

City Council Work Session Handouts

February 24, 2014

- I. Review and Discuss Zoning File 14-01
- II. Review and Discuss Variance 14-01
- III. Review and Discuss Sign Control Board Case #14-03
- IV. Review and Discuss the Bank Depository and Merchant Card Services Contract
- V. Review and Discuss the Richardson Economic Development Partnership 2013 Report and 2014 Work Plan
- VI. Review and Discuss the 2013-2014 First Quarter Financial Report

City Council Worksession



February 24, 2014

Meeting Begins at 6:00 P.M.

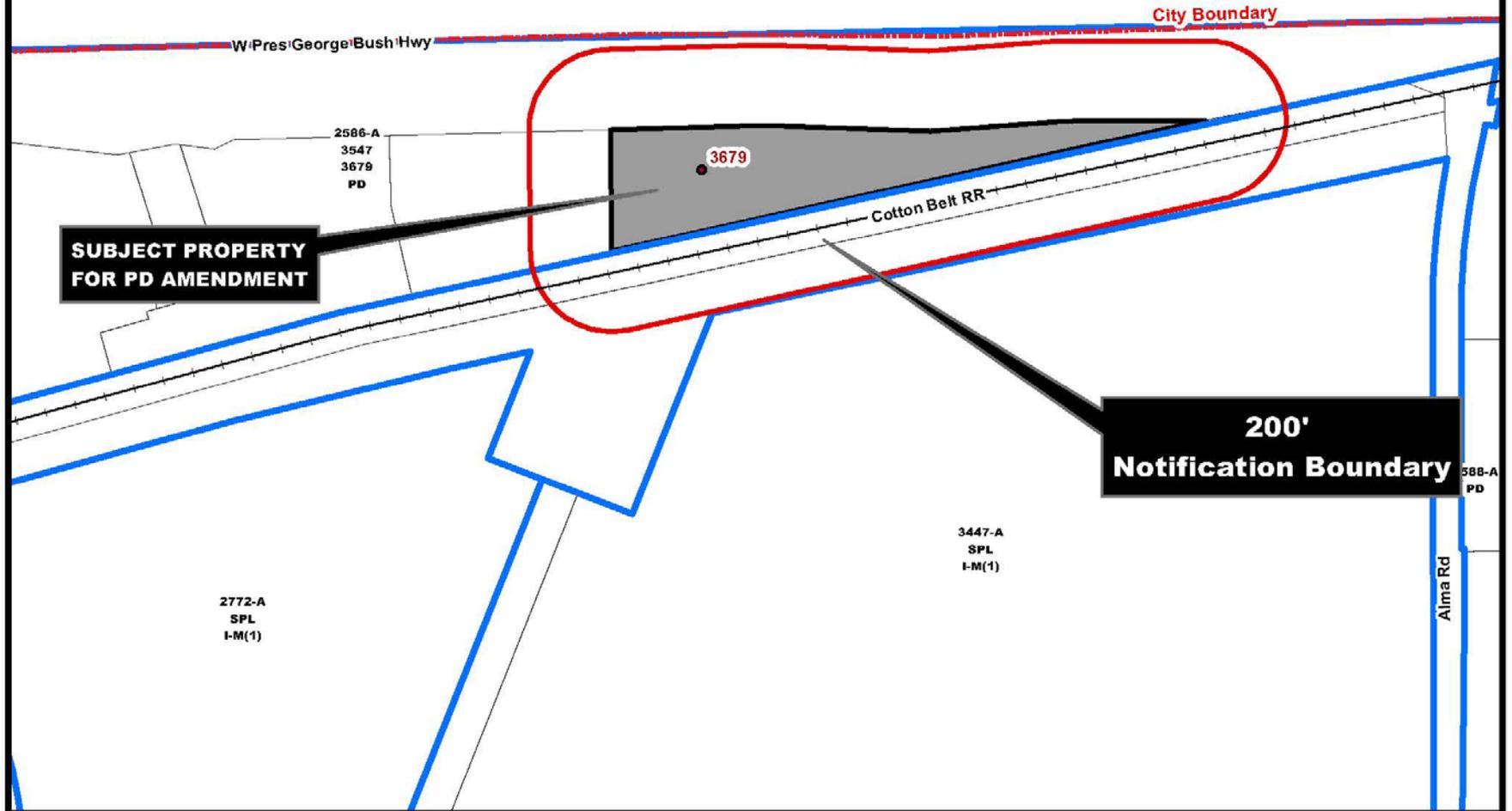
Agenda Item 6

ZF 14-01

PD Amendment

(Electronic-cigarette Establishment)

ZF 14-01



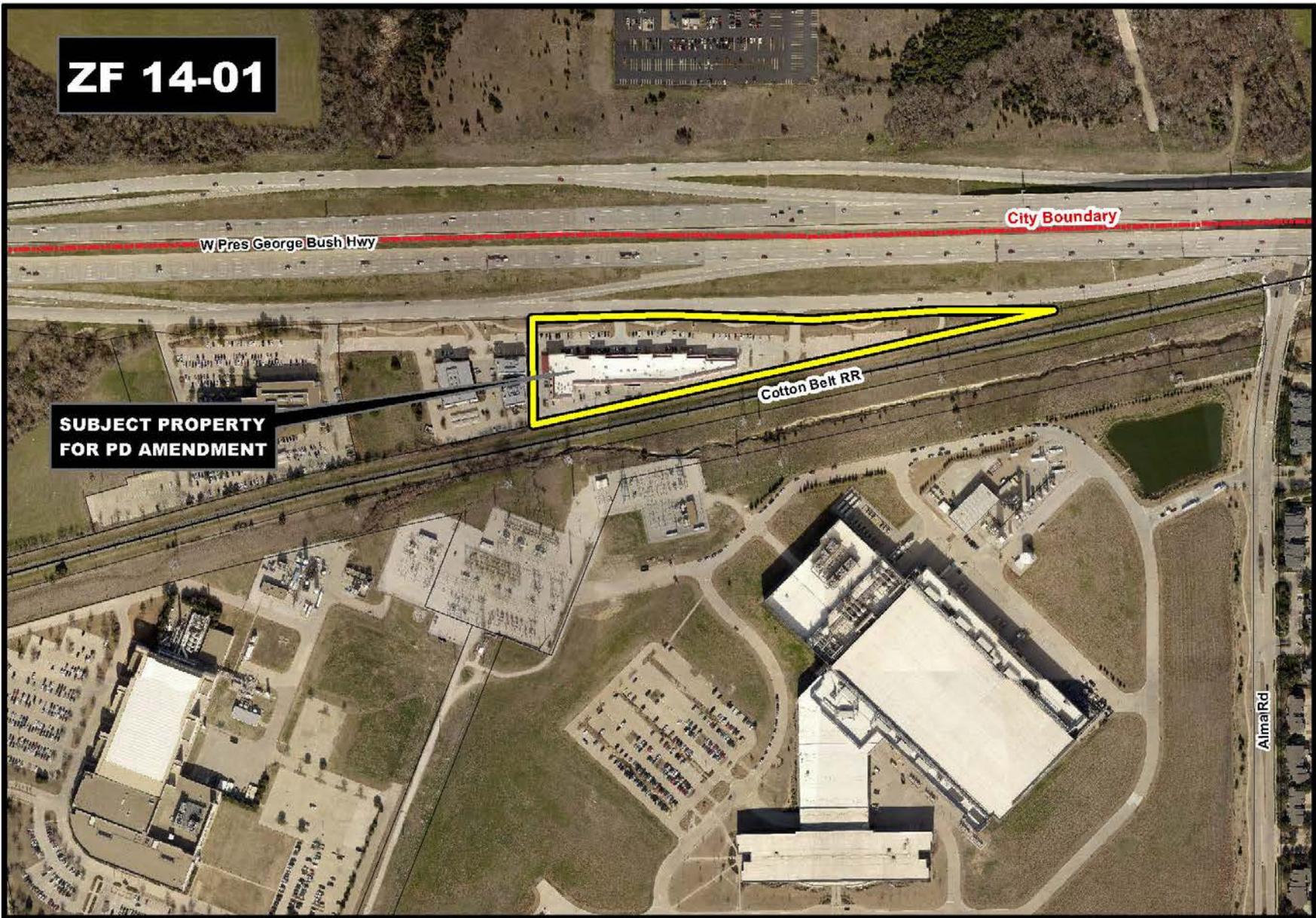
ZF 14-01 Notification Map

Updated By: shacklett, Update Date: January 17, 2014
File: D:\Mapping\Cases\Z\2014\ZF1401\ZF1401 notification.mxd

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.



ZF 14-01



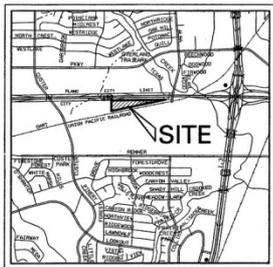
**SUBJECT PROPERTY
FOR PD AMENDMENT**

ZF 14-01 Aerial Map

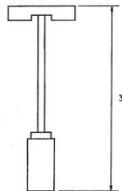
Updated By: shacklett, Update Date: January 17, 2014
File: DSI\Mapping\Cases\Z\2014\ZF1401\ZF1401_ortho.mxd

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VICINITY MAP
N.T.S.



LIGHTING STANDARD
NTS

DEVELOPER
RED PROPERTIES
CONTACT: BOB RED
6902 AVENUE L,
PLANO, TX, 75074
TEL: 214-943-6914

ENGINEER / SURVEYOR
HALF ASSOCIATES
CONTACT: RUSTY GLOVER
300 PARKWOOD BLVD.
FRISCO, TX, 75034
TEL: 214-618-4510
FAX: 214-618-4574

OWNER
ROSEWOOD PROPERTY COMPANY
CONTACT: DENNIS KING
500 CRESCENT COURT, SUITE 300
DALLAS, TX, 75241
TEL: 214-756-6195
FAX: 214-756-6216

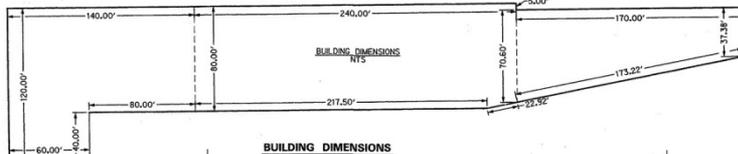
BLOCK A, LOT 4A SITE DATA SUMMARY

LEGAL DESCRIPTION: LOT 4A BLOCK A, CUSTER COURT ADDITION
ZONING: PD-PLANNED DEVELOPMENT (ORD. 2586-A)
PROPOSED USE: RETAIL
SITE DATA: LOT AREA=5,455 AC (237,602 S.F.)
BUILDING AREA CALCULATIONS:
1 STORY RETAIL BUILDING MAX. HEIGHT OF ARCH FEATURES= 38'
MAX. HEIGHT OF ROOF=20'
1ST FLOOR = 41,930 S.F.

