



HORIZON CITY

Incorporated 1988

**AGENDA
PUBLIC MEETING
ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING
THE TOWN OF HORIZON CITY, TEXAS
Tuesday, July 20, 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, July 20, 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:

Topic: EDC Board Meeting
Time: Jul 20, 2021 06:30 PM Mountain Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/87088343901?pwd=TEdTa3hXZ0xXNDd4SkJoMS9HNmZZdz09>

Meeting ID: 870 8834 3901
Passcode: 584087

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Meeting ID: 870 8834 3901
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Find your local number: <https://us02web.zoom.us/j/87088343901>

- 1. Call to order; Establishment of Quorum**
- 2. Approval of Minutes from:** June 15, 2021 Regular Board Meeting. **3**
Presenter: EDC Board President
- 3. Approval of Minutes from:** July 14, 2021 Special Board Meeting. **6**
Presenter: EDC Board President
- 4. Discussion and Action:** **8**
Presenter: EDC Board President

On proposed EDC Budget for FY 2021-2022

5. Discussion:

19

Presenter: EDC Board President

On recent activities by the Horizon City Economic Development Corporation.

6. Discussion:

31

Presenter: EDC Board President/CIP Manager

Update on the Tax Increment Reinvestment Zone to support commercial activity in Horizon City.

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 Posted on Friday, July 16, 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 Posted on Friday, July 16, 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.



**MINUTES
PUBLIC MEETING
ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING
THE TOWN OF HORIZON CITY, TEXAS
Tuesday, June 15, 2021, 6:30 PM**

Notice is hereby given that a ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING of the Town of Horizon City, Texas was held on **Tuesday, June 15, 2021 at 6:30 PM**, via Zoom Virtual Meeting, which time the following was discussed and considered:

To watch by video conference:

Topic: EDC Board Meeting
Time: Jun 15, 2021 06:30 PM Mountain Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/87088343901?pwd=TEdTa3hXZ0xXNDd4SkJoMS9HNmZZdz09>

Meeting ID: 870 8834 3901
Passcode: 584087

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1. Call to order; Establishment of Quorum

Board Members Present: Walter Miller, Jerry Garcia, Justin Chapman, Allie Lozano, Sandra Esqueda.
Absent Board Members: Kevin Richardson and Dean Hulsey. Quorum Established

Staff Members Present: CIP Manager Terry Quezada; Board Secretary Veronica Rojas; Assistant City Attorney Sylvia Firth; Board Treasurer Pat Randleel; Horizon City Planning Director Michelle Padilla

Guests: Terri Reed, Director EPHCC MBDA Business Center; Mary Helen Aldeis, EPHCC WBBC Program Director

2. Approval of Minutes from: April 27, 2021, Regular Board Meeting.

The above-stated minutes were approved on a motion by Board Member Justin Chapman and seconded by Board Member Allie Lozano. Motion Carried Unanimously (5-0)

3. Discussion:

On recent activities by the Horizon City Economic Development Corporation.

Presenter: EDC Board President

CIP Manager, Terry Quezada spoke on this item.

4. Discussion and Action:

On authorizing the Board President to sign a resolution supporting the Town of Horizon City's application to the U.S. Department of Transportation for RAISE Grants for planning and design funds for Horizon City's TOD infrastructure project.

Presenter: EDC Board President

A motion on authorizing the Board President to sign a resolution supporting the Town of Horizon City's application to the U.S. Department of Transportation for RAISE Grants for planning and design funds for Horizon City's TOD infrastructure project was made by Board Member Sandra Esqueda and seconded by Board Member Justin Chapman.

Motion Carried Unanimously (5-0)

5. Discussion and Action:

On resolution authorizing the EDC Board President to sign a letter of support for the El Paso Hispanic Chamber of Commerce grant application to the Small Business Administration for the Women's Business Center Resiliency and Recovery Demonstration Grant.

Presenter: EDC Board President

Mary Helen Aldeis spoke on this item. Ms. Aldeis explained the Women's Business Center is applying for a \$200,000 grant which 14 organizations will be selected.

A motion on a resolution authorizing the EDC Board President to sign a letter of support for the El Paso Hispanic Chamber of Commerce grant application to the Small Business Administration for the Women's Business Center Resiliency and Recovery Demonstration Grant was made by Board Member Jerry Garcia and seconded by Board Member Sandra Esqueda.

