



AGENDA

PANTEGO ECONOMIC DEVELOPMENT CORPORATION

February 26, 2014

TOWN COUNCIL CHAMBER
1614 S. BOWEN ROAD
REGULAR SESSION 7:00 P.M.

REGULAR SESSION 7:00 P.M.

CALL TO ORDER AND GENERAL COMMENTS

INVOCATION: Chad Joyce, Community Development Director

PLEDGE OF ALLEGIANCE

PRESIDENT'S WELCOMING COMMENTS

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

REGULAR BUSINESS

1. Executive Director Report
2. Approval of PEDC Minutes
 - February 12, 2014
3. Summary of Revenues and Expenditures
 - February 26, 2014

CITIZENS OPEN FORUM

This is a time for the public to address the PEDC on any subject not on this agenda. However, in accordance with the Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. The PEDC or an appropriate Town official may make a statement of factual information or policy on the subject in response to an inquiry by a member of the public. Issues raised may be referred to Town Staff for research and possible future action.

DISCUSSION, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS:

4. Discuss and direct staff on the lighting on the Arch on Park Row
5. Discuss, direct staff, and consider action on the Sign A Rama printing cost for the order of Shop Pantego Business signs
6. Discuss, direct staff, and consider action on the order amount, direct mailing to residents, and other possible supplies for the Shopping Card Promotional event
7. Discuss and consider any action on the 2013 Annual Report
8. Discuss and make recommendations for the 2014 Strategic Plan

PEDC MEMBER INQUIRY

If a member of the PEDC makes a spontaneous inquiry about a subject not on this agenda, then the PEDC or an appropriate Town official may make a statement of factual information or policy in response to such an inquiry. However, in accordance with Open Meetings Act Section 551.042, the PEDC cannot discuss issues raised or make any decisions on that subject at this time. Issues raised may be referred to Town Staff for research and possible future action.

ADJOURNMENT

CERTIFICATION

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, February 23, 2014 at 5:00 p.m., and remained so posted at least 72 hours before said meeting convened.


Julie Arrington, City Secretary

Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in Town functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight (48) hours prior to the scheduled starting time by calling the City Secretary's Office at (817) 548-5852

Complete PEDC Agenda and background information are available for review at the City Secretary's Office and on the Town's website: www.townofpantego.com

NOTICE of POTENTIAL QUORUM

NOTICE IS HEREBY GIVEN THAT A POTENTIAL QUORUM OF THE TOWN COUNCIL OF THE TOWN OF PANTEGO MAY BE PRESENT DURING THE REGULAR MEETING OF THE PANTEGO ECONOMIC DEVELOPMENT CORPORATION.

February 26, 2014

**TOWN COUNCIL CHAMBER
1614 SOUTH BOWEN ROAD
PANTEGO, TEXAS**

BEGINNING AT 7:00 P.M.

Prepared and posted in accordance with Chapter 551 of the Texas Government Code. I, the undersigned authority, do hereby certify that this Notice of Meeting was posted on the outside window of a display cabinet at the Town Hall of the Town of Pantego, Texas, a place of convenience and readily accessible to the general public at all times, and said Notice was posted by the following date and time: Sunday, February 23, 2014 and remained so posted at least 72 hours before said meeting convened.


Julie Arrington, City Secretary



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Matt Fielder, City Manager
Date: 02/26/2014
Re: Executive Directors Report

02/12/14 Vendor Payment Inquiries

The Board inquired about receiving additional detail on two items on the vendor payment list at the last meeting. The first was a \$16.58 charge to Commerce Bank for staff meals. This was a credit card charge for Subway for sandwiches for three staff members before the PEDC meeting in November. The second payment was \$83.97 to Arlington Hardware for a Milk House heater. This is a space heater that was used to prevent the pipes in the Bicentennial Park restroom from freezing during the cold weather this winter.