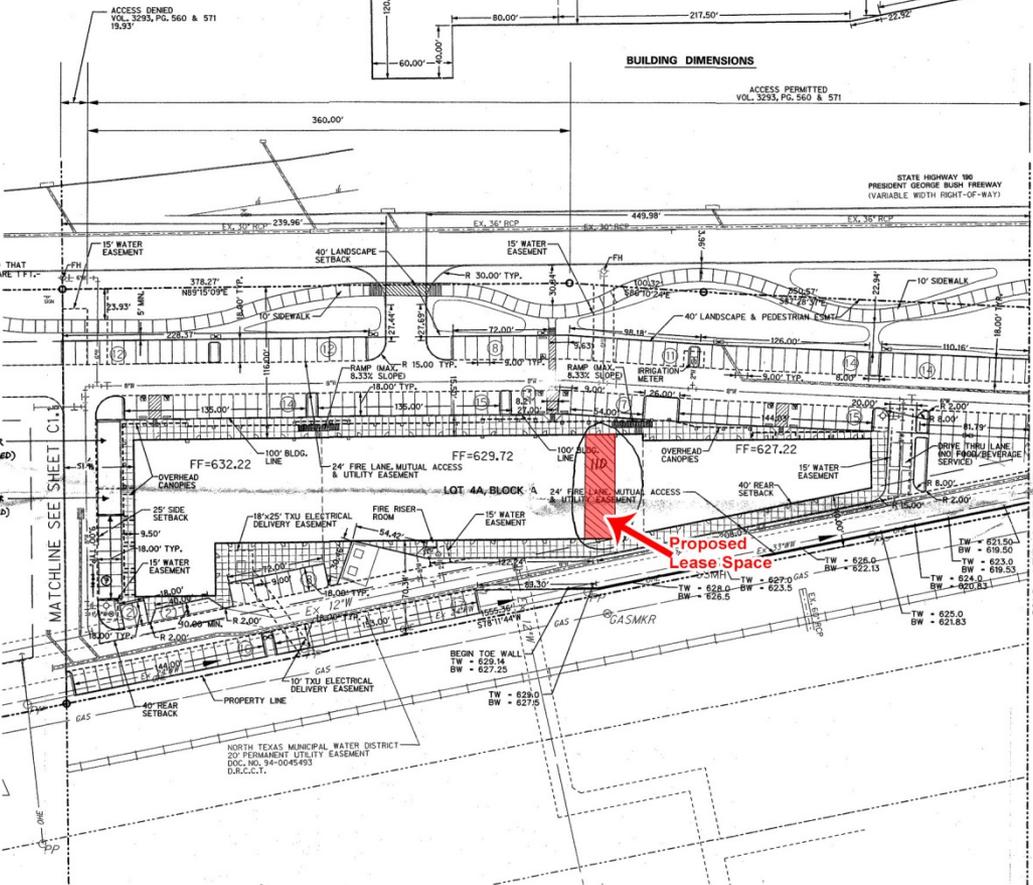
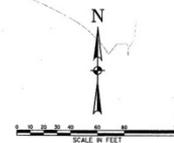
Parking Required: 222
Parking Provided: 250 (per approved site plan)

SITE DATA:	
LOT AREA	237,602 S.F. OR 5.455 ACRES
BUILDING AREA	41,930 S.F.
LOT COVERAGE	17.65% (50% MAX.)
FLOOR AREA RATIO	0.181 (MAX. 1.5% PERMITTED)
LANDSCAPE AREA	91,177 S.F. OR 38,372 (MIN. 15% REQ'D OR 35,640 S.F.)

- NOTES:
1. ALL DIMENSION SHOWN ARE TO FACE OF CURB UNLESS OTHERWISE NOTED
2. CONTRACTOR TO FIELD VERIFY LOCATION OF EXISTING UTILITIES.



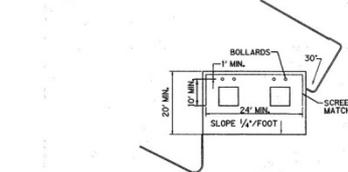
BUILDING DIMENSIONS
VOL. 3293, PG. 560 & 571



- N.T.M.W.O. EASEMENT NOTES:**
1. THE N.T.M.W.O. EASEMENT RESTRICTS CONSTRUCTION OF PERMANENT STRUCTURES SUCH AS FOUNDATIONS, WALLS, POOLS, AND PERMANENT STORAGE BUILDINGS, ITEMS SUCH AS DRIVEWAYS, FENCES, SPRINKLER SYSTEMS AND NORMAL LANDSCAPING PLANS THAT ENDOURCH ON THE N.T.M.W.O. EASEMENTS ARE ALLOWED. FENCE POST FOUNDATIONS ARE RESTRICTED TO AN INSTALLATION DEPTH NO DEEPER THAN 18-INCHES BELOW FINAL GROUND ELEVATION. HOWEVER, THE N.T.M.W.O. ASSUMES NO RESPONSIBILITY FOR DAMAGES RESULTING FROM THE NEED TO REPAIR OR MAINTAIN THE N.T.M.W.O. PIPELINES. FURTHER, ANY COSTS FOR REPAIR FOR DAMAGE TO THE PIPELINES RESULTING FROM CONSTRUCTION BY THE DEVELOPER, CONTRACTOR OR OWNER WILL BE THE RESPONSIBILITY OF THE DEVELOPER, CONTRACTOR OR OWNER.

MATCHLINE SEE SHEET C-13

MATCHLINE SEE SHEET C-13



- DUMPSTER PAD REQUIREMENTS**
- 1) A concrete pad, fourteen feet (14') by twenty feet (20') of 6" concrete, 3000 p.s.i. with Number 3 rebar, 24" on center, shall be provided for each trash receptacle or dumpster unit.
 - 2) All trash receptacles shall be screened by a six foot (6') screening fence composed in material of color to the primary building on the site.
 - 3) All trash receptacles oriented perpendicular to the principal means of access to said receptacle shall be located in such a manner as to provide a minimum turning radius of forty feet (40') for the collection vehicle.
 - 4) Any trash receptacle not perpendicular to the principle means of access to said receptacle shall be oriented so a thirty (30) degree angle from the fire lane, alley, or other means of access.
 - 5) A minimum of 42' uninterrupted backup space.
 - 6) Alternative design standards must be approved by the City Planning Commission on recommendation by the Director of Public Services.

Administrative Approval Granted
Date: 6-16-08 By: MP

Administrative Approval Granted
Date: 10-01-05 By: SR

Approved Site Plan

CITY OF RICHARDSON APPROVAL STAMP

Approved: Subject to requirements of Building Code and other City codes and Ordinances
City Plan Commission: City of Richardson
Date: 6-16-08
By: City of Richardson
Title: City Manager
As Attended: City of Richardson
All utilities and field underground lines to be located prior to construction and City records to be updated. All utility lines must be marked and approved and to the City of Richardson. All utility lines must be marked and approved and to the City of Richardson. All utility lines must be marked and approved and to the City of Richardson. All utility lines must be marked and approved and to the City of Richardson.

ALL FIRE LANES AND PARKING SURFACES SHALL BE COMPLETED PRIOR TO COMMENCEMENT OF BUILDING. SCREENING WALL REQUIRED TO BE INSTALLED PRIOR TO RESUMPTION OF BUILDING PERMIT.

LOT 4A, BLOCK A

**CUSTER COURT ADDITION
LOT 4A, BLOCK A, 5.455 AC.**
RICHARDSON, TEXAS



Half Associates, Inc.
ENGINEERS - ARCHITECTS - SCIENTISTS - PLANNERS - SURVEYORS
1000 WEST WILLOW AVE., SUITE 300
DALLAS, TEXAS 75241
TEL: 214-618-4510
FAX: 214-618-4574

**SITE PLAN
1 OF 2**

C1.2

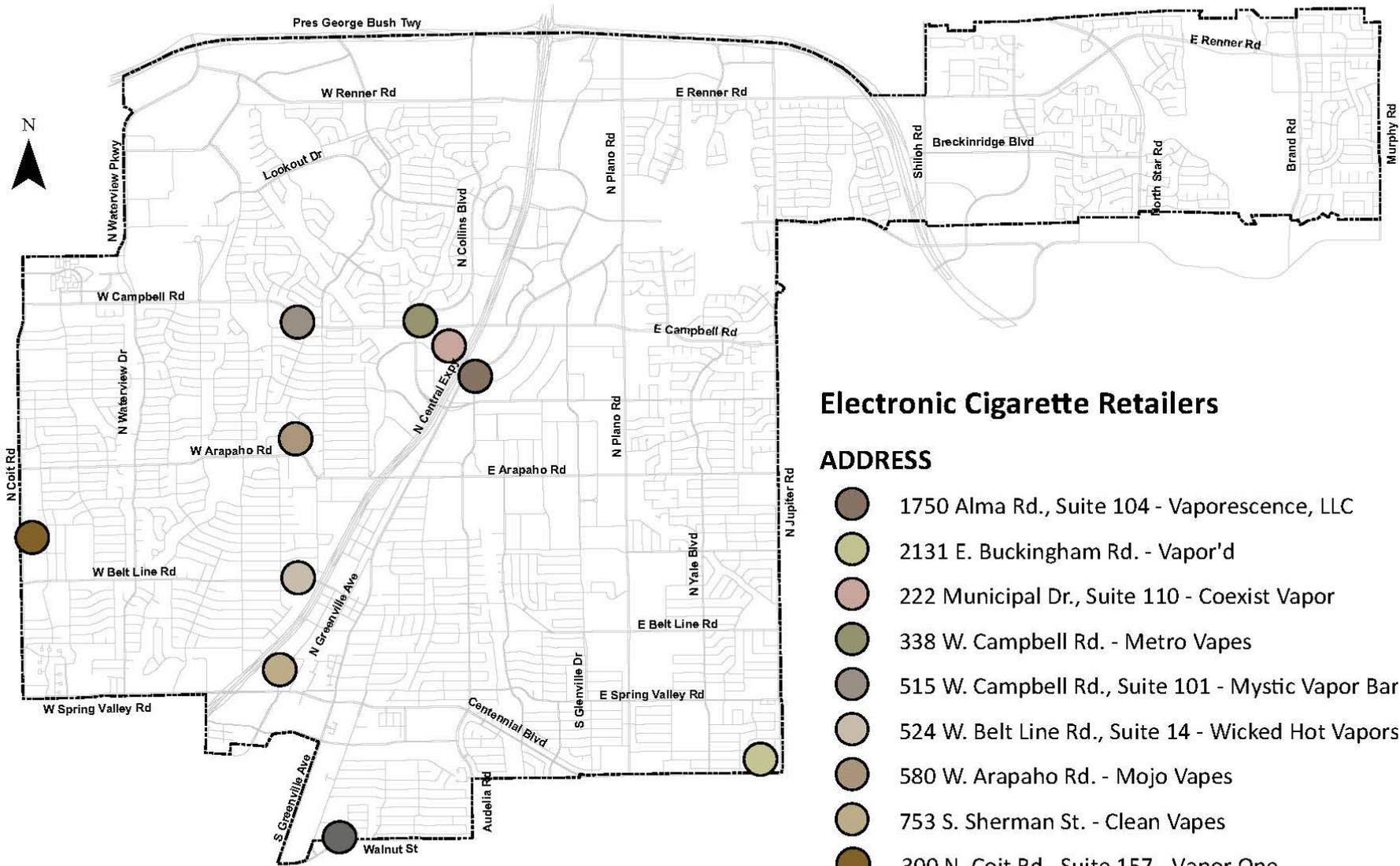
CASH 4 GOLD
READY MORTGAGE

401

Subject Lease Space

LESLIE'S POOL SUPPLIES





Electronic Cigarette Retailers

ADDRESS

-  1750 Alma Rd., Suite 104 - Vaporescence, LLC
-  2131 E. Buckingham Rd. - Vapor'd
-  222 Municipal Dr., Suite 110 - Coexist Vapor
-  338 W. Campbell Rd. - Metro Vapes
-  515 W. Campbell Rd., Suite 101 - Mystic Vapor Bar
-  524 W. Belt Line Rd., Suite 14 - Wicked Hot Vapors
-  580 W. Arapaho Rd. - Mojo Vapes
-  753 S. Sherman St. - Clean Vapes
-  300 N. Coit Rd., Suite 157 - Vapor One
-  445 Walnut St., Suite 107 - 77 Cell Phones & Vapor King



