



HORIZON CITY

Incorporated 1988

**AGENDA
PUBLIC MEETING
ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING
THE TOWN OF HORIZON CITY, TEXAS
Tuesday, March 30, 2021, 6:30 PM**

Notice is hereby given that a ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING of the Town of Horizon City, Texas will be held on **Tuesday, March 30, 2021 at 6:30 PM** at Virtual Meeting, 15001 Darrington Road, Horizon City, TX 79928, at which time the following will be discussed and considered:

To watch by video conference:

Veronica Rojas is inviting you to a scheduled Zoom meeting.

Topic: EDC Special Board Meeting
Time: Mar 30, 2021 06:30 PM Mountain Time (US and Canada)

Join Zoom Meeting:
<https://us02web.zoom.us/j/82384711177?pwd=MXRSL2ZLNURKWGp6YzZQVGw2U05ldz09>

Meeting ID: 823 8471 1177
Passcode: 625717

One tap mobile
+13462487799,,82384711177#,,,,*625717# US (Houston)
+16699006833,,82384711177#,,,,*625717# US (San Jose)

Dial by your location
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)

Meeting ID: 823 8471 1177
Passcode: 625717
Find your local number: <https://us02web.zoom.us/j/82384711177>

1. **Call to order; Establishment of Quorum**
2. **Approval of Minutes from:** March 1, 2021 Regular Board Meeting.
3. **Discussion:**

Presenter: Pegasus Consultant
On a Presentation by Pegasus Planning and Development regarding recreational developments and impact on abutting properties.

4. Discussion:

Presenter: EDC Board President

On an update and monthly report of activities by the Horizon EDC and its Horizon Tech Accelerator Program.

5. Discussion:

Presenter: EDC Board President

On an update on EDC Director recruitment.

6. Discussion:

Presenter: CIP Manager

On an update on the Horizon City Tax Increment Reinvestment Zone.

7. Executive Session

The Economic Development Corporation Board of Directors of the Town of Horizon City may recess into EXECUTIVE SESSION pursuant to the Texas Government Code, Chapter 551, Subchapter D, under Article 551.071 - Consultation with Attorney; 551.072 - Deliberation Regarding Real Property; 551.073 - Deliberation Regarding Gifts and Donations; 551.074 - Personnel Matters; 551.076 - Deliberation Regarding Security Devices and 551.087 - Deliberation Regarding Economic Development Negotiations.

8. Adjournment:

Adjournment:

Motion to Adjournment: _____ 2nd _____

Dated this Friday, March 26, 2021

By: _____
Elvia Schuller, City Clerk

I, the undersigned authority, hereby certify that the above notice of the ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING of the Town of Horizon City, Texas is a correct copy of this notice, and that I posted this notice at least seventy-two (72) hours preceding the scheduled meeting at the City Hall Bulletin Boards of the Town of Horizon City, Texas on this Friday, March 26, 2021 by 5:00 p.m.

Agenda Removed: _____ Time _____ By _____

In compliance with the Americans with Disabilities Act, the Town of Horizon City will provide for reasonable accommodations for persons attending meetings. Requests for auxiliary aids and services must be made 48 hours prior to this meeting by calling the City Clerk at (915) 852-1046.

HEDC Sports Park Models

Prepared by Pegasus Planning and Development
March 2021

Agenda

- Context and Purpose of this Presentation
- Potential Park Location
- Overview of Sports Park Models
- Images, Site Plans, and Floor Plans
- Additional Considerations
- Next Steps

Context & Objective

- The purpose of this presentation is to review the preliminary findings with the HEDC, demonstrate models for consideration, and discuss next steps.
- In March 2021, Pegasus was hired by the Horizon Economic Development Corporation to assist with moving the conversation forward towards creating a Regional Recreation Center.
- This project was identified in the Horizon City Comprehensive Plan and the HEDC Strategic Priorities and Actions.