West Park Row Project

Staff and CMA Architects met with representatives of Oncor, AT&T, and Time Warner to identify overhead utility conflicts with proposed lighting and landscaping improvements. Options will be reviewed with the Town Council at the March 10th meeting to identify remedies.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Julie Arrington
Date: 02/26/2014
Re: Approval of the PEDC Minutes

Pantego Economic Development Corporation
February 12, 2014

STATE OF TEXAS §

COUNTY OF TARRANT §

TOWN OF PANTEGO §

The Pantego Economic Development Corporation of the Town of Pantego, Texas, met in regular session at 7:00 p.m. in the Council Chamber, 1614 South Bowen Road, Pantego, on the 12th day of February 2014 with the following members present:

Bill Brown	President
Fred Adair	Secretary
Don Surratt	Director
Arsalan Gittiban	
Barbara Rogers	
Paul Mayo	
Danny Lakey	

Constituting a quorum. Staff present was:

Matt Fielder	City Manager
Julie Arrington	City Secretary
Ariel Carmona	Finance Director

Also in attendance:

Pam Mundo	Economic Development Coordinator
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REGULAR SESSION 7:00 P.M.
CALL TO ORDER AND GENERAL COMMENTS

President Bill Brown called the meeting to order at 7:04 p.m.

INVOCATION

Pastor Mark Burkhart, Lake House Church led the invocation which was followed by the Pledge of Allegiance.

PLEDGE OF ALLEGIANCE
PRESIDENT'S COMMENTS

President Brown welcomed Danny Lakey as a Director on the PEDC Board and welcomed the new City Manager, Matt Fielder.

PEDC MEMBER REPORTS/COMMENTS OF COMMUNITY INTEREST

The Directors have nothing to report at this time.

REGULAR BUSINESS

1. Executive Director Report

Mr. Fielder introduced himself to the board and gave some of his professional back ground information.

2. Approval of PEDC Minutes

- **January 22, 2014**

Director Mayo made a motion to approve the minutes as written. Treasurer Gittiban seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Rogers, Mayo, and Gittiban

Nays: None

Abstention: None

President Brown declared the motion passed unanimously.

3. Summary of Revenues and Expenditures

- February 12, 2014

The Board inquired about the Milk House Heater.

Director Mayo made a motion to approve the Financials as submitted contingent upon an explanation of the invoice for the Milk House Heater. Director Surratt seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Rogers, Mayo, and Gittiban

Nays: None

Abstention: None

President Brown declared the motion passed unanimously

CITIZEN'S OPEN FORUM

None at this time.

DISCUSS, REVIEW AND CONSIDER ANY ACTION AND/OR DIRECT STAFF ON THE FOLLOWING ITEMS OF BUSINESS

4. Discuss and consider action on the lighting on the Arch on Park Row

Mr. Fielder informed the board the estimated cost of the lights for the Arch is \$2,000 to \$3,000 to have the lights placed on the Arch. Mr. Joyce is still working on obtaining proposals for a permanent solution. There was discussion on the proposals including the total job costs.

5. Discuss and consider action on ordering more Shop Pantego Business signs

Mrs. Mundo informed the Board the cost last year for the signs was \$3.50 each. She is attempting to obtain the static cling signs. She currently has an estimate of \$700 for 200 signs which is a 5 cent increase from last year. There was discussion on the number of signs needed.

Director Mayo made a motion to order 200 business signs for a total of \$700. Secretary Adair seconded the motion.

The vote was as follows:

Ayes: Surratt, Adair, Lakey, Brown, Rogers, Mayo, and Gittiban

Nayes: None
Abstention: None

President Brown declared the vote passed unanimously.

6. Discussion on the organizing and planning of a Spring event for March

Ms. Mundo reminded the Board at the last meeting there was discussion on using a shopping card with the logos of the participating stores placed on the cards. The shopper will get the card stamped or signed by the store and once the card is full they will drop the card off at Town Hall to be entered into a \$25 drawing. She has designed 3 cards with 12-15 businesses on each card. Ms. Mundo presented the Board with estimates for the cost of the cards as follows: \$120 a one-time set up fee and the printing of the first 100 cards for \$49 a piece.