Agenda Item 7
VAR 14-01
(Dover Elementary School)



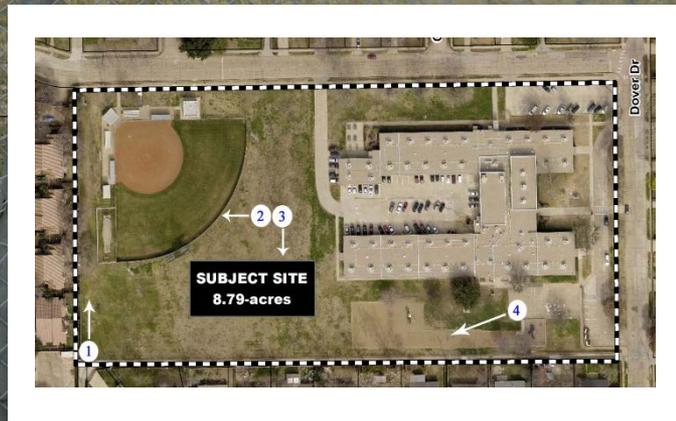
Dover Elementary School
700 Dover Drive





1

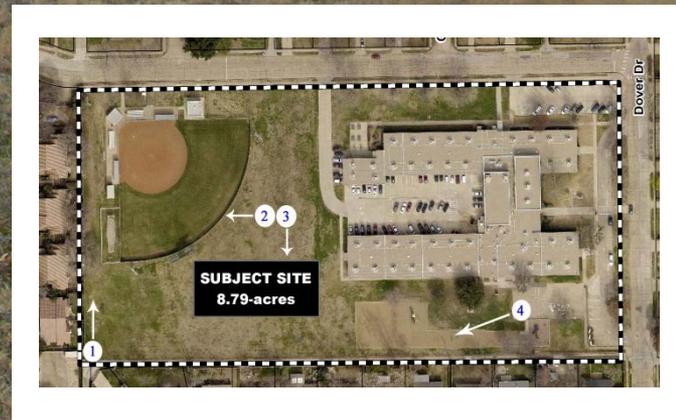
Looking north along the west property line





2

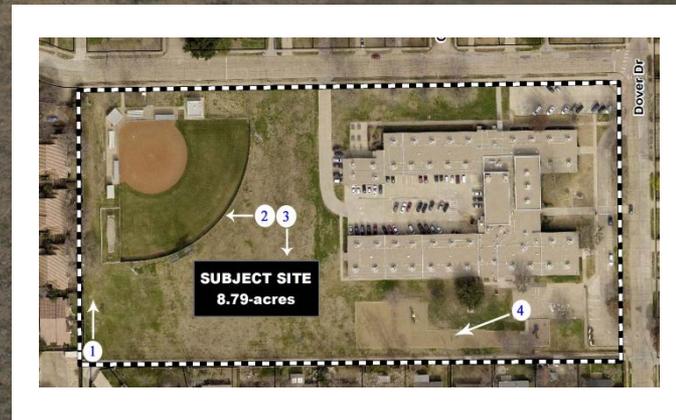
From the school property,
looking west





3

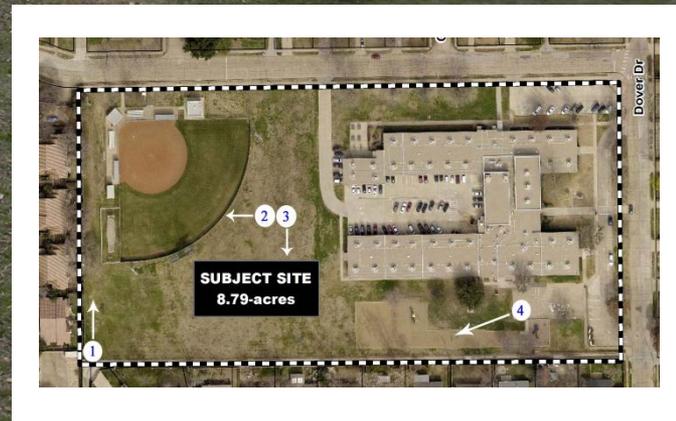
From the school property,
looking south





4

Looking southwest toward the south property line



SCB Case # 14-03
America's Gold & Diamond Exchange
425 N. Central Expressway

Applicable Ordinance

Chapter 18, Article III, Section 18-96

(23) Pole Signs

(d) Location:

(3) Pole signs must be located a minimum of 60 feet from any attached building sign.

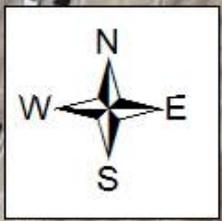
Requested Variance

- Permit a pole sign to be located 45' from an attached building sign.

Reason for request

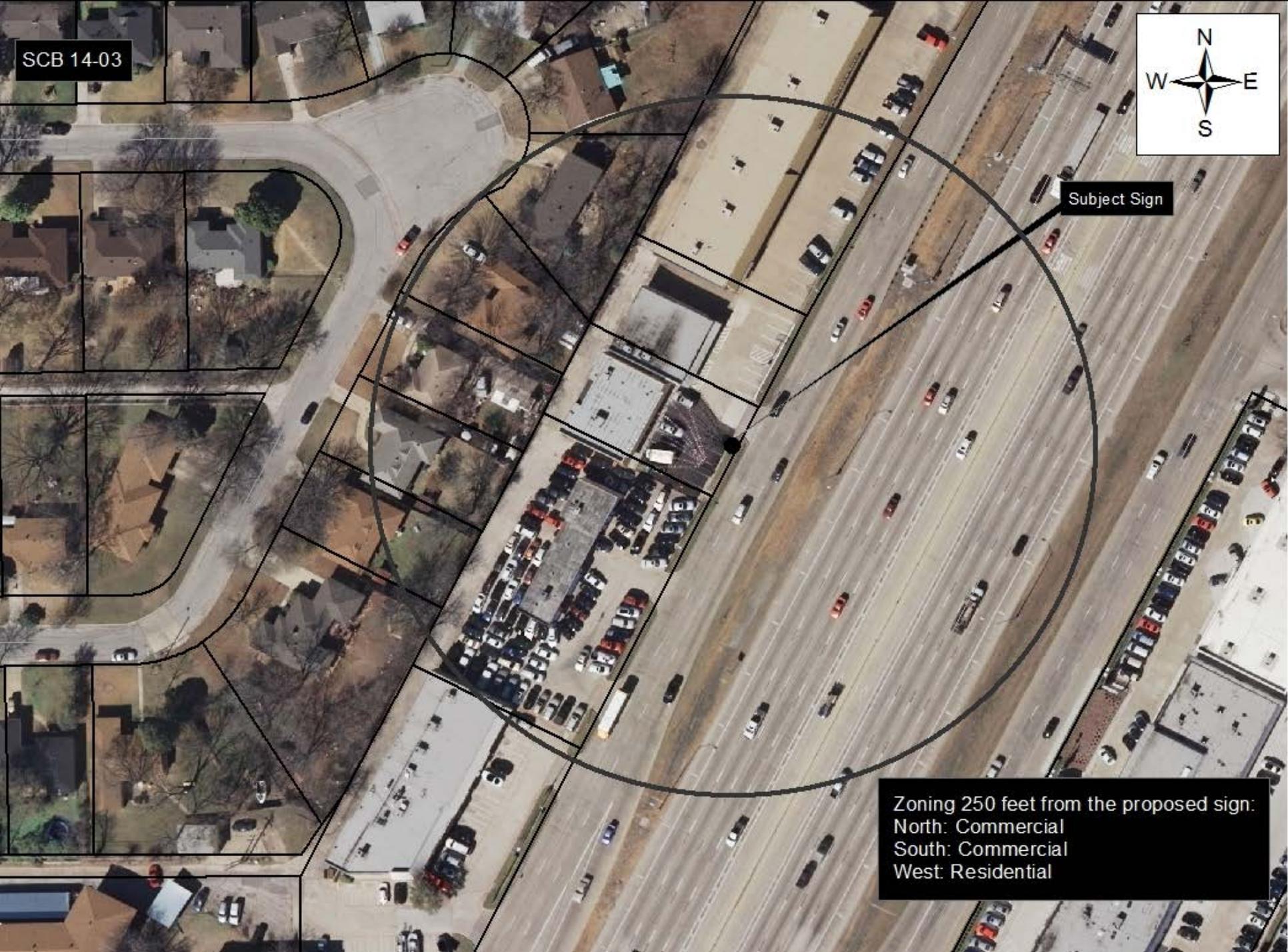
- Due to the size of the lot and location of the building a pole sign cannot be constructed to comply with the 60' setback.