Motion Carried Unanimously (5-0)

6. Discussion and Action:

On a Resolution authorizing the use of the Town of Horizon City's procurement policy and procedures, and temporarily increasing the purchasing authority of Horizon City Economic Development Corporation President in an amount not to exceed \$50,000.00 during the period covered by the enacted Town's Emergency Ordinance.

Presenter: EDC Board President

A motion on a Resolution authorizing the use of the Town of Horizon City's procurement policy and procedures, and temporarily increasing the purchasing authority of Horizon City Economic Development Corporation President in an amount not to exceed \$50,000.00 during the period covered by the enacted Town's Emergency Ordinance was made by Board Member Jerry Garcia and seconded by Board Member Allie Lozano.

Motion Carried Unanimously (5-0).

The EDC Board of Directors entered Executive Session at 6:51 PM and reconvened at 7:06 PM.

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.

A. Discussion and Action:

EDC Executive Director Search

Presenter: EDC Board President

8. Adjournment:

ADJOURNMENT

A motion was made by Justin Chapman and seconded by Allie Lozano to adjourn at 7:10 PM.

Approved this ____ day of _____, 20____.

Attest:

Veronica Rojas, Board Secretary

Board President



**MINUTES
PUBLIC MEETING
SPECIAL ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING
THE TOWN OF HORIZON CITY, TEXAS
Wednesday, July 14, 2021, 6:30 PM**

Notice is hereby given that a SPECIAL ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS MEETING of the Town of Horizon City, Texas was held on **Wednesday, July 14, 2021 at 6:30 PM**, via Virtual Meeting, at which time the following was discussed and considered:

To watch by video conference:

Topic: Special EDC Board Meeting
Time: Jul 14, 2021 06:30 PM Mountain Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/82354190921?pwd=ckZ1Zk9yYmxOSFVLSVpUU3BDUTl2dz09>

Meeting ID: 823 5419 0921
Passcode: 196628

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+1 312 626 6799 US (Chicago)
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC)

Meeting ID: 823 5419 0921
Passcode: 196628
Find your local number: <https://us02web.zoom.us/u/kbBz2GBqeM>

1. Call to order; Establishment of Quorum

Board Members Present: Walter Miller, Jerry Garcia, Justin Chapman, Allie Lozano, Sandra Esqueda. Kevin Richardson. Absent Board Members: Dean Hulsey. Quorum Established

Staff Members Present: CIP Manager Terry Quezada; Board Secretary Veronica Rojas; Board Treasurer Pat Randleel; Horizon City Planning Director Michelle Padilla

2. Discussion and Action:

On authorizing the Board President to execute an employment agreement with Eduardo Garcia as Executive Director of the Horizon Economic Development Corporation.

Presenter: EDC Board President

A motion on authorizing the Board President to execute an employment agreement with Eduardo Garcia as Executive Director of the Horizon Economic Development Corporation was made by Board Member Kevin Richardson and seconded by Board Member Allie Lozano.

Motion carried unanimously. (6-0)

3. 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.

4. Adjournment:

ADJOURNMENT

A motion was made by Justin Chapman and seconded by Sandra Esqueda to adjourn at 6:35 PM.

Approved this ____ day of _____, 20__.

Attest:

Veronica Rojas, Board Secretary

Board President



TO: EDC Board of Directors
FROM: Teresa Quezada *Teresa Quezada*
DATE: July 16, 2021 *7/16/2021*
SUBJECT: Discussion and Action on FY 2022 Budget

The attached reports provide an overview of the FY 2022 Proposed Budget for the EDC, and the following are highlights of the budget request.

Overview

Sales tax revenues for FY 2022 are estimated at **\$579,334**, a 24.31% increase from the FY 2021 estimated revenues.

Total expenses for FY 2022 are estimated at **\$623,419** to include operating and project expenses.

Operating expenses are \$390,819 – this is a \$10,000 difference from the report due to a reclassification of the requested \$10,000 for a security system from operating to capital costs. The requested budget is approximately 31% higher than the operating budget for FY 2021. Staff will highlight the most significant increases to the budget below and during the presentation at the Board meeting.

Project expenses are \$232,600 – this is a \$10,000 difference from the attached report for the security system reclassification.

The difference between the estimated revenues and expenditures is proposed to be covered by the reserve funds.

Expenditures:

Salaries – Budget requests include the contract salary for the EDC Director and reflect a full-time executive assistant, this is an increase from FY 2021.

Contract Labor – Budget requests reflect an approximate 33% increase from FY 2021 to allow for grant writer and other contractual support for the EDC.