There was discussion on the size of the cards, the distribution of the cards, and the turnaround for the order of the cards. Ms. Mundo verified the cards are a ½ sheet of card stock and will be distributed by the store to the shopper. The turnaround for ordering more cards is 1-2 business days. The Board believes this is a way to promote Shop Pantego; the businesses must have a logo to promote shopping, and gives identity to the Town.

There was discussion on the prizes and who provides the \$25 for the drawing. It was decided the participating businesses will donate \$25 worth of gift certificates or free merchandise. The businesses are required to send staff a sample of their stamp for the cards to ensure validity of the card for the drawing.

The Board inquired about the direction for tonight's discussion. Ms. Mundo stated she needs a budget and would like to start talking to the businesses in March. There was direction to have this item on the next meeting to discuss the timeframe and further organization of the event.

7. Discuss and direct staff on the 2013 Annual Report

Ms. Mundo gave a rough draft copy of the report to the Board. There was discussion on the differences between the 2013 Strategic Plan and the 2013 Annual Report and the achievements made in 2013. Ms Mundo requested a more current graphic from Mr. Fielder.

The Board achieved 9 Meet and Greets in 2013, implemented the Shop Pantego website, increased marketing and attended trade shows. Ms. Mundo requested information on the Dog Days of Summer, Holiday of Lights contest, and a list of the Certificate of Occupancy's for 2013.

There was discussion on a way to evaluate the impact the PEDC Board has on the decision for businesses to open in Pantego and to measure the success of the board. There was discussion on the best option to measure an intangible would be possibly through survey's. President Brown informed the Board when he attends the tradeshow's with Ms. Mundo they hand out information regarding Pantego and what the town can offer the businesses but he is unaware of what they do with this information. Ms. Mundo pointed out the Board helped the Towers renovate the shopping center completely but there is not a way to prove the impact the PEDC Board had on the revenue.

Ms Mundo will add the ribbon cuttings to the report. Secretary Adair would like to see the Easter event on the report due to PEDC's involvement in the businesses at the Easter Event. The Board was directed to inform Ms. Mundo of any other items they would like to have added to the report.

8. Discussion and make recommendations for the 2014 Strategic Plan.

There was discussion on the number of Meet and Greets set as the goal for 2014. Ms. Mundo informed the Board the attendance has dropped over the last three months. The Board likes the

**Pantego Economic Development Corporation
February 12, 2014**

Meet and Greet for feedback and networking purposes. The goal was set at 6 meet and greets for 2014.

Ms. Mundo informed the Board there will be a speaker on healthcare at the next Meet and Greet at Waterford on February 20th.

Discussion was had to add a procedure to the Certificate of Occupancy. Once the Certificate of Occupancy is issued the owner will receive a survey regarding their decision to open a business in Pantego. Ms. Arrington will be given the information to set up the ribbon cutting and will pass all information to Ms. Mundo once the survey is returned and the ribbon cutting is finalized.

The Board requested Ms. Arrington to invite all PEDC Board members to every PantegoFest meeting.

President Brown recessed the regular session at 8:06 p.m.
President Brown called the executive session to order at 8:10 p.m.

SCHEDULES EXECUTIVE SESSION

The PEDC will convene in the City Manager's Office pursuant to the Texas Government Code for an executive session as follows:

- **Pursuant to Government Code Section 551.087 to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations.VIP Grooming**

President Brown adjourned the executive session at 8:43 p.m.

President Brown reconvened the regular session at 8:44 p.m.

Secretary Adair made a motion to recommend to Town Council a grant in the amount of \$3,000 and a loan in the amount of \$17,000 with the first payment due in 13 months with a total of 24 payments. The motion was seconded by Director Gittiban.

The vote was as follows:

Ayes: Adair, Lakey, Brown, Rogers, Mayo, and Gittiban

Nays: Surratt

Abstention: None

President Brown declared the vote passed with a majority vote of 6-1.