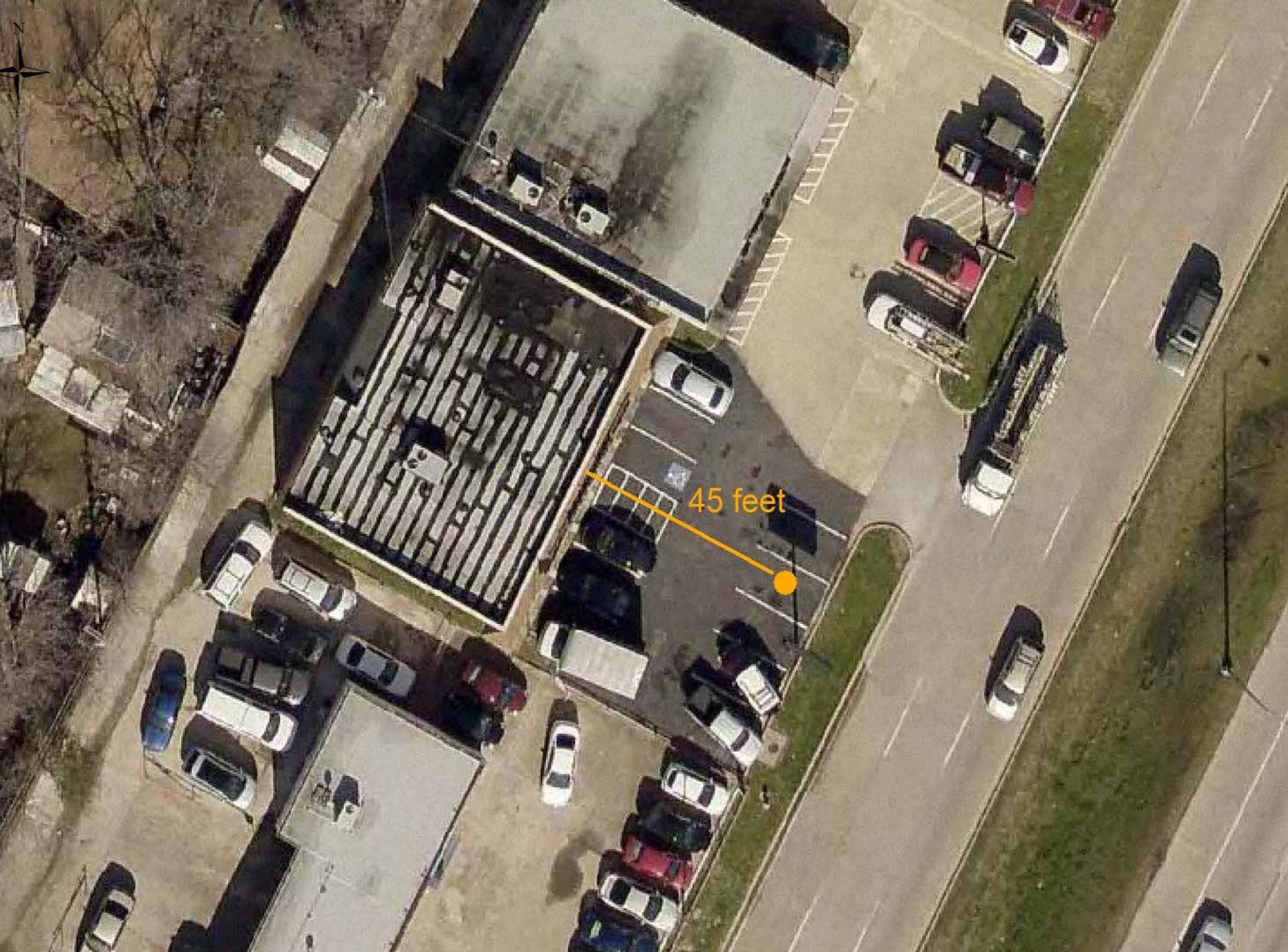
SCB 14-03



Subject Sign

Zoning 250 feet from the proposed sign:
North: Commercial
South: Commercial
West: Residential





45 feet

Northbound View



30% 40% Off

AMERICAS GOLD & DIAMOND EXCHANGE

ROLEX

CASH 4 GOLD

CASH 4 GOLD

972-235-GOLD

972-235-GOLD

GRANITE

GOLD
America's
DIAMOND
Exchange

Discount Granite
25% Installed
972-744-9092

Northbound View

Existing Attached Sign

- Permitted May 2009
- 85 sq. ft.

Existing Pole Sign

- Refaced November 2008
- 60 sq. ft.



Business Vehicle

- Permitted to be parked in front of the building because there is no parking behind or on side of the building.

Southbound View



Discount Granite
\$25^{SF} Installed
www.hdsstoneworks.com
972-744-9092

GOLD
America's *Excellence*
DIAMOND

Rite Auto.com
Financing
972-210-1900

SPEED
LIMIT
60

FOR LEASE
214-534-6011

Proposed Pole Sign

- 60 sq. ft.
- 20' in height
- 45' from attached sign
- 100% digital display
- Located 4' north of current sign
- Pole with be clad in black aluminum



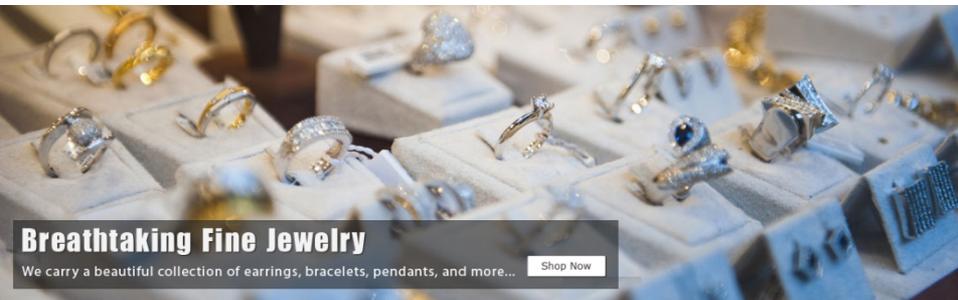
Examples of Proposed Copy



All Designer Jewelry 50% Off!
Shop Our Amazing Selection and Save for Valentine's Day! [Shop Now](#)



We Buy Gold!
The best prices for your gold and scrap jewelry - guaranteed! [Learn More...](#)



Breathtaking Fine Jewelry
We carry a beautiful collection of earrings, bracelets, pendants, and more... [Shop Now](#)



Take Her Breath Away
The perfect Engagement Ring for your perfect day... [Shop Now](#)

Sign Control Board Action

The Sign Control Board voted unanimously to approve SCB Case 14-03.

SCB Case # 14-03
America's Gold and Diamond
425 N. Central Expressway

Executive Summary

Bank Depository and Merchant Card Services

February 24, 2014

Background:

- The City's Bank Depository Agreement with Frost Bank and Merchant Card Services Agreement with Bank of America end July 31, 2014.
- Finance staff has prepared a Request for Proposal for each service.
- Prospective financial institutions can make a proposal for one or both services.

Depository Services:

- Traditional banking services including wire transfers, ACH payments, accounts payable disbursements, depositing City funds, etc.
- The current contract was awarded to Frost Bank effective January 1, 2010. Frost Bank has provided exceptional service during the life of the contract.
- State law set a maximum of five years for a depository contract. The RFP seeks a three year contract with an optional two year renewal.
- The existing contract life was set for four years, seven months to eliminate overlap with the year-end audit process.

Key Features/Requirements for Depository RFP:

- Financial institution must have a location or branch in Richardson.
- Must be able to offer a full range of services as detailed in the RFP, and must have experience handling governmental deposits.
- Collateralization of deposits
 - Deposit in excess of FDIC coverage must be collateralized by US Treasury or Agency securities or Agency Letters of Credit
 - No Collateralized Mortgage Obligations
- Safekeeping services
 - Securities are held in the City's name
 - Bank's trust department (separate legal entity) holds Treasury and Agency securities that the City has purchased for its portfolio
- Check management features
 - Positive pay check security – bank confirms key data from checks with City prior to clearing
 - Images of all checks presented against bank made available to City
 - Full reconciliation of checks issued versus checks cleared
- Electronic payment security
 - Access to ACH network and ability to process wire transfers
 - Dual approval for ACH and wire transactions
 - ACH filtering – only pre-approved partners can draw funds from City accounts

- Account reconciliation services
 - Deposits sorted by City Department or Location (22 locations + 5 pools)
 - Same day account activity through full-service secure Internet portal

Merchant Card Services:

- Authorization and settlement for Visa, MasterCard, and Discover payments
- Authorization of American Express payments (settled by American Express)
- City accepts Visa, MasterCard, Discover and American Express at all locations (in-person and Internet)
- Bank of America has been the merchant card service provider since 2000 and provided exceptional service.

Key Features/Requirements for Merchant Card Services RFP:

- Financial institution must provide a competitive fee for processing credit card transactions
- Must be able to interface with City’s existing Internet payment applications
- Experience handling merchant card services for governments and ability to segregate transactions by City Department or Location (18 in-person + 10 Internet locations)

Cost of Depository and Merchant Card Services:

Calendar Year	Frost Bank	Bank of America*
2010	\$35,200	\$20,817
2011	\$34,768	\$22,929
2012	\$40,085	\$30,025
2013	\$37,834	\$54,716

*Does not include interchange fees paid to credit card companies

RFP Timeline:

- February 26th – begin advertising RFP
- March 20th – Pre-bid conference with financial institutions
- April 9th – Proposals due back from financial institutions
- May 5th – Brief City Council at work session
- May 12th – City Council awards contracts
- August 1st – New contract period begins



*R*ichardson, Texas

ECONOMIC DEVELOPMENT PARTNERSHIP

REDP 2013 Year End Review and 2014 Strategic Plan

February 24, 2014

“Home to the Telecom Corridor® area”

REDP Mission Statement

REDP, a joint effort of the City of Richardson and Richardson Chamber of Commerce, through the actions and resources of its public and private partners, shall work efficiently to create, facilitate, and finalize projects and programs which result in:

- 1. Enhanced tax revenues**
- 2. Job opportunities**
- 3. Greater positive image for the city**
- 4. Enhanced quality of life for citizens**

- **Established 1984 - 30th year !**
- **A model city-chamber partnership**
- **Roles**
 - **City sets broad goals and objectives**
 - **Chamber develops and executes strategic plan and tactical project management**
- **City-Chamber Coordination**
 - **Weekly prospect/activity review meetings**
 - **Daily communication on ED projects**
 - **Aligned actions**

Institutional Partners

- **SelectUSA**
- **State of Texas/Governor's Office ED&T/Texas One**
- **Texas Workforce Commission**
- **Oncor Electric**
- **Dallas and Collin Counties**
- **UT Dallas, Richland and Collin Colleges**
- **DFW Marketing Team**
- **Dallas Regional Chamber**
- **REDP Advisory Committees**
- **Many real estate, entrepreneurship groups, ethnic chambers & friendly cities globally**

2013 Major Highlights

- **All-Time REDP record for Jobs & SF Occupied**
- **KDC/State Farm Campus & CityLine Development**
- **Associa**
- **Advocare**
- **Extend Health**
- **IQor**
- **United HealthCare**
- **34 International Delegations**
- **Alamo Drafthouse Cinema Opening**

2013 Highlights New Development

KDC / State Farm Campus Mixed-Use Development

- State Farm begins campus construction
- State Farm makes leases at Galatyn Park & Lakeside for 1.5 MSF
- CityLine brand announced by KDC and 4th office building



2013 Highlights New Development

Advocare Builds Office/Distribution Complex

- Globally-prominent nutritional supplement company
- 260,000 SF on 35 Acres; Completion in summer 2014
- 100+ Employees



2013 Highlights Re-Development

Associa Creates Shared Services Center

in repurposed 153,000 SF manufacturing building at 1225 Alma Drive

- Largest association mgmt. company in the US
- 500 to 600 Accounting & Customer Service personnel
- Latest technologies enable greater efficiency
- Company founded by State Senator John Carona in 1980



2013 Highlights Re-Development

United HealthCare

repurposes 77,000 SF flex building 2220 Campbell Creek
into customer service center

- 800 employees in Medicare Supplement Insurance
- 4-acre land acquisition provided 6:100 parking



2013 Highlights Relocation

IQor

700-employee BPO company cites DART for decision to locate in Richardson

- NYC-based firm offers a variety of BPO services
- Customers include Samsung Telecom, Pizza Hut
- Post-occupancy, IQor estimates 20% of workforce relies on DART



2013 Highlights - Relocation

- New Digital Realty 122,000 SF data center at 950 E. Collins leased to an unnamed Internet company
- The 17th of Richardson's data centers - Now total 1.6 MSF



12/02/2014 10:51

Richardson Project Results 2008-2013

Year	2008	2009	2010	2011	2012	2013	Previous 5-Year Average
R/E/S/R *	23	27	28	34	49	34	32.2
Jobs**	3,760	2,694	1,918	5,948	5,512	11,278	3,966
Million SF Occ.	0.64	0.76	0.63	1.60	1.92	3.1	1.11