Existing Parks Compared to NRPA Benchmarks

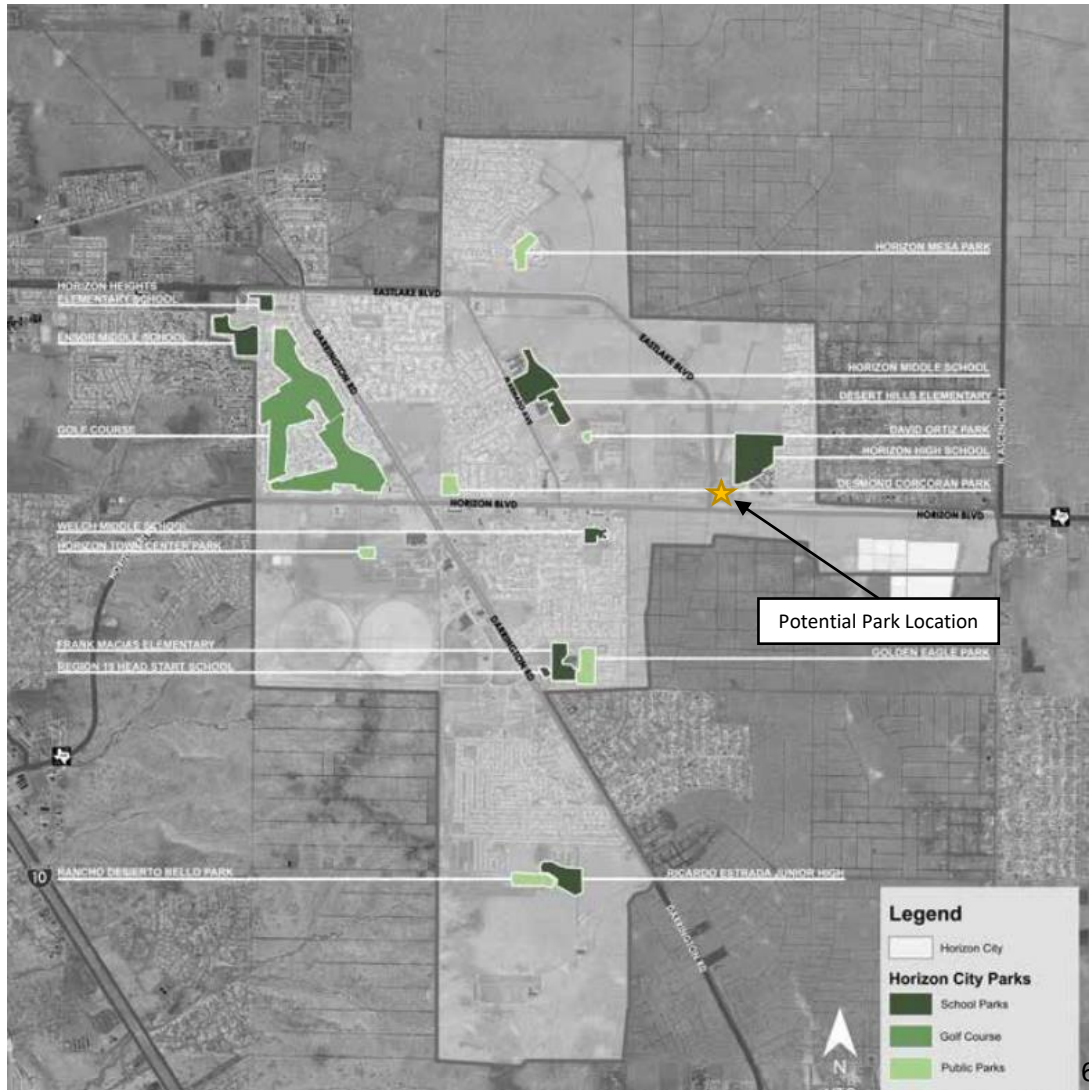


Figure 2

Acres of Park Land per 1,000 Residents
(by Jurisdiction Population)



- NRPA Median Park Land per 1,000 Residents = 9.7 acres (for populations between 20,000 – 49,999).
- Horizon City currently has 6 public parks, totaling approximately 18.85 acres.
- At 20,000 residents, Horizon would need 194 acres of park land to meet median benchmark.