PEDC MEMBER INQUIRY

None

ADJOURNMENT

President Brown adjourned the regular session at 9:34 p.m.

APPROVED:

Bill Brown, President

ATTEST:

Fred Adair, Secretary



Memo

To: President Bill Brown and PEDC Board Members

From: Ariel Carmona, Finance Director

Date: 02/26/2014

Re: **PEDC Expenditure Approval**

Summary of expenditures for board approval

Statement of Revenues and Expenditures for Fiscal Year 2013/2014

Vendor Payment Listing 02/26/2014

Invoices submitted for approval:

Alan Plumber Associates, Inc	Jan 2014 Engineering Services - Park Row Water Line	\$	600.70
Dinpak	Dogipot litter pick up bags		204.96
Ferguson Enterprises, Inc.	Repair parts for park bathroom fixtures		166.54
Tarrant County Tax Office	Mineral Interest		173.78
Taylor's Rental Equipment	Stump grinder rental		175.00
Westlake Ace Hardware	Pipe insulation (to prevent freezing)		<u>5.37</u>
		Total \$	<u><u>1,326.35</u></u>



1320 South University Drive, Suite 300
Fort Worth, Texas 76107

January 24, 2014
Project No: 1329-004-01
Invoice No: 000000035361
Project Manager: Brian Wright
Total Contract: 60,070.00

Mr. Ronald Edwards
Town of Pantego
1614 South Bowen Road
Pantego, TX 76013

Project 1329-004-01 Water Line Replacement along Park Row

Professional Services through January 24, 2014

Fee

Total Fee	60,070.00				
Percent Complete	91.00	Total Eamed	54,663.70		
		Previous Fee Billing	54,063.00		
		Current Fee Billing	600.70		
		Total Fee		600.70	
					Total this invoice
					\$600.70

	Current	Prior	Total	Payments	A/R Balance
Billings to Date	600.70	54,063.00	54,663.70	54,063.00	600.70

Authorized By: Brian Wright
Brian Wright

Date: 2/4/14

Pantego Economic Development Corporation
Construction/ Operating Fund Budget for Fiscal Year 2013/2014
As of February 20, 2014

	<u>Budget</u> FY 2013/2014	<u>Actual</u> FY 2013/2014
Estimated		
Beginning Fund Balance	\$ 236,821	\$ 413,681.00
 REVENUES		
Sales Tax Revenue	285,000	-
Interest Revenue	500	50.47
Gas Royalty Revenue	750	-
Other Revenue	1,500	-
Total Revenue	<u>\$ 287,750</u>	<u>\$ 50.47</u>
 EXPENDITURES		
Professional Fees		
Contract Services(Engineering & Legal) (EDC Consultant)	\$ 2,750	\$ 1,703.20
	36,000	12,000.00
Total Professional Fees	<u>38,750</u>	<u>13,703.20</u>
Marketing and Advertising		
Miscellaneous Marketing and Advertising	25,000	6,181.89
Total Marketing & Advertising	<u>25,000</u>	<u>6,181.89</u>
Activities		
Seasonal Decorations(Tree Lighting)	10,000	8,590.88
Total Activities	<u>10,000</u>	<u>8,590.88</u>
Maintenance		
Landscaping and Improvements	20,000	5,274.86
Sprinkler System Maintenance	500	-
General Maintenance and Repair (Bldg & Park)	12,000	3,594.83
Statue Maintenance Agreement	3,500	4,050.00
Total Maintenance	<u>36,000</u>	<u>12,919.69</u>
Other Training/Travel		
Miscellaneous	3,500	1,119.14
	1,000	565.18
Total Other	<u>4,500</u>	<u>1,684.32</u>
Projects		
Commercial Revitalization Grants (Cross Fit and Faith)	35,000	35,000.00
Commercial Revitalization Grant/Loan (Boutique U, LLC)	9,500	9,500.00
Commercial Revitalization Grant/Loan (VIP Grooming)	-	-
Commercial Revitalization Loan (Mad Mike's Ice Cream)	15,000	15,000.00
Unidentified Grants 2014	90,500	-
 Park Row Project Redevelopment Project	 5,000	 4,938.60
Park Painting Project	20,000	-
Total Projects	<u>175,000</u>	<u>64,438.60</u>
Total Expenditures	<u>289,250</u>	<u>107,518.58</u>
 Transfer to General Fund (Adm. Fees)	 (96,607)	 (32,202.32)
Transfer to General Fund (Park Board)	(17,500)	(5,832.00)
 Net Change in Fund Balance	 <u>\$ (115,607)</u>	 <u>\$ (145,502)</u>
 Estimated		
Ending Fund Balance	\$ 121,214	\$ 268,178.57