* - number of relocation, expansion, start-up, retention projects

** - new, announced, or net retained – not including State Farm

Office Net Absorption 2013 Richardson vs. Competitors

City	Net Absorption (000 SF)	Total SF (MSF)	Available (MSF)	Vacancy %	Average \$Rate/SF
Richardson	646	17.9	3.5	18.9	18.74
Plano	932	29.9	3.6	9.4	24.14
Irving	577	34.8	5.5	14.5	23.60
Frisco	96	4.8	0.4	4.7	26.57
Allen	51	2.2	0.2	8.6	19.60
McKinney	224	4.8	0.5	9.1	23.79

Flex Net Absorption 2013 Richardson vs. Competitors

City	Net Absorption (000 SF)	Total SF (MSF)	Available (MSF)	Vacancy %	Average \$Rate/SF
Richardson	123	9.1	2.1	19.5	10.31
Plano	278	5.6	1.0	12.0	8.12
Irving	6	9.3	1.3	11.7	8.90
Frisco	69	0.3	0.02	0.7	7.00
Allen	2	1.0	0.2	5.1	6.65
McKinney	7	1.4	0.1	2.9	11.55

Mayor's Lunch and Large Employer Visits

**Hitachi Communications
Mobile Comm
Taqua
Calix
Triune Systems
InnerWireless/Black Box
Suntronic**

**AT&T
Blue Cross & Blue Shield
Fujitsu Network Communications
Samsung Mobile
Lennox International
Texas Instruments (RFAB)**

**Mavenir Systems
ZTE
Vox Technologies
Go Industries
Genpact
SSG, Ltd.**

**Cisco Systems
United Healthcare
Fossil Inc.
Rockwell Collins
MetroPCS/T-Mobile
Digital Realty**

2013 Highlights – Retention

EDGE (Economic Development, Growth & Expansion) Retention visits



Benning Power

Fox Micro

InterLegis

IQor

GXA Network Access

Black Box

Optex Systems

Impiger Mobile

Dongah Elecomm

Metaswitch

Delta GreenTech

Mavenir

One Ring Networks

HR Smart

KBM Group

50+ EDGE visitations in 2013

Rebranding of B&I Awards to promote Richardson EDGE brand

2013 Highlights – Retention and Entrepreneurship

Richardson Economic Gardening Network



“2nd Stage Entrepreneurial Companies” comprise about 11.6% of all US establishments but create 33% of all new jobs – Lowe Foundation research for 1995-2012

2nd Stage Entrepreneurial Companies have 10 to 100 employees and \$1 million to \$50 million in revenues

REDP pilot program involves Richardson 2nd Stage companies Convey Computer, Polytronix, Entouch Controls, Triune Systems and InnerWireless

2013 Highlights Entrepreneurship

REDP Entrepreneurship Advisory Committee
Developing Richardson's 2.0 Entrepreneurship Strategy
Co-Chairs: Bill Sproull, Dan Johnson
Consultant: Larry Calton, Churchill-Terry (former NTEC)

Jim von Ehr – Zyvex

Bruce Gnade – UTD

Jackie Kimzey – UTD

Mark Denissen – TI

Chuck Abraham – OraMetrix

George Brody – GlobeRanger

Greg Fasullo – Entouch Controls

Paul Peck – Weathermatic

Paul Nichols – Cirasys Inc.

Mike Moses – SSG, Ltd.

2013 Marketing & Positioning

- ***Dallas Business Journal* Deal of the Year: State Farm**
 - Best Land Deal: KDC/State Farm
 - Suburban Office Deal: State Farm
 - Rehab/Reuse: Digital Dallas
- **Telecom Corridor® designated an “Area of Innovation” by International Association of Science Parks (IASP)**
- **Received IEDC Silver Award for Responding to Globalization**
- **Ranked a Top 10 Microcity by *fDi Magazine***
- **“Telecom Corridor” most searched term on website; 157 known Google searches in 2013**

2013 Headlines

DBJ Winner, Rehab/Reuse Deal: Digital Realty

**DBJ Best Real Estate Deal Awards
"Winner, Deal of the Year: State Farm"**

**Richardson's Telecom
Corridor receives global honor**

fDi Magazine: Richardson ranks No. 3 for foreign direct investment

"Richardson Named City of the Future"

**Texas Capital Bank rapidly expanding
in Richardson**

DMN "Boomtown Richardson"

**Healthcare services firm
hiring 1,600 workers for
new Richardson operation**

"3 Reasons Richardson is HOT"

ACIG moving offices from North Dallas to Richardson

**KDC starts construction for
AdvoCare office/WH**

**State Farm Takes Another 311,000 SF
in former Nortel campus**

**Telecom Corridor in Richardson
recognized as 'Area of Innovation'**

2013 Business Survey

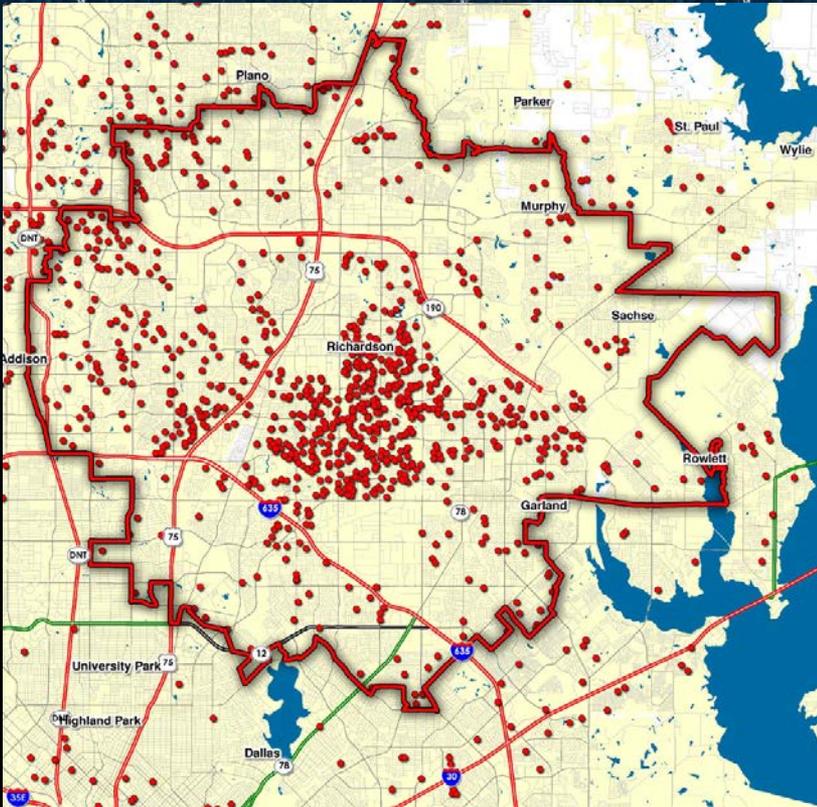
- 56 responses from 23 different industries
- 67.9% of respondents been in Richardson over 10 years
- 3.7 out of 5 pro-business rating
- Best thing about doing business in Richardson: **location within Metroplex**, access to **airport**, **workforce**, diversity, Richardson Chamber of Commerce, community
- Challenges: signage, older infrastructure, utilities costs
- 28.6% respondents planning to add headcount in next year

2013 Highlights – City Retail Study & Marketing Strategy

Catalyst Commercial completes Retail Study/Marketing Strategy

Trade Area Analysis for 3 key corridors:

- Coit Road Corridor
- Belt Line/Plano Road Area
- Main St/South Central Expressway Corridor



2013 Highlights

Alamo Drafthouse Cinema Opens!

BEFORE



AFTER



2013 Highlights New Restaurants

Selected New Restaurants opened in 2013

**Haystack
Burgers &
Barley**



Kampong



Apollonia's Italian Kitchen



Pho Crimson



Shady's



2013 Highlights International

- **Conducted economic development trips**
 - Mobile World Congress (Barcelona, Spain) - Provence & Cote D'Azur France
 - IASP Conference (Recife, Brazil) - Rio de Janeiro, Brazil
 - SelectUSA Investment Conference (Washington DC)
- **Hosted 34 international delegations from 30 different countries**
- **Hosted 2 foreign Ambassadors to the U.S. (Tanzania, Rwanda)**
- **Hosted reception for France delegation at Eisemann CTR**
- **Signed MOU with Provence Promotion for FDI cooperation**
- **Conducted 2 events at UT Dallas for international students**
- **Recruited 3 companies via Concierge Program members**
 - iTraff (Polish startup software company)
 - JDM Source (Canadian auto parts company)
 - Lintec (Japanese nanotechnology company)

2013 Highlights International

Joined International Association of Science Parks and Areas of Innovation (IASP)



Received Silver Award of Excellence by IEDC for Globalization Preparedness



Ranked 3rd by fDi Magazine - Micro City of the Future in Americas – FDI attractiveness 2013-2014



2013 Highlights International

Richardson **International** Business Center
Leased 36,300 SF at a newly remodeled 1100 W. Executive Drive
Incubator for International Companies



2013 Highlights

RCC Programs Linked to REDP Goals

- **EDGE Awards Luncheon**
- **Broker & Developer Luncheon series**
- **Growth & Mobility Luncheon series**
- **Human Resource Committee**
- **Technology Advisory Group (REDTAB)**
- **Real Estate Advisory Group (REAL)**
- **Retail Consulting Group (RECON)**
- **Mayor's Office of international Business Advisory**
- **Richardson Young Professionals**
- **Legislative Agenda – Cotton Belt**

2013 Highlights

MTBC Programs Linked to REDP Goals

- **Tech Titans (networking/prestige for many Richardson companies/leaders)**
- **Technology Luncheon series (Richardson venues)**
- **TechQuest Program**
(Ericsson, Raytheon, Alcatel-Lucent, Tektronix, Texas Instruments)
- **Innovation Team activities (VCs, entrepreneurs)**
- **Cloud Computing Special Interest Group**
- **Talent Team (STEM in RISD)**
- **Advocacy Team (enhancing UTD drive to Tier I)**

2013 Highlights

REDP Support for City Projects

- **Supported E Arapaho/Collins Flex Study**
- **Supported Main Street/75 Corridor Study**
- **Promoted W. Spring Valley development options**
- **Promoted Cotton Belt via Growth & Mobility Comm.**
- **Supported City's Retail Committee**
- **Added Richardson vendors for City's Procurement**
- **Provided key data for City's Bond Rating Book**
- **Promoted Dine Smart Dine Local**
- **Provided international liaison services**

2014 REDP Strategic Plan

“Attract & Retain Targeted Companies”

- **Recruitment**
- **Retention**
- **Entrepreneurship**
- **Technology Branding**
- **International**
- **Redevelopment**
- **Retail**
- **Workforce Development**
- **Recognition/Awards**

**Richardson Economic
Development Partnership**
972.792.2800
www.telecomcorridor.com

City of Richardson

**First Quarter Report
February 24, 2014**



Overview

- **Fund by Fund Review of the first quarter of Fiscal Year 2013-2014**
 - **General Fund**
 - **Water and Sewer Fund**
 - **Solid Waste Services Fund**
 - **Golf Fund**
 - **Hotel/Motel Tax Fund**