Potential Park
Location:
*Context in
Horizon*

Sports Parks – Comparison and Overview

| Name | Location | Costs/Impacts | Size | Facilities | Additional Notes |
|--------------------------|-----------------|--|---|--|---|
| Round Rock Sports Center | Round Rock, TX | <ul style="list-style-type: none"> • \$14.9 million | <ul style="list-style-type: none"> • 22.5 acres • 82,800 SF (indoors) • 47,775sf “flexible space” | <ul style="list-style-type: none"> • 6 basketball courts • 12 volleyball courts • 47,775 open space • 3 multi-purpose rooms • Playground • Outdoor pavilion and plaza • 1,300 seats for spectators • 502 parking spots | <ul style="list-style-type: none"> • Annual visitors - 70,000 players and 120,000 spectators |
| Eastside Regional Park | El Paso, TX | <ul style="list-style-type: none"> • \$48 million (Phase I) | <ul style="list-style-type: none"> • 92 acres total • 20 acres completed in phase I | Phase I: <ul style="list-style-type: none"> • Competition indoor 50-meter pool • Another recreational pool, splash pad, and lazy river • Rock climbing wall • Recreational center • Parking lot | <ul style="list-style-type: none"> • Funded by the 2012 Quality of Life Bonds • Phase II not funded yet |
| Rocky Mount Event Center | Rocky Mount, NC | <ul style="list-style-type: none"> • \$48 million • 185 jobs created • \$7.1 million in visitor spending in the 1st year • Projected economic impact of \$264 million in first 10 years | <ul style="list-style-type: none"> • 8.24 acres • 165,000 SF (indoors) <p style="text-align: center;">8</p> | <ul style="list-style-type: none"> • 8 basketball courts or 17 volleyball courts • Many other multipurpose event/show spaces • 4,200 seats for spectators | <ul style="list-style-type: none"> • Annual visitors - 70,000 • Operating cost - \$2.2 million/year • Hosted 273 group, social, non-profit, and corporate events in 1st year • 23 sports travel events during the 1st year, 39 events in 2020 • 102 banquet events |