Public Relations – Budget requests reflect an approximate 278% increase from FY 2021. This requested amount reflects the anticipated costs for maintaining a consistent social media presence as and enhanced public relations during FY 2022.

Staff will be prepared to present the budget and answer questions at the Board meeting.

Department Summary - Financial

07-501EDC - Administration-EDC

	September 2022			2022 Year To Date		
	Actual	Budget	Variance	Actual	Budget	Variance
Total Expenses						
Total 51 - Salaries and Benefits						
5010-Salaries	-	11,780	(11,780)	-	150,313	(150,313)
5030-Payroll Taxes	-	924	(924)	-	11,774	(11,774)
5040-Retirement Benefits	-	691	(691)	-	8,852	(8,852)
5050-Group Health	-	810	(810)	-	11,719	(11,719)
5090-Unemployment Taxes-Texas	-	-	-	-	56	(56)
5350-Insurance - Workmen's Comp	-	36	(36)	-	465	(465)
Total 51 - Salaries and Benefits	-	14,242	(14,242)	-	183,179	(183,179)
Total 52 - Personnel Services						
5070-Training	-	-	-	-	3,403	(3,403)
5080-Travel	-	2,337	(2,337)	-	14,062	(14,062)
Total 52 - Personnel Services	-	2,337	(2,337)	-	17,465	(17,465)
Total 53 - Supplies						
5210-Janitorial Supplies	-	89	(89)	-	1,071	(1,071)
5220-Materials & Supplies	-	111	(111)	-	1,326	(1,326)
5240-Postage	-	17	(17)	-	204	(204)
5250-Office Supplies	-	167	(167)	-	2,000	(2,000)
5260-Furniture & Equipment < \$2,500	-	833	(833)	-	10,000	(10,000)
Total 53 - Supplies	-	1,217	(1,217)	-	14,601	(14,601)
Total 54 - Advertising, Dues, and Public Notices						
5320-Dues	-	-	-	-	2,450	(2,450)
5330-Publications & Subscriptions	-	18	(18)	-	264	(264)
Total 54 - Advertising, Dues, and Public Notices	-	18	(18)	-	2,714	(2,714)
Total 55 - Professional Fees						
5200-City Attorney	-	1,391	(1,391)	-	16,690	(16,690)
5410-Contract Labor	-	4,228	(4,228)	-	59,336	(59,336)
Total 55 - Professional Fees	-	5,619	(5,619)	-	76,026	(76,026)
Total 57 - Maintenance Expenses						
5510-Electricity	-	50	(50)	-	600	(600)
5520-Gas - Natural	-	58	(58)	-	700	(700)
5530-Gasoline, Oil	-	300	(300)	-	3,600	(3,600)
5540-Maintenance - Bldg	-	213	(213)	-	2,550	(2,550)
5550-Maintenance - Equipment	-	47	(47)	-	10,561	(10,561)
5590-Telephone & Communications	-	598	(598)	-	7,179	(7,179)
5620-Rents - Building	-	1,234	(1,234)	-	14,803	(14,803)
5630-Storage Rental	-	167	(167)	-	2,000	(2,000)
5640-Software Licensing & Maintenance Fees	-	48	(48)	-	3,577	(3,577)
Total 57 - Maintenance Expenses	-	2,714	(2,714)	-	45,570	(45,570)
Total 58 - Other Expenses						
5710-Miscellaneous Expense	-	67	(67)	-	800	(800)
5720-Public Relations	-	4,367	(4,367)	-	57,404	(57,404)

Department Summary - Financial

5735-Investor Relations	-	255	(255)	-	3,060	(3,060)
Total 58 - Other Expenses	-	4,689	(4,689)	-	61,264	(61,264)
Total Expenses	-	30,836	(30,836)	-	400,819	(400,819)
Net Total	-	(30,836)	30,836	-	(400,819)	400,819

07-507EDC - Capital Costs-EDC

	September 2022			2022 Year To Date		
	Actual	Budget	Variance	Actual	Budget	Variance
Total Expenses						
Total 70 - Special Projects						
7010-Projects - EDC	-	2,683	(2,683)	-	222,600	(222,600)
Total 70 - Special Projects	-	2,683	(2,683)	-	222,600	(222,600)
Total Expenses	-	2,683	(2,683)	-	222,600	(222,600)
Net Total	-	(2,683)	2,683	-	(222,600)	222,600