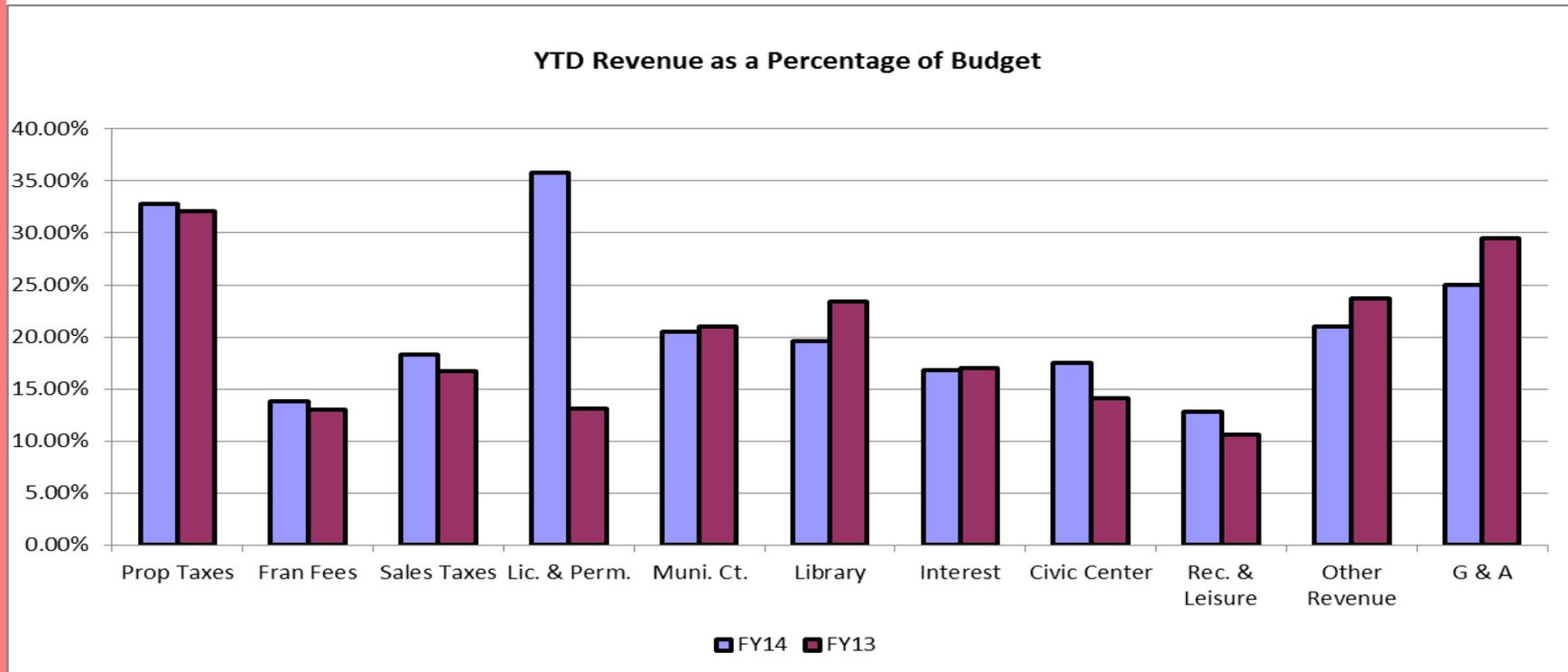


General Fund

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$104.4 M	\$25.0 M	24.0%	\$103.4 M	\$23.6M	22.8%

Revenues

- Total revenues of \$25.0M are \$1.4M, or 6.0% above Fiscal Year 2012-2013 YTD actual collections.



Property Tax

- **Property Tax collections of \$12.8M are \$1.0M over last year's actual collections, with 32.8% collected this year compared to 32.0% last year.**
- **Property Taxes are not delinquent until February 1.**

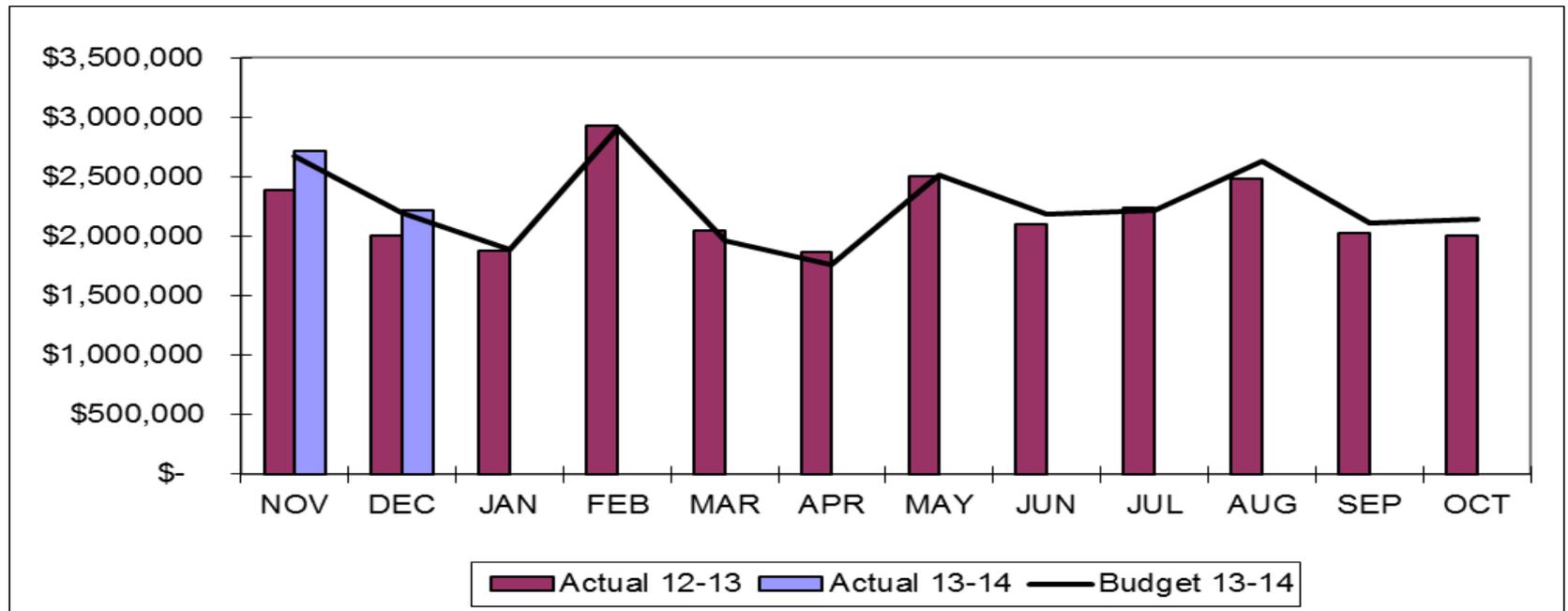
Property Tax

- **Future Outlook**

- **Values for FY 2014-2015 are set in January 2014 and reported to the City in the Summer of 2014. We expect minimal increases as the region continues it's economic recovery.**

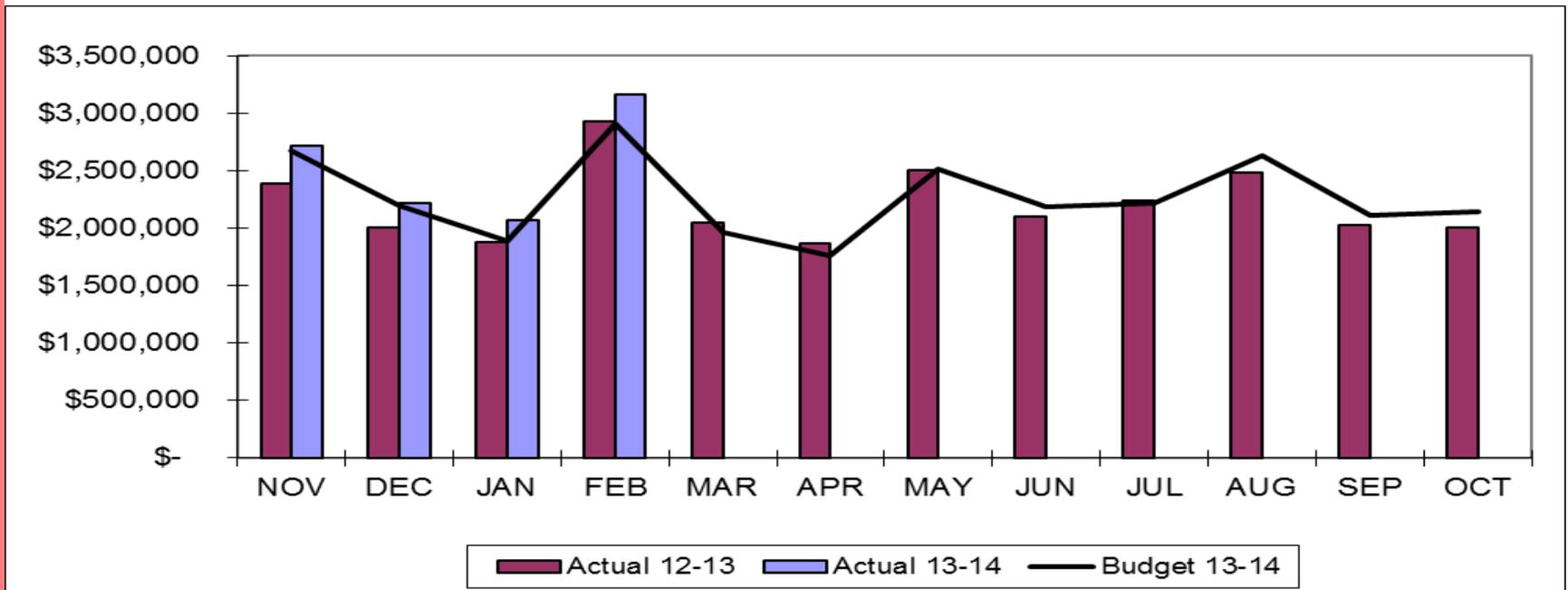
Sales Tax

- Sales and Other Business Tax collections of \$5.0M represent 18.3% of the budget, or \$557K over last year.
- The First Quarter ends with Sales Tax \$545K over last years actual, \$59K over budget, and \$711K over last years “base-to-base” collections.



Sales Tax

- Not part of this report, both the January and February 2014 remittance have been received.
- After 4 months of collection, Fiscal Year 2013-2014 is \$978K over last years actual, \$502K above the original budget, and \$1.3M above “base-to-base”.