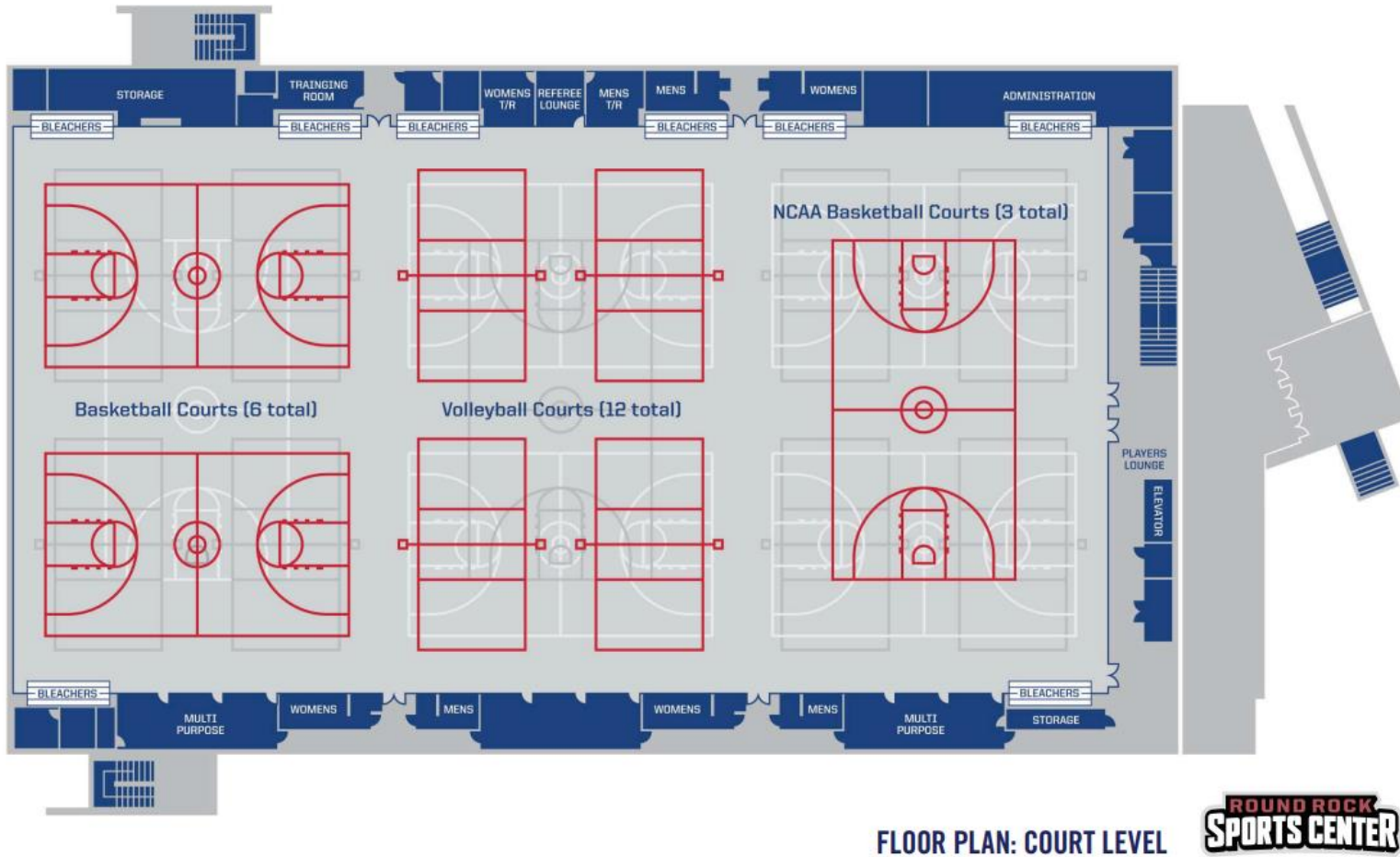
Round Rock Sports Center



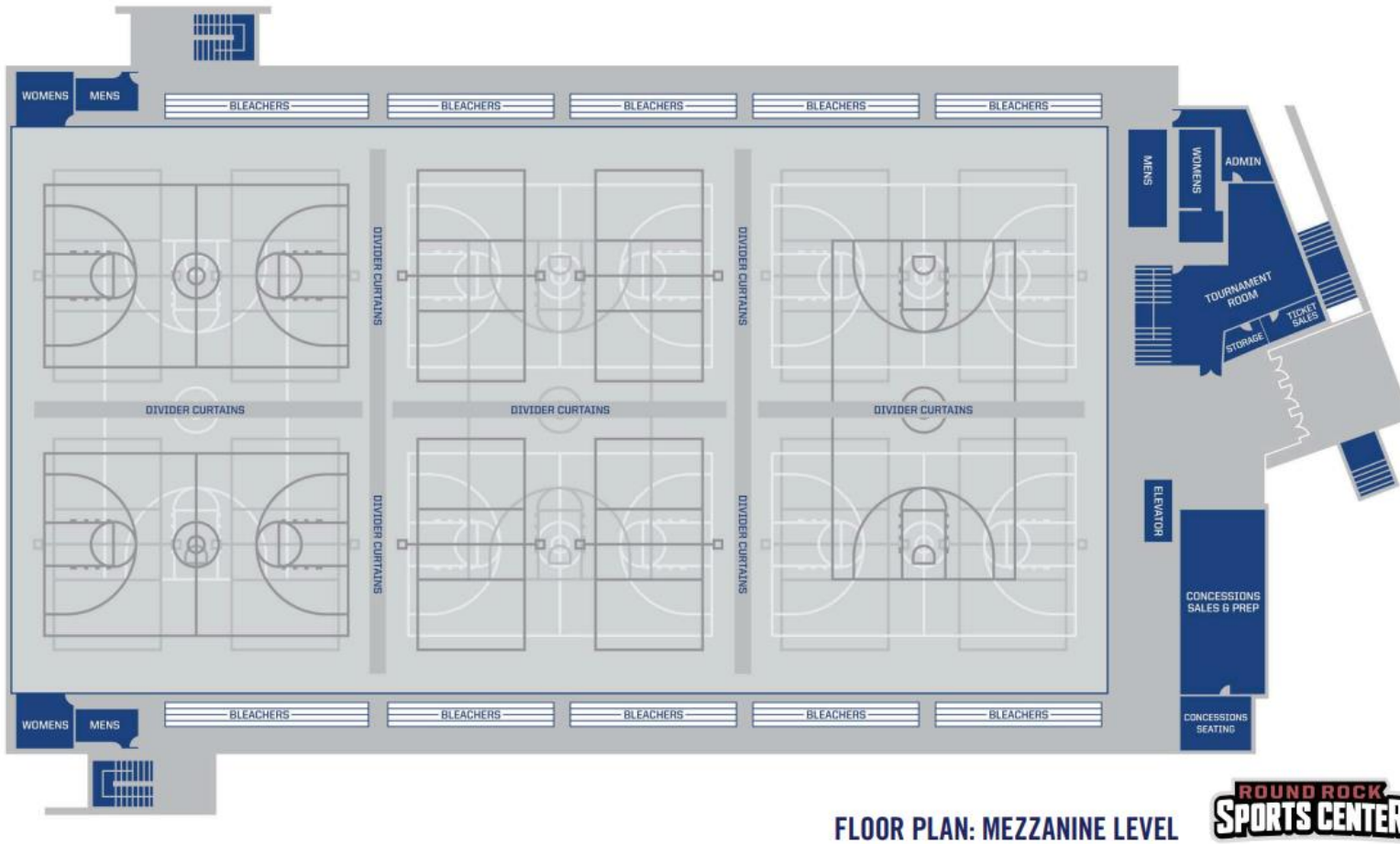
Round Rock Sports Center



Round Rock Sports Center



Round Rock Sports Center



