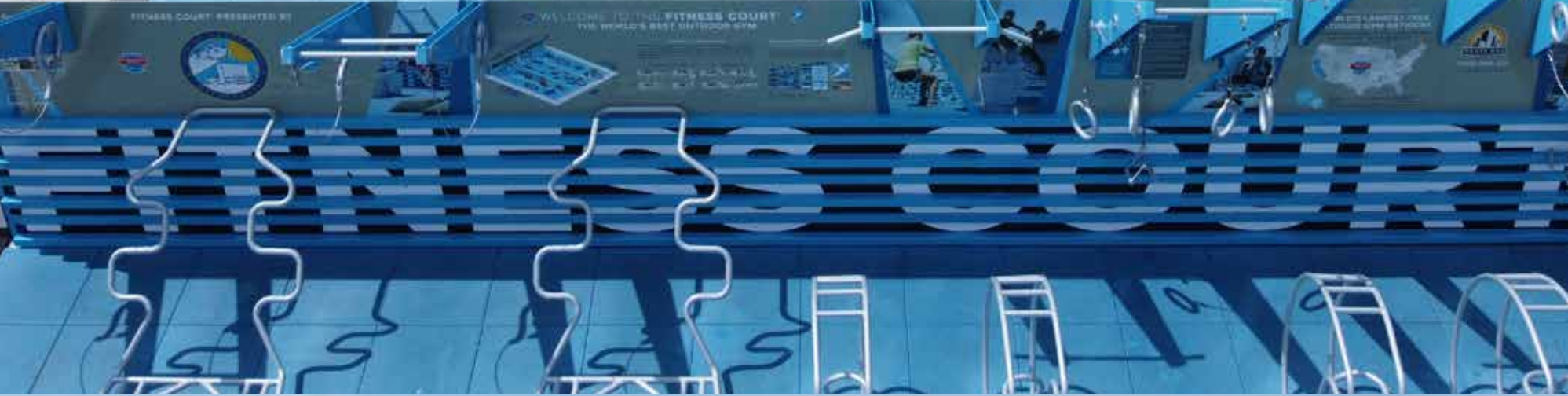
**AWARDEE TOTAL  
REMAINING  
FUNDING  
REQUIREMENT**