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Chad Joyce
Date: 02/26/2014
Re: Lighting on the Arch on Park Row

This will be a verbal update.



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Pam Mundo, Consultant Mundo and Associates
Date: 02/26/2014
Re: Discuss, direct staff, and consider action on the Sign A Rama printing cost for the order of Shop Pantego business signs

Sign A Rama [sartx@sbcglobal.net]

Sent: Tuesday, February 18, 2014 2:15 PM
To: Pam Mundo
Subject: Re: Shop Pantego Sign

Pam:

It looks like I can get the same pricing on the static clings as I had last time.

\$4.00 ea for 100
\$3.50 ea for 250
\$3.00 ea for 500

Please let me know if you have any questions.

Thank you,

Sharon Crumby
Sign-A-Rama
2400 West Pioneer Parkway
Suite 118
Arlington, TX 76013

O: 817.860.9310
F: 817.860.9371
www.arlingtonsignarama.com
sartx@sbcglobal.net

FOLLOW US ON FACEBOOK
<https://www.facebook.com/arlingtonsignarama>

From: Pam Mundo <pmundo@mandoandassociates.com>
To: 'Sign A Rama' <sartx@sbcglobal.net>
Sent: Friday, February 7, 2014 12:39 PM
Subject: Shop Pantego Sign

The attached was the last sign. We need the static cling sign and the 11 x 17 sign. Select at least 250 for each. Or 100, 250, 500.

I cannot guess what the board will ask. Hope this helps.

Pamela J. Mundo, AICP/CEcD

214.773.0966

Mundo & Associates Inc.

pmundo@mundoandassociates.com

www.mundoandassociates.com

“Creating opportunities & options for making great places”

From: Sign A Rama [sartx@sbcglobal.net]
Sent: Wednesday, February 12, 2014 5:33 PM
To: Pam Mundo
Subject: Re: Shop Pantego Sign

For the 11x17 with lamination, the pricing is:

\$3.75 each for 100
\$3.50 each for 250 (5 cents more than last time)
\$3.25 each for 500

I will try to get pricing tomorrow for the static clings.

Thank you,

Sharon Crumby
Sign-A-Rama
2400 West Pioneer Parkway
Suite 118
Arlington, TX 76013

O: 817.860.9310
F: 817.860.9371
www.arlingtonsignarama.com
sartx@sbcglobal.net

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<https://www.facebook.com/arlingtonsignarama>

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Pamela J. Mundo, AICP/CEcD

214.773.0966
Mundo & Associates Inc.
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“Creating opportunities & options for making great places”



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members

From: Pam Mundo, Consultant Mundo and Associates

Date: 02/26/2014

Re: Discuss, direct staff, and consider action on the order amount, direct mailing to residents, and other possible supplies for the Shopping Card Promotional event

Shoppers Card Shop Pantego Spring Promotion

Quote from Office Depot	Cost
Graphic Setup	
full size sheet/2 shopping cards per sheet/ 2 different layouts for 24 participating stores	\$120.00
Printing of 300 shopper cards times 2 sets of stores color printing on card stock with 2 per sheet	
first 100 sheets for 2 layouts @0.59	\$ 118.00
remaining 100 sheets for 2 layouts @ 0.49	\$ 49.00
 Total Additional	 \$ 287.00
 Additional card for 1 more participating stores	
Graphic Setup	\$60.00
Printing	
first 100 sheets	\$59.00
Remaining sheets - 50	\$24.50
 Total Additional	 \$143.50



PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Pam Mundo, Consultant Mundo and Associates
Date: 02/26/2014
Re: Discuss, direct staff, and consider any action on the 2013 Annual Report



Annual Report
2013

Small Town Charm . . . Big City Opportunities!