Round Rock Sports Center



Eastside Regional Park



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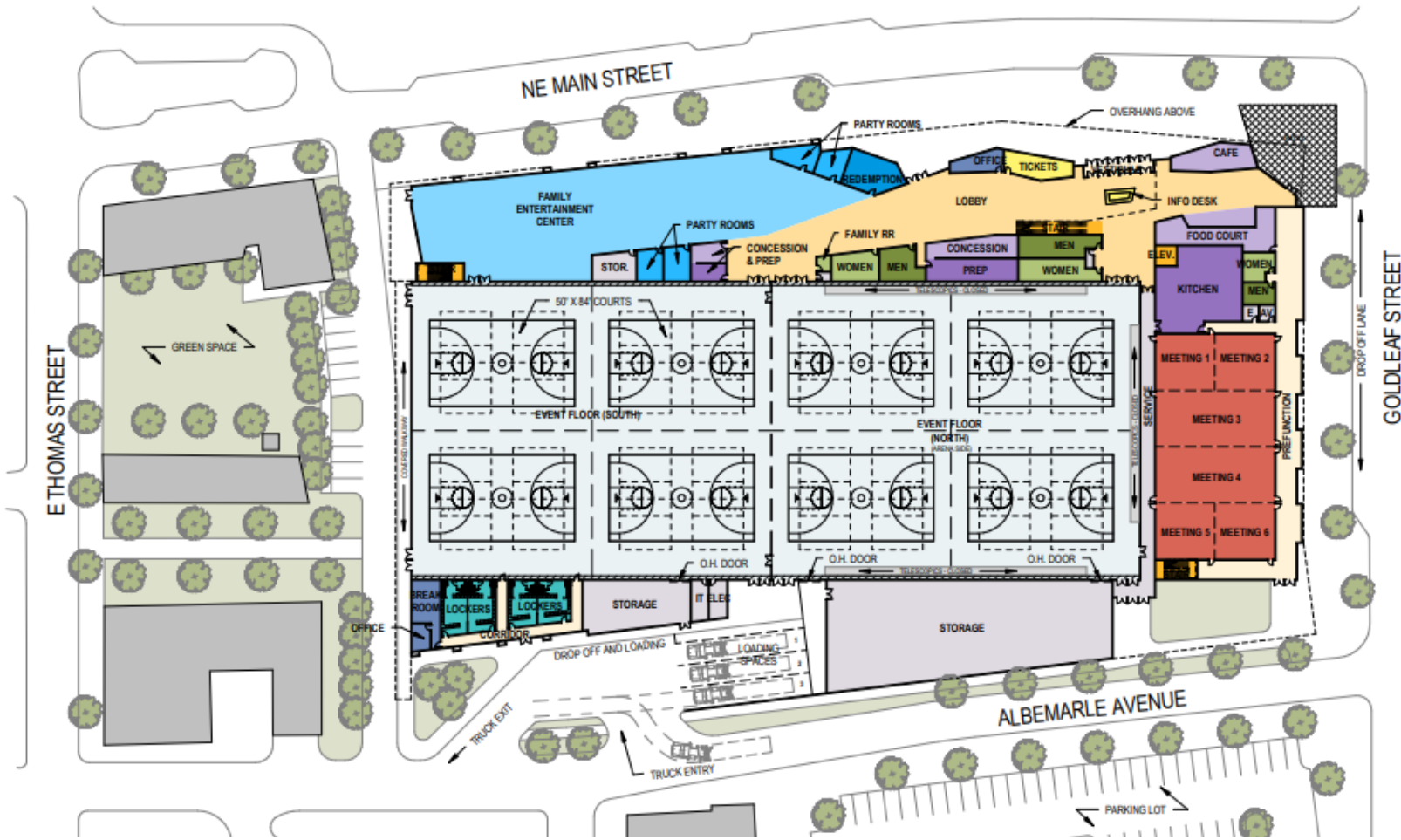
Eastside Regional Park