**PROGRAM + INSTALLATION**

**\$130,000-  
\$170,000**

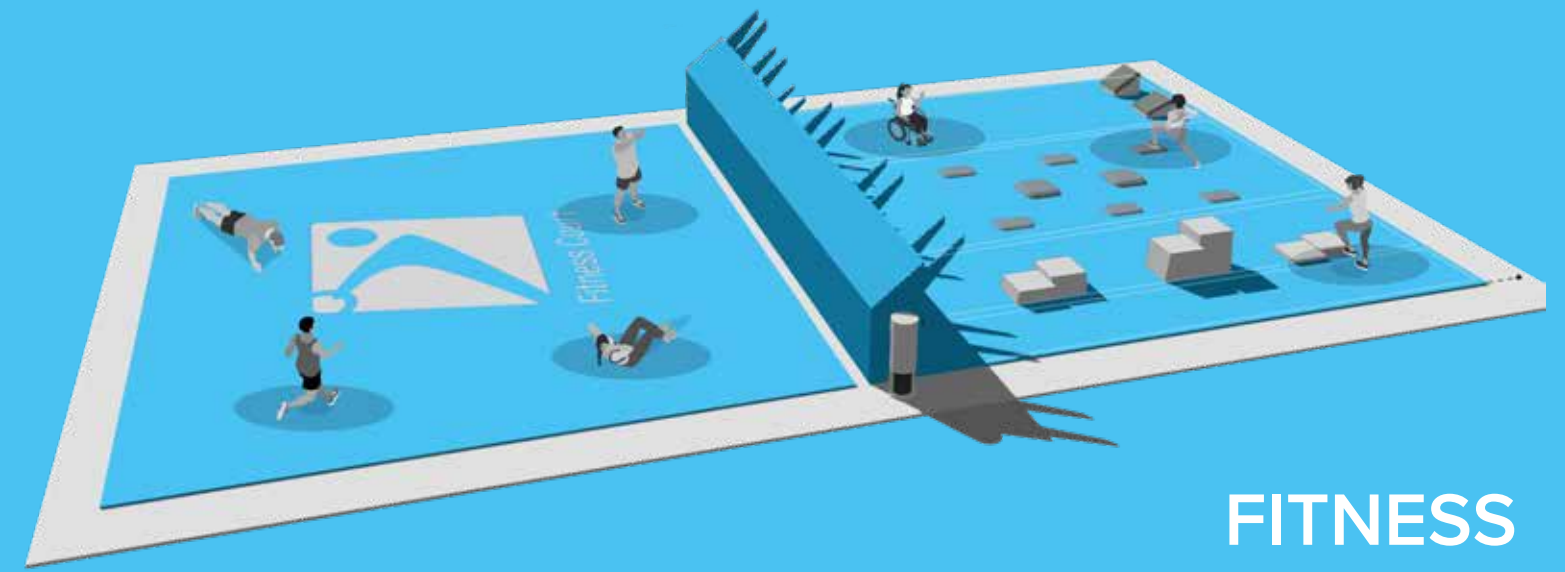
Includes standard art collection





# Fitness Court® Studio

Launching Nationwide 2023



- FITNESS
- ART
- DANCE
- YOGA
- ZUMBA
- PILATES
- STRETCH





# 2023 GRANT APPLICATION PERIOD NOW OPEN



Campaign seeking qualified applicants able to meet the 2023 time frame for adoption and local funding match.



## Partnership Qualification Process

Campaign Overview

### PRE APPLICATION PHASE

- 1 Feasibility Review
- 2 Evaluation Call
- 3 Non-Binding Grant Application

### AWARD PHASE

- 4 Award of Grant Eligibility *(First Come, First Served for Qualified Applicants)*
- 5 Local Adoption by Governing Body
- 6 Develop and Confirm Funding Match

### LAUNCH PHASE

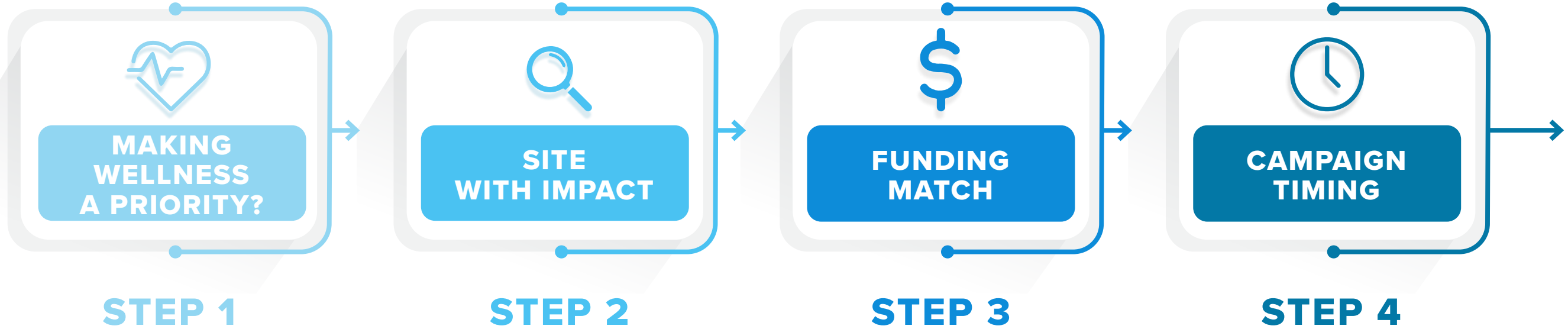
- 7 Shipment for Storage
- 8 Install Concrete Slab and Art Approval
- 9 Fitness Court Assembly
- 10 Press Launch Ceremony

**FITNESS COURT OPEN!**



# Discussion - Q&A

National Fitness Campaign



**SCHEDULE EVALUATION CALL**

**NEXT STEP**