Sales Tax

	FY 2012-2013			FY 2013-2014									
	Base Actual	Significant State Audit Adjustments	Actual	Budget	Base Actual	Significant State Audit Adjustments	Actual	Actual to Actual \$	Actual to Actual %	Actual to Budget \$	Actual to Budget %	Base Actual to Base Actual \$	Base Actual to Base Actual %
NOV	\$ 2,376,078	\$ -	\$ 2,376,078	\$ 2,676,500	\$ 2,712,987	\$ -	\$ 2,712,987	\$ 336,909	14.18%	\$ 36,487	1.36%	\$ 336,909	14.18%
DEC	1,844,170	165,117	2,009,287	2,195,659	2,217,808	-	2,217,808	208,521	10.38%	22,149	1.01%	373,638	20.26%
JAN	1,880,515	-	1,880,515	1,890,360	2,073,396	-	2,073,396	192,881	10.26%	183,036	9.68%	192,881	10.26%
FEB	2,791,505	134,942	2,926,447	2,905,915	3,166,160	-	3,166,160	239,713	8.19%	260,245	8.96%	374,655	13.42%
Cumulative	8,892,268	300,059	9,192,327	9,668,435	10,170,351	-	10,170,351	978,024	10.64%	501,916	5.19%	1,278,083	14.37%
MAR	1,922,829	126,881	2,049,710	1,965,392	-	-	-	-	0.00%	-	0.00%	-	0.00%
APR	1,871,244	-	1,871,244	1,761,173	-	-	-	-	0.00%	-	0.00%	-	0.00%
MAY	2,500,427	-	2,500,427	2,520,721	-	-	-	-	0.00%	-	0.00%	-	0.00%
JUN	2,106,449	-	2,106,449	2,189,633	-	-	-	-	0.00%	-	0.00%	-	0.00%
JUL	2,241,248	-	2,241,248	2,216,038	-	-	-	-	0.00%	-	0.00%	-	0.00%
AUG	2,485,086	-	2,485,086	2,636,477	-	-	-	-	0.00%	-	0.00%	-	0.00%
SEP	2,032,325	-	2,032,325	2,115,800	-	-	-	-	0.00%	-	0.00%	-	0.00%
OCT	2,007,911	-	2,007,911	2,143,192	-	-	-	-	0.00%	-	0.00%	-	0.00%
TOTAL	\$ 26,059,787	\$ 426,940	\$ 26,486,727	\$ 27,216,860									

•To reach a “Base to Base” sales tax receipts comparison, significant audit adjustments are removed. “Base” sales tax receipts through February 2014 are 14.4% above “Base” sales tax receipts for November – February of last year.

•Original FY 2013-14 Budget projected a 3.5% increase from year-end “base” estimate.

Franchise Fees

- **YTD Franchise Fees of \$2.0M represent 13.8%, just slightly ahead of the \$1.8M or 13.0% last year.**
- **Telecommunications, Natural Gas and the Water and Sewer franchise are running slightly ahead of last year.**
- **Cable Television and Solid Waste are running about even with last year.**
- **The 1st quarter payment of the Electric Franchise Fee is not due for receipt until mid-February.**

License & Permits

- **License and Permits of \$772K represent 35.8% of the budgeted \$2.2M compared to the \$526K or 13.1% of last years actual of \$4.0M.**
 - **This includes a \$200K permit for the Greenvue Apartment development.**

Fines & Forfeits

- Municipal Court revenue of \$895K is down (\$25K) from the \$919K at the same time last year.

	2013-2014 Actual	2012-2013 Actual	Variance	% Change
Tickets	9,886	11,130	(1,244)	(11.2%)

Revenues

- **The remaining revenue sources are on track with first quarter budget targets.**

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$104.3 M	\$25.5 M	24.4%	\$102.7 M	\$24.9 M	24.2%

Expenditures

- **YTD Expenditures for Fiscal Year 2013-2014 of \$25.5M represent 24.4% of the budgeted expenditures, equal with the pace of expenditures last year.**
- **For the First Quarter, all categories are within expected spending parameters for the year.**

General Fund



Water and Sewer Fund

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$56.8 M	\$13.3 M	23.4%	\$54.3 M	\$13.8 M	25.4%

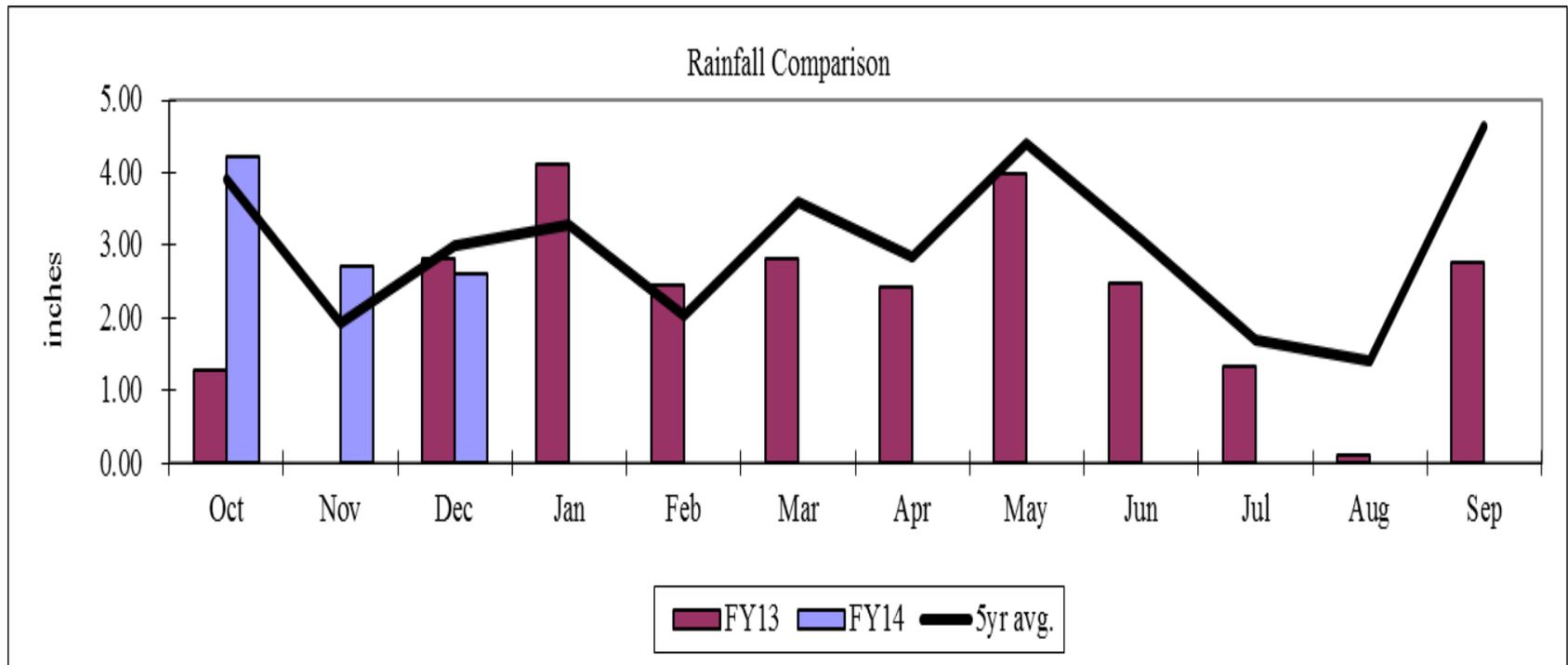
Revenues

- **Revenues for the Water and Sewer Fund are 23.4% or \$13.3M of the budget compared to 25.4% or \$13.8M last year.**
- **Water Sales of \$7.9M represent 22.4% of the budget compared to \$8.7M or 23.9% last year.**
- **Sewer Sales of \$5.1M represent 26.5% of the budget compared to \$4.9M or 23.9% last year.**

Water and Sewer Fund

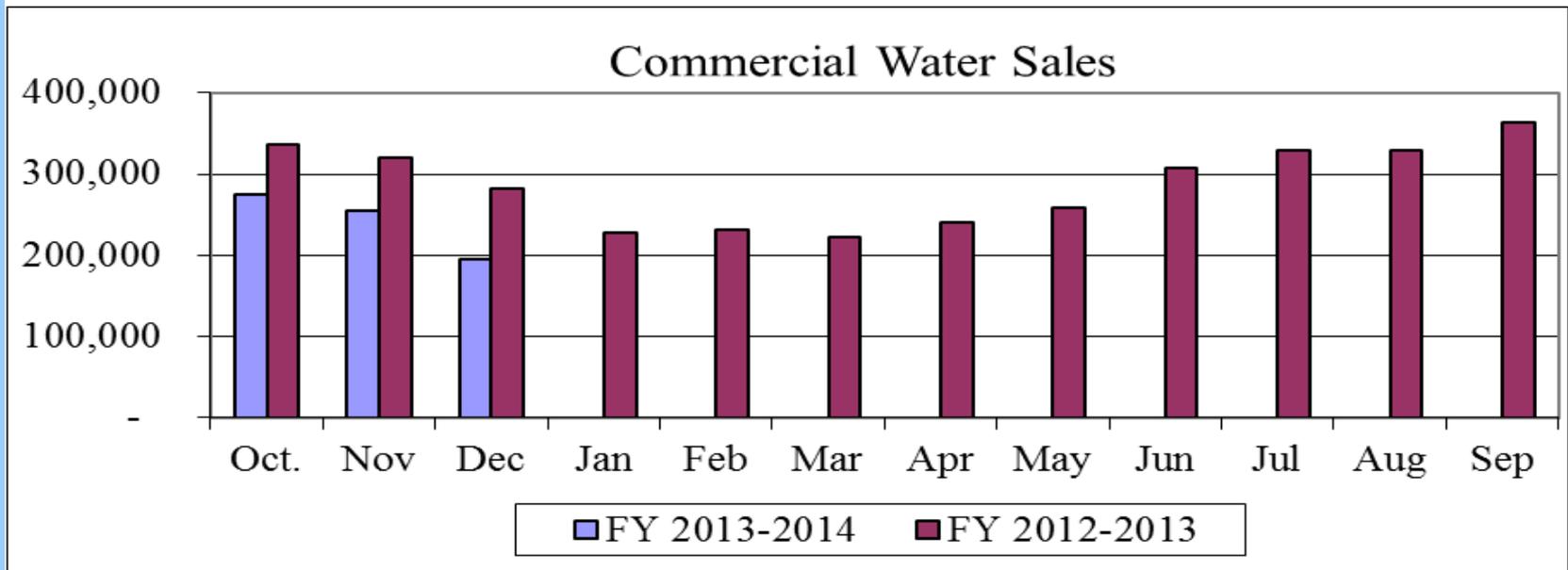
Water and Sewer Sales

- The following graph compares rainfall YTD of 9.5” compared to last years 4.1” and the 5-year average 9.0”.