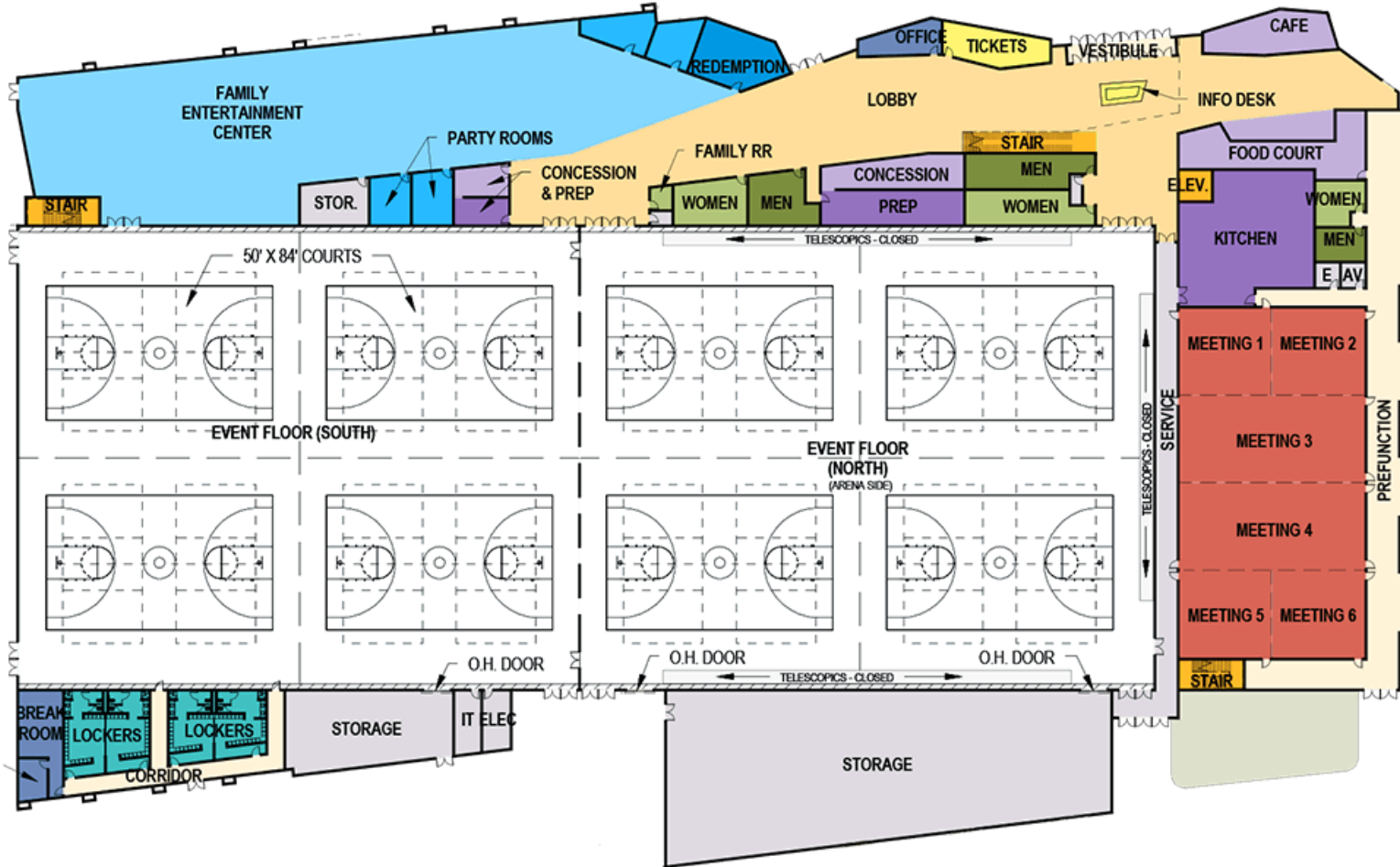
Eastside Regional Park



Rocky Mount Event Center



Rocky Mount Event Center



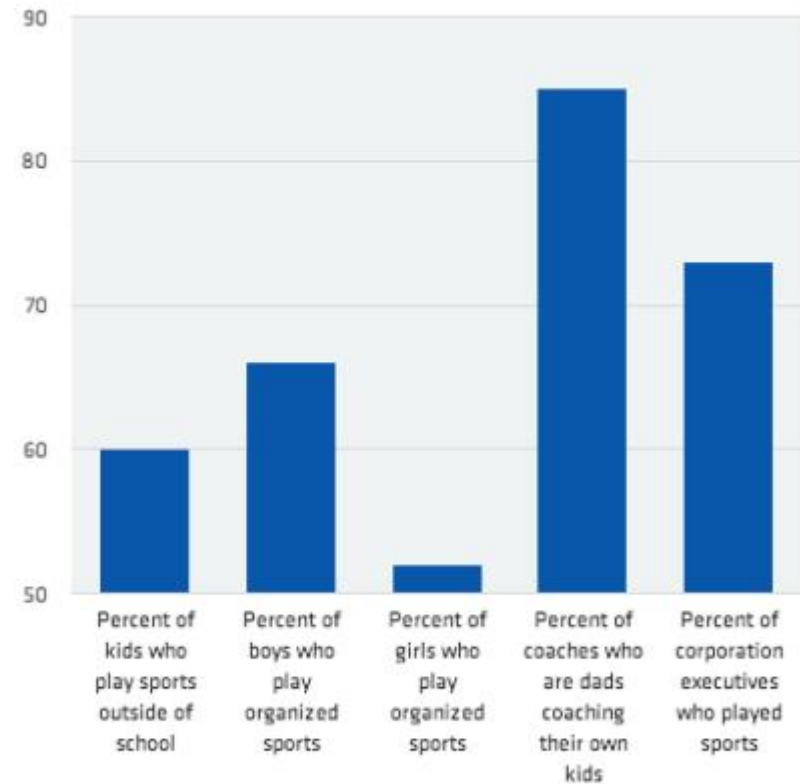
Rocky Mount Event Center

Additional Considerations

Explosive Youth Sports Tourism Movement

- **\$ 15.3 billion** industry in 2017 on sports tourism (55% growth since 2010)*
- Youth sports tourism is the fastest growing segment in travel – **45 + million**
- Communities are supporting sport health and wellness
- Visitors spend **\$ 250** a day (EA/average)
- **70 percent** of children (6-17) are playing team sports**

* source WinterGreen Research ** source National Association of Sports Commissions (NASC)



Percentage of Youth Participates

*** source Michigan State University

Key items when planning for Sports Venues

- Excellent facilities
 - Fields that are in good to great condition / ample parking
- Evaluate tourist infrastructure
 - Existing quality hotels
 - Restaurants (choices / alternatives)
 - Attractions nearby
- Participants must have a positive experience – *“the Disney effect”*



Smith River Sports Complex, Martinsville, VA

Most notable increase in sports participation* :

Most notable increase in sports participation include:

- Squash (65.9%)
- Boxing (58.5%)
- Lacrosse (47.2%)
- Rugby (43.5%)
- Roller hockey (38.4%)
- Field hockey (32.4%)

Following directly behind these sports are:

- Ice hockey (19%)
- Cheerleading (15.1%)
- Gymnastics (5.9%)
- Beach volleyball (0.7%)

* source 2017 NCRPA Trends Presentation by Pros Consulting

| National Participatory Trends - General Sports | | | | | |
|--|----------------------|--------|--------|----------|-------|