07-400EDC - Revenues - EDC

	September 2022			2022 Year To Date		
	Actual	Budget	Variance	Actual	Budget	Variance
Total Revenues						
Total 42 - Sales Taxes						
4050-Economic Development Fund Taxes	-	48,278	(48,278)	-	579,334	(579,334)
Total 42 - Sales Taxes	-	48,278	(48,278)	-	579,334	(579,334)
Total Revenues	-	48,278	(48,278)	-	579,334	(579,334)
Net Total	-	48,278	(48,278)	-	579,334	(579,334)

Department (CC) Summary

07-400EDC - Revenues - EDC

Previous Department (CC)	07-400EDC - Revenues - EDC	Budget Year	2022
Division	Economic Development Corporation	Accounting Reference	07-400EDC
Department	400EDC - Revenues - Economic Development	Approved	No
Stage	Budget Entry	Manager	Pat Randleel (prandleel)

Comments

Description

Revenues for the Economic Development Corporation come from a 0.25% sales tax. This was determined by a voter referendum in 2011

Justification

Sales taxes have continued to be strong and are therefore being increased annually by 4%

Budget Prior Year Comparison

Object	Changes	Percent Change	2021 Amount	2022 Amount
Revenues				
4050-Economic Development Fund Taxes	Increased	24.31 %	466,036	579,334
4600-Prior Year Fund Surplus	Not used this year		19,156	-
Total Revenues		19.40 %	485,192	579,334

Budget 5 Year Forecast

	2022	2023	2024	2025	2026
Revenues					
4050-Economic Development Fund Taxes	579,334	602,507	626,608	651,672	677,739
Total Revenues	579,334	602,507	626,608	651,672	677,739
% Increase		4.00%	4.00%	4.00%	4.00%
Net Total	579,334	602,507	626,608	651,672	677,739

2022 Budget Details

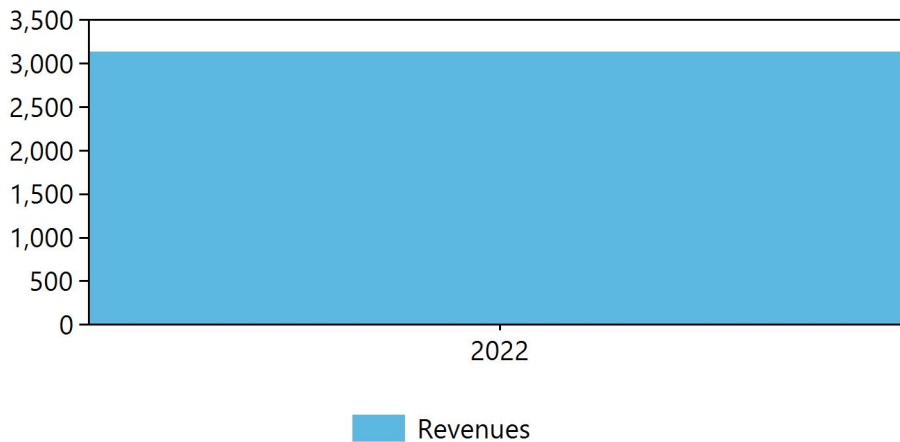
Department (CC) Summary

07-400EDC - Revenues - EDC

Objects	Comments	Object Subtotals	2022 Budget
Revenues			
42 - Sales Taxes			
4050-Economic Development Fund Taxes	annualized 2021 increased by 4%		579,334
Total			579,334
47 - Interest Income			
4420-Interest Income			-
Total			-
46 - Other Income			
4600-Prior Year Fund Surplus	Budgeted expenses exceed budget revenues by this a		-
Total			-
Total Revenues			579,334
Net Total			579,334

Budget Multi Year Forecast Graph

Expenses vs Revenues (In Thousands)