Pantego Economic Development Corporation Mission Statement:

*To promote, assist and enhance economic development activities
for the Town of Pantego
plus assist the expansion and retention of
primary businesses that attract dollars into Pantego.*

2013 Goals



*Invest in public infrastructure to attract
quality retail and other business investment*



*Implement an active & vibrant Business
Retention Program*



*Develop the retail shopping, dining and
entertainment experience of the commercial areas*



Market to the 100,000 person market



*Attract \$2,000,000 of new investment
annually*



2013 Accomplishments

Goal 1 *Invest in public infrastructure to attract quality retail and other business investment*

Pantego EDC, in partnership with the Town of Pantego and Tarrant County, continued their support of the design of the \$1.7m Park Row water line (10") and **Park Row pedestrian friendly streetscape** with construction expected in 2014.



TXDOT awarded Town of Pantego \$188,000 for landscape improvements along Pioneer Parkway/Spur 303. And the Pantego EDC supported the completion of this project.

2013 Accomplishments

Goal 2 *Implement an active & vibrant Business Retention Program*

Held 9 monthly business owner "Meet & Greet" Events.

- 1) Edward Jones-Craig Lidell
- 2) Southern Flair Photography
- 3) Pantego Bay
- 4) Mr. B's Burger Pub**
- 5) Chop House Steakhouse
- 6) Tallent Roofing
- 7) Annies Freeze
- 8) The Waterford at Pantego
- 9) Aroundjoy-Hoop Shack



Implemented the new Shop Pantego Logo, Web Site, and new Merchant Participating Signs to increased business participation to more than 70 businesses.



2013 Accomplishments

Goal 3 *Develop the retail shopping, dining and entertainment experience of the commercial areas*



Developed a merchant led Dog Days of Summer Event.



2nd Annual Christmas Holiday Decoration Competition for the business sector.

1st Annual Promote Your Business at Easter Egg & Scavenger Hunt at BiCentennial Park

2013 Accomplishments

Goal 4 *Market to the 100,000 person market*

Pantego EDC was a proud sponsor of the 2nd annual PantegoFEST, providing for the T-shirts and funds for marketing of PantegoFEST.



Attended the North Texas Commercial Association Realtors Trade Show and ICSC Texas Dealmaking Conference to market Pantego.



2013 Accomplishments

Goal 5 *Attract \$2,000,000 of new investment annually*

PEDC made the following investments in current Pantego businesses for improvements and new businesses coming into Pantego:

- Grants totaling \$ 1,000
- Loans totaling \$85,000
- Incentives totaling \$86,000
- See the other business coming to Pantego on the next pages!



Texas Fitt

This business expanded after one year in business and relocated to a larger space in the Towers shopping center adding services and expanding their memberships. The business also added a new business Texas Tans and Beauty Bar-great service! A business loan was provided for this expansion of Texas Fitt.



Botique U

This is a new business with an owner that also has another business in Pantego. This women and teen clothing business adds a new retail type to Pantego-fashion clothing and accessories! A business loan and grant was provided for this business.



Mad Mike's Ice Cream

This is a new business for Pantego with an owner that has formerly sold his specialty ice cream from a food truck, gained a reputation for fine ice cream and is now growing into his first retail location– Shop Pantego! A business loan was provided for this business.

The following businesses came to Pantego in 2013

Restaurants

Angelo's Pizza & Pasta

Bull Chick's

Chop House Steak & Seafood

Pantego Bay Gulf Coast Café

Papa Murphy's

Retail

Boutique U

Just Between Friends

New 2 U Resale (moved & expanded)

Oh! Sew Cool

The Creative Touch

Wholesale

Rock Co-Op

Services

Health, Beauty, Fitness

Bliss Home Health Care Inc.