| Activity | Participation Levels | | | % Change | |
| | 2010 | 2014 | 2015 | 10-15 | 14-15 |
| Golf | 26,122 | 24,700 | 24,120 | -7.7% | -2.3% |
| Basketball | 25,156 | 23,067 | 23,410 | -6.9% | 1.5% |
| Tennis | 18,719 | 17,904 | 17,963 | -4.0% | 0.3% |
| Baseball | 14,198 | 13,152 | 13,711 | -3.4% | 4.3% |
| Soccer (Outdoor) | 13,883 | 12,592 | 12,646 | -8.9% | 0.4% |
| Badminton | 7,645 | 7,176 | 7,198 | -5.8% | 0.3% |
| Softball (Slow Pitch) | 8,477 | 7,077 | 7,114 | -16.1% | 0.5% |
| Football, Touch | 8,663 | 6,586 | 6,487 | -25.1% | -1.5% |
| Volleyball (Court) | 7,315 | 6,304 | 6,423 | -12.2% | 1.9% |
| Football, Tackle | 6,850 | 5,978 | 6,222 | -9.2% | 4.1% |
| Football, Flag | 6,660 | 5,508 | 5,829 | -12.5% | 5.8% |
| Soccer (Indoor) | 4,920 | 4,530 | 4,813 | -2.2% | 6.2% |
| Volleyball (Sand/Beach) | 4,752 | 4,651 | 4,785 | 0.7% | 2.9% |
| Gymnastics | 4,418 | 4,621 | 4,679 | 5.9% | 1.3% |
| Ultimate Frisbee | 4,571 | 4,530 | 4,409 | -3.5% | -2.7% |
| Track and Field | 4,383 | 4,105 | 4,222 | -3.7% | 2.9% |
| Racquetball | 4,603 | 3,594 | 3,883 | -15.6% | 8.0% |
| Cheerleading | 3,134 | 3,456 | 3,608 | 15.1% | 4.4% |
| Ice Hockey | 2,140 | 2,421 | 2,546 | 19.0% | 5.2% |
| Pickleball | N/A | 2,462 | 2,506 | N/A | 1.8% |
| Softball (Fast Pitch) | 2,513 | 2,424 | 2,460 | -2.1% | 1.5% |
| Lacrosse | 1,423 | 2,011 | 2,094 | 47.2% | 4.1% |
| Wrestling | 2,536 | 1,891 | 1,978 | -22.0% | 4.6% |
| Roller Hockey | 1,374 | 1,736 | 1,907 | 38.8% | 9.9% |
| Squash | 1,031 | 1,596 | 1,710 | 65.9% | 7.1% |
| Field Hockey | 1,187 | 1,557 | 1,565 | 32.4% | 0.5% |
| Boxing for Competition | 855 | 1,278 | 1,355 | 58.5% | 6.0% |
| Rugby | 940 | 1,276 | 1,349 | 43.5% | 5.7% |