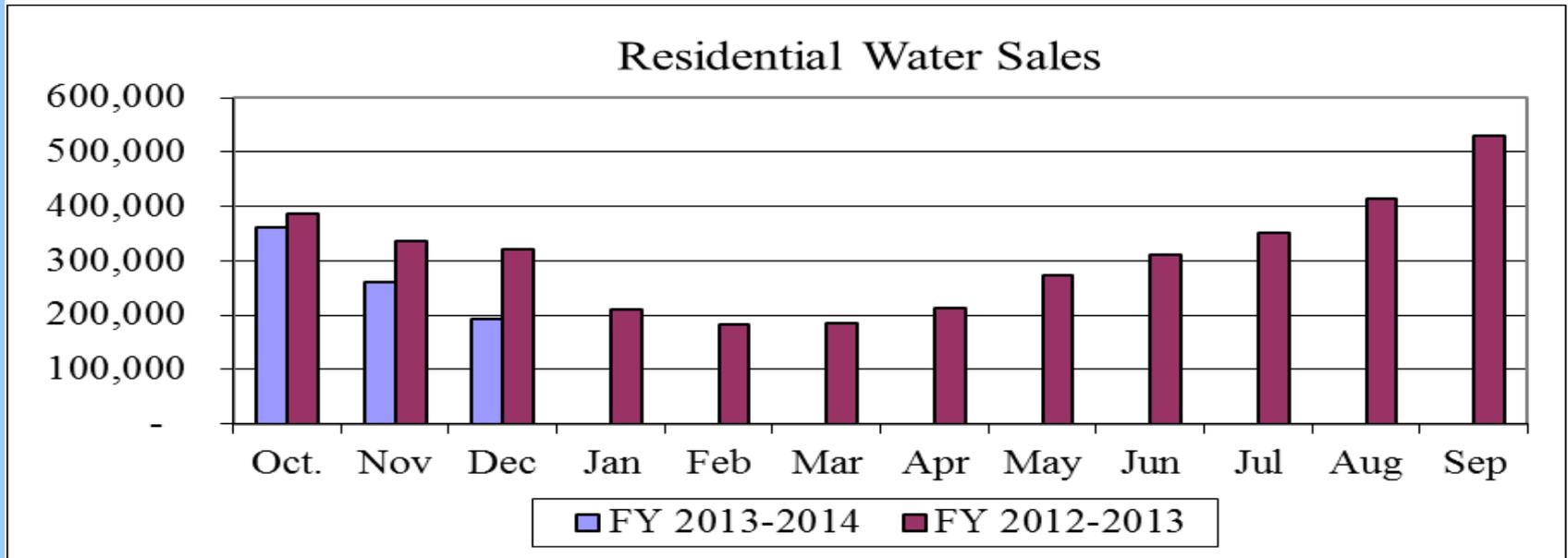
Water Sales

- The following table compares commercial usage, in 1,000 gallon increments, by month for both this year and last.



Water Sales

- The following table compares residential usage, in 1,000 gallon increments, by month for both this year and last.



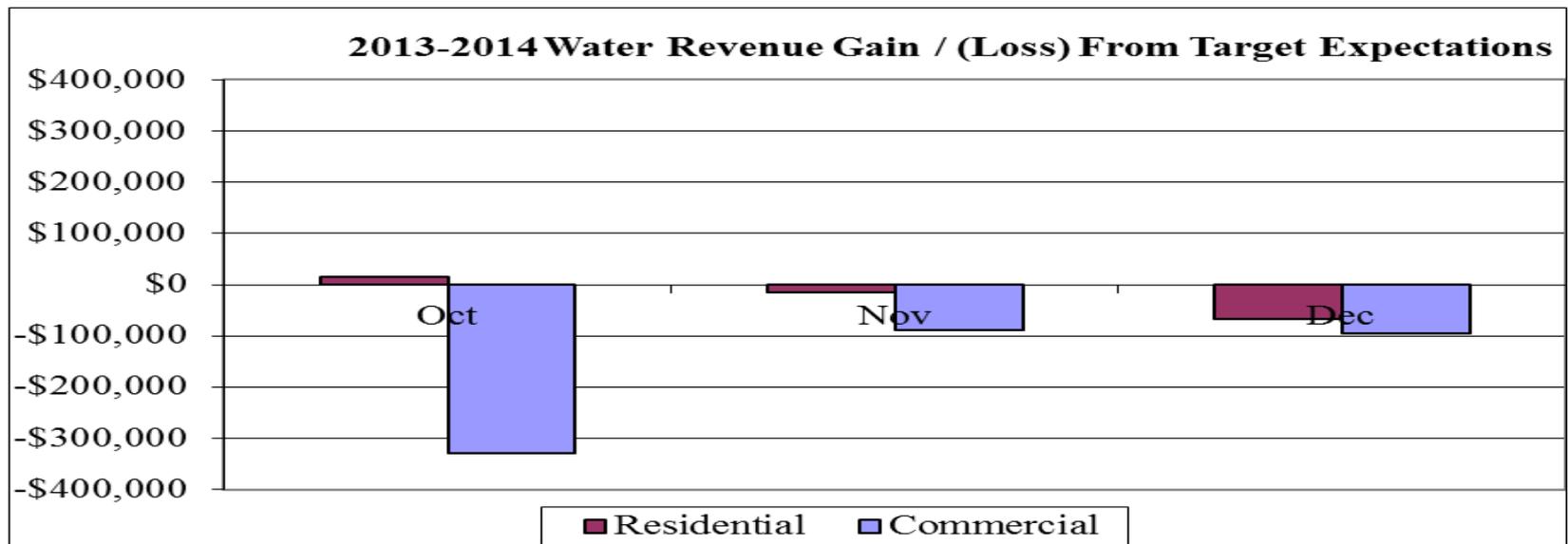
Water Sales

WATER SALES BY TIER ('000 Gallons)				
Tier	FY 13	FY 14	Variance	
1-11	759,408	683,643	(75,765)	-10.0%
12-20	276,955	190,573	(86,382)	-31.2%
21-40	223,436	153,555	(69,881)	-31.3%
41-60	93,534	75,183	(18,351)	-19.6%
60+	627,053	550,257	(76,796)	-12.2%
Total	1,980,386	1,653,211	(327,175)	-16.5%

Water and Sewer Fund

Water and Sewer Sales

- When measured against expected revenue targets water sales are (\$579K) below budget.



Water and Sewer Fund

Revenues

- **Water and sewer rate reviews are a yearly process in the Budget Office. We continually monitor consumption, weather, revenue patterns and any planned changes to our wholesale rates by our service providers to proactively protect the financial stability of the fund through cost containment and/or retail rate increases when necessary.**

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$56.3 M	\$14.2 M	25.2%	\$51.5M	\$13.1 M	25.5%

Expenditures

- **Total Expenditures and Transfers for the Water and Sewer Fund of \$14.2M represent 25.2% of the budgeted \$56.3M compared to last years 25.5%.**
- **YTD Maintenance expenditures are \$1.0 M over last year and represent the increased costs from our service providers. This increase was planned and budgeted for.**
- **All other expenditure categories are within established parameters for their category and account for a \$64K increase from last year.**

Water and Sewer Fund



Solid Waste Services Fund

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$12.7 M	\$3.2 M	25.5%	\$12.4 M	\$3.0 M	24.6%

Revenues

- To date, total revenues of \$3.2M represent 25.5% of the \$12.7M budgeted.
- Both Residential and Commercial collection fees are even with last year with a collection rate of approximately 25.0%.
- The Other Revenue category increases \$160K this year due to auction revenue received in December.
- Our yearly rate analysis is underway to insure the long term fiscal stability of the fund. Staff will review the findings with Council during the summer budget work season.

Solid Waste Services Fund

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$13.2 M	\$3.6 M	27.0%	\$12.6 M	\$3.7 M	29.0%

Expenditures

- YTD expenditures are 27.0% or \$3.6M of the budget compared with 29.0% or \$3.7M for last year.
- All expenditure categories are performing within established parameters with a combined decrease of (\$90K).

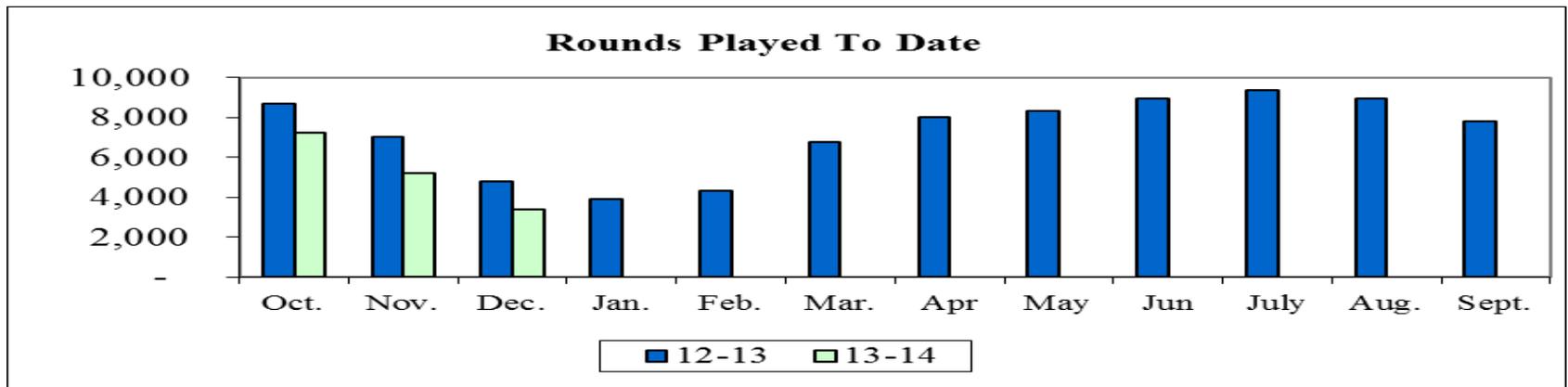


Golf Fund

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$2.3 M	\$425 K	18.5%	\$2.3 M	\$469 K	20.1%

Revenues

- Total Revenues of \$425K represent 18.5% of the budgeted \$2.3M.
- Weather related losses are evidenced by the number of players on the course this Winter. Total rounds played of 15,847 are 4,714 below last years 20,561.
- Green Fees of \$304K are (\$125K), or -29.1% below budget targets for the year while Cart Fees are \$12K, or 14.6% over target.



Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$2.2 M	\$488 K	21.8%	\$2.3 M	\$620 K	26.6%

Expenditures

- **Total Expenditures and Transfers of \$488K represent 21.8% of the budgeted \$2.2M, slightly below the budget target of 25.3%.**
- **All expenditure categories are within established first quarter parameters.**

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Hotel/Motel Tax Fund

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$ 5.5 M	\$1.6 M	29.7%	\$5.4 M	\$1.4 M	25.4%

Revenues

- **Total revenues of \$1.6M represent 29.7% of expected revenues, an increase of \$288K from last year.**
- **Tax Revenues of \$630K are \$100K over last year's YTD actual collection.**
- **Eisemann Center Revenues of \$300K are even with last year.**

Revenues

- **Eisemann Center Presents revenue of \$630K represents 65.0% of total budgeted revenues for FY14 and an increase of \$176K over last year.**
 - **Completed 11 of the 23 budgeted shows for FY14.**
 - **Revenues include sold-out show for Willie and the Wheel, but most expenses for this show have not yet been paid**
 - **Theatre Comedy Series shows both finished with revenues exceeding expenses. The next show in this series (Church Basement Ladies) has already surpassed revenue projections and will finish in the black as well.**
 - **MainStage shows finished with revenues exceeding expenses**
 - **Advance ticket sales for Celtic Nights, Colin Mochrie/Brad Sherwood, and Debby Boone/Glenn Miller Orchestra are strong. Expenses for these shows, other than deposits, have yet to occur.**
- **Remaining revenues are performing as expected**

Budget 13-14	YTD 13-14	% of Budget	Actual 12-13	YTD 12-13	% of Actual
\$5.5 M	\$1.6 M	27.7%	\$5.2 M	\$1.6 M	31.1%

Expenditures

- **Total Expenditures and Transfers for the Hotel/Motel Tax Fund of \$1.6 M represent 27.7% of the budget. This is a decrease of (\$54K) from last year.**
- **Eisemann Center operations expenditures are (\$26K) below last year.**
- **The Eisemann Center Presents expenditures of \$357K are down (\$29K) from last.**
- **The Parking Garage expenses of \$65K are below last year due to the timing of payment for electricity this year.**
- **Remaining expenditures are performing as expected.**