Clinical Healthcare solutions

Crossfit Pantego

Elite Nutrition

Papillon Nail Salon & Spa

Shewear Hair Care

Texas Fitt (moved & expanded)

Texas Tans

Vive by Design

Construction Services

Bo Enterprises-Xtreme Fence

Custom Coating & Plating

Design Line Buildings

Executive Landscape Services

John J. Narke General Contracting

Make it Happen Floors

Rosco Boutwell

Services

Education Services

A B Driving School

Mc Edwards Maker Academy

Horizon Learning Center

Services

Music & Performance

Earhart

Retail & Business Services

Conrad Services

Events by Harper Davis

Excellent TEEN Choice, Inc.

Folk Shipping Company

Frozen in Beauty Photography

GABA Management

Local Cremation

LuLu Silkscreening

MKV Enterprises

RKC Transport

Samuel Karuhu (expanded)

World Media Connect, LLC

Professional Services

Becks Speech Clinic

Casualty Market Specialists

Dean Johnson Residential Appraisals

Family Counseling Center Assoc.

Freedom Aquatic Designs

Jordan Consulting Engineers (expanded)

McGill Insurance Agency

Nina C. Edward, CPA

Penthouse Personnel

Simplicity Counseling Center

StateFarm Insurance: Chase Coleman



The following additional businesses came to Pantego in 2013

More Construction Services

Sure-Guard Security
WD Fencing

Churches

New Testament Bible Church

Business Relocated in Pantego

Frasier Healthcare Consulting
Krystal Clear Skincare

Auto Care, Sales and Service

American Auto Repair
Brakes, Alignments and Muffler
DFW Collision Center

dG's Performance

DSA Motorwerks
Excel Tire & Diesel SRV
Hardcore Custom Cars
Infante Diesel Repairs
The Car Shop
Lift Auto Services
Martino Auto Repair & Body
My Garage Classic Auto
Precision Motorsports
Star Auto Body



The Mayoral Proclamations, City Council & Economic Development Corporation ribbon cuttings were presented to the following businesses in 2013.

Bull Chicks Restaurant
McDonalds Restaurant
Nu 2 You
Oh! Sew Cool
Vive By Design
SheWear Hair University
Scents of Success
Texas Fitt



In addition to promoting economic development and assisting the expansion and retention of Pantego businesses, the Pantego Economic Development Corporation assists the Town of Pantego in maintaining municipal facilities and 11 acres of park space at an annual cost in excess of \$17,000.



Pantego Economic Development Corporation

Board of Directors

Bill Brown	President
Paul Mayo	Vice President
Arsaian Gittiban	Treasurer
Fred Adair	Secretary
Barbara Rogers	Director
Don Surratt	Director
(position open)	Director
Mike Aguiard	Former Director
Doug Davis	Former Director
Bob Horak	Former Director
Karen Kuczek	Former Director
Doug Lovejoy	Former Director
Charlie Price	Former Director
Eric St. John	Former Director
Paul Sturiale	Former Director
Nancy York	Former Director
Matthew Fielder	Executive Director
Pam Mundo	Economic Development Coordinator

Town Staff

Julie Arrington	City Secretary
Ariel Carmona	Finance Director
Chad Joyce	Community Development Director





PANTEGO ECONOMIC DEVELOPMENT CORPORATION

To: President Bill Brown and PEDC Board Members
From: Pam Mundo, Consultant Mundo and Associates
Date: 02/26/2014
Re: Discuss and make recommendations for the 2014 Strategic Plan



Pantego Economic Development Corporation

**Strategic Plan
For
Economic Development
2014**



Mission Statement

To promote, assist and enhance economic development activities for the Town of Pantego plus assist the expansion and retention of primary businesses that attract dollars into Pantego.

Goal 1:

Invest in public infrastructure to attract quality retail and other businesses investment.

Strategies....