NOTE: Participation figures are in 000's for the US population ages 6 and over

| Legend: | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) |
|---------|-----------------------------------|-------------------------------|--------------------------------|---------------------------------|
|---------|-----------------------------------|-------------------------------|--------------------------------|---------------------------------|

Pickleball Trends

- The Sports & Fitness Industry Association's (SFIA) 2019 Pickleball Participant Report reported that pickleball currently has 3.3 million players in the US
- The Average Annual Growth Rate (AAGR) for players from 2015 to 2018 was 9.7%, for a total growth rate of 29.1% over three years

Pickleball: The racquet sport experiencing a pandemic boom

By Jane O'Brien
BBC correspondent, New Hampshire

🕒 15 March



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Next Steps

- Gathering additional input
- Gathering data on operations and maintenance
- Meetings with City Council, Hunt, and HEDC

HEDC Sports Park Models

Prepared by Pegasus Planning and Development
March 2021



BOARD MEETING

March 30, 2021



ACTIVITY UPDATE

- Vacancy on board – City Council scheduled to consider appointment to fill unexpired term at their April 13, 2021 meeting
- Continued support for ARMS group.
- Implemented Social Media - full monthly report scheduled for April 1, 2021
- Identifying real estate consultant to provide Board requested analysis for former FAA building



ACTIVITY UPDATE

- **Social Media Metrics (Estimated after 2 weeks)**
 - 825 views
 - 154 shares
 - 2500 reach
- **Full monthly report will be available after March 31, 2021**
- **Upcoming work**
 - Polar Services video uploaded on social media platforms
 - HTAP participants and UTEP lab video



ACTIVITY UPDATE

Prepared video highlighting Polar Services expansion and the EDC's support of existing Horizon businesses

- Video production scheduled for completion by March 24, 2021
- Video to be uploaded to EDC website
- Video and press release to be disseminated to media



David Martinez, VP Polar Services

http://www.elpasoinc.com/news/local_news/polar-service-center-invests-8-million-opens-in-horizon-city/article_fa7734b8-8e70-11eb-8cc5-13a5c37f7d57.html

EDITOR'S PICK

Polar Service Center invests \$8 million, opens in Horizon City

By Sara Sanchez / El Paso Inc. staff writer

Mar 26, 2021

El Paso Inc., March 26, 2021

Media coverage regarding Polar Service Center

KFOX 14/CBS 4 – Website,
Posted March 29, 2021

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Waiting for cbs4local.com...

NEWS WEATHER CORONAVIRUS COMMUNITY CHIME IN WATCH LIVE

POLAR
SERVICE CENTERS
Trailer Sales - Parts - Service

Polar Service Centers location in Horizon City, Texas on March 29, 2021 (credit: Polar Services Center)

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HORIZON CITY, Texas (KFOX14/CBS4) — Horizon City Economic Development Corporation announced that Polar Service Centers has chosen Horizon City as the location for its new trailer service center, which will create about 36 new jobs within the first two years.

Polar is the nation's largest provider of parts and repair services to trailers

by Erika Esquivel | Monday, March 29th 2021



KFOX 14/CBS 4 – Website, Posted March 29, 2021

by Erika Esquivel | Monday, March 29th 2021



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Polar Service Centers location in Horizon City, Texas on March 29, 2021 (credit: Polar Services Center)

by Erika Esquivel | Monday, March 29th 2021



Polar Service Centers location in Horizon City, Texas on March 29, 2021 (credit: Polar Services Center)



HTAP ACTIVITY UPDATE

Meeting with HTAP participants to:

- Discuss lease agreement extensions
- Discuss appropriateness of space, changing needs, production space
- Identify administrative support participants may need

Plan

- Present lease agreement extensions to EDC Board in next few months
- Coordinate with UTEP to provide business support to HTAP participants



EDC DIRECTOR RECRUITMENT UPDATE

Position advertised in

- Texas Economic Development Council website
- UTEP Careers
- Indeed.com
- Horizon City Website

Position closes on Friday, April 9, 2021



TIRZ UPDATE

Met with County Judge Ricardo Samaniego and County staff on March 2, 2021 to brief on

- **TIRZ** – background and plans for development;
- **Industrial Park** – availability for expansion and economic development; and
- **Toured** – by TIRZ site, Eastlake Extension, Industrial Park