- a. Support completion of the 10 inch water supply line upgrade for Park Row Rd.
- b. Support the bid and installation/construction of the proposed Park Row Corridor Improvement Project to include pedestrian street lighting, lighted crosswalks and landscaping improvements along Park Row Rd.
- c. Support completion of the TXDOT Green Ribbon Fund improvements along Pioneer Parkway (Spur 303).
- d. Study options for providing public transit services from Pantego restaurants and retail businesses to area tourism locations, stadiums and athletic events.

Goal 2:

Implement an active and vibrant business retention program

Strategies...

- a. Hold a minimum of six (6) Meet and Greet Business Events for the Pantego Business community and obtain input and gain their participation in the Pantego Economic Development Program.
- b. Continue to invigorate and promote the Shop Pantego web site and business participation. Encourage coupon advertising within the program to attract shoppers
- c. Actively utilize the Shop Pantego Facebook as a tool assisting retailers with their promotions.
- d. Develop specialty directories noting unique shopping experience in Pantego such as quality dining, unique gifts, arts and crafts.
- e. Establish a PEDC business appreciation program with Directors visiting and thanking businesses choosing Pantego to start their new business and for existing Pantego businesses achieving major milestones.

Goal 3:

Develop the entertainment/shopping experience of the commercial areas.

Strategies....

- a. Develop additional seasonal banner décor for Park Row and Pioneer Parkway when the new light poles are in place.
- b. Continue and expand the Shop Pantego promotion opportunities via support in the program.

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- c. Continue and expand the Christmas Holiday shopping center marketing décor event through increased participation and additional prize monies.
 - d. Develop two additional Shop Pantego retailer events.
 - e. Develop a clear and distinct “brand” for Pantego retail shopping, dining and entertainment business activity.

Goal 4:

Market to the 100,000 person market

Strategies:

- a. Seek out marketing actions to increase awareness of Pantego at area special events
- b. Advertise through the internet and with local media opportunities
- c. Expand the marketing of Shop Pantego to the Shoppers with newspaper advertising and direct mailers.
- d. Purchase Shop Pantego welcome bags and provide Pantego businesses the opportunity to place advertising materials in the bags for PantegoFest.

Goal 5:

Attract \$1,000,000 of new investment annually

Strategies

- a. Attract interest in new development through public investment in infrastructure and streetscape improvements as well as innovative incentives to private investment.
- b. Encourage entrepreneurship and small business innovation with grants and incentives.

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- c. Attend the Texas Deal making conference of the International Council of Shopping Center and the North Texas Association of Commercial Realtors to market, promote and brand Pantego as an opportunity to invest and develop.
 - d. Seek out investors and developers interested in urban infill and redevelopment for sites identified in the available property inventory.
 - e. Examine the available commercial property to attempt to eliminate barriers to their development

Pantego EDC SWOT Analysis for 2014

Strengths

- ✓ Convenient Location*
- ✓ Low Tax Rate*
- ✓ Excellent Reputation for Public Safety and Police/Fire Departments*
- ✓ Active Community
- ✓ Large Customer Base
- ✓ Dedicated and Long Term Business Owners
- ✓ Strong Fiscal Status
- ✓ Supportive Council and EDC
- ✓ High Quality Private and Public Schools
- ✓ Success in 2012 & 2013
- ✓ Many new restaurants

Weaknesses

- ✓ Dated Retail Areas
- ✓ Lack of Retail Space
- ✓ Need for up to date infrastructure including water and waste water lines
- ✓ Identity
- ✓ Demographics
- ✓ Limited Retail Shopping Selections
- ✓ Limited Brand Identification
- ✓ Limited Leadership from Retailers

Opportunities

- ✓ Strong Market
- ✓ UTA as a Neighbor
- ✓ Good traffic
- ✓ Location adjacent sport and event venues
- ✓ Partnerships-UTA, PCA, Arlington
- ✓ Market the success of 2012 & 2013

Threats

- ✓ Internet Shopping
- ✓ Lack of large development sites
- ✓ Competition for retention of established businesses