Budget Pie Charts

Department (CC) Summary

07-501EDC - Administration-EDC

Object	Changes	Percent Change	2021 Amount	2022 Amount
Expenses				
5010-Salaries	Increased	21.28 %	123,941	150,313
5030-Payroll Taxes	Increased	23.58 %	9,527	11,774
5040-Retirement Benefits	Increased	20.78 %	7,329	8,852
5050-Group Health	Decreased	0.21 %	11,744	11,719
5070-Training	Decreased	14.49 %	3,980	3,403
5080-Travel	Increased	4.42 %	13,466	14,062
5090-Unemployment Taxes-Texas	Unchanged	0.00 %	56	56
5200-City Attorney	Increased	2.00 %	16,363	16,690
5210-Janitorial Supplies	Increased	2.00 %	1,050	1,071
5220-Materials & Supplies	Increased	2.00 %	1,300	1,326
5240-Postage	Increased	2.00 %	200	204
5250-Office Supplies	Increased	81.82 %	1,100	2,000
5260-Furniture & Equipment < \$2,500	Increased	29.87 %	7,700	10,000
5320-Dues	Unchanged	0.00 %	2,450	2,450
5330-Publications & Subscriptions	Increased	1.65 %	260	264
5350-Insurance - Workmen's Comp	Increased	23.58 %	376	465
5410-Contract Labor	Increased	32.89 %	44,650	59,336
5510-Electricity	Decreased	52.00 %	1,250	600
5520-Gas - Natural	Decreased	34.88 %	1,075	700
5530-Gasoline, Oil	Increased	1,100.00 %	300	3,600
5540-Maintenance - Bldg	Increased	2.00 %	2,500	2,550
5550-Maintenance - Equipment	Increased	1,820.18 %	550	10,561
5590-Telephone & Communications	Increased	1.83 %	7,050	7,179
5620-Rents - Building	Increased	2.80 %	14,400	14,803
5630-Storage Rental	Decreased	47.37 %	3,800	2,000
5640-Software Licensing & Maintenance Fees	Increased	22.26 %	2,926	3,577
5710-Miscellaneous Expense	Increased	23.08 %	650	800
5720-Public Relations	Increased	277.66 %	15,200	57,404
5735-Investor Relations	Increased	2.00 %	3,000	3,060
Total Expenses		34.42 %	298,192	400,819

Budget 5 Year Forecast

Department (CC) Summary

07-501EDC - Administration-EDC

	2022	2023	2024	2025	2026
Expenses					
5010-Salaries	150,313	157,549	162,017	166,484	166,580
5030-Payroll Taxes	11,774	12,328	12,670	13,011	13,019
5040-Retirement Benefits	8,852	9,218	9,473	9,729	9,734
5050-Group Health	11,719	11,719	11,719	11,719	11,719
5070-Training	3,403	4,561	3,541	4,702	3,684
5080-Travel	14,062	19,010	14,428	19,576	14,809
5090-Unemployment Taxes-Texas	56	56	56	56	56
5200-City Attorney	16,690	17,024	17,364	17,712	18,066
5210-Janitorial Supplies	1,071	1,092	1,114	1,137	1,159
5220-Materials & Supplies	1,326	1,353	1,380	1,407	1,435
5240-Postage	204	208	212	216	221
5250-Office Supplies	2,000	2,000	2,000	2,000	2,000
5260-Furniture & Equipment < \$2,500	10,000	7,500	7,500	7,500	7,500
5320-Dues	2,450	2,450	2,450	2,450	2,451
5330-Publications & Subscriptions	264	268	273	277	282
5350-Insurance - Workmen's Comp	465	487	500	514	514
5410-Contract Labor	59,336	59,978	60,634	61,304	61,987
5510-Electricity	600	600	612	624	637
5520-Gas - Natural	700	700	728	743	758
5530-Gasoline, Oil	3,600	3,612	3,624	3,637	3,649
5540-Maintenance - Bldg	2,550	2,601	2,653	2,706	2,760
5550-Maintenance - Equipment	10,561	572	584	595	607
5590-Telephone & Communications	7,179	7,311	7,445	7,582	7,721
5620-Rents - Building	14,803	14,803	14,803	14,803	14,803
5630-Storage Rental	2,000	2,040	2,081	2,122	2,165
5640-Software Licensing & Maintenance Fees	3,577	3,637	3,698	3,761	3,824
5710-Miscellaneous Expense	800	800	800	800	800
5720-Public Relations	57,404	58,452	59,521	60,612	61,724
5735-Investor Relations	3,060	3,121	3,184	3,247	3,312
Total Expenses	400,819	405,050	407,063	421,025	417,977
% Increase		1.06%	0.50%	3.43%	(0.72%)
Net Total	(400,819)	(405,050)	(407,063)	(421,025)	(417,977)

2022 Budget Details

Objects	Comments	Object Subtotals	2022 Budget
Expenses			
51 - Salaries and Benefits			
5010-Salaries			150,313
5030-Payroll Taxes			11,774

Department (CC) Summary

07-501EDC - Administration-EDC

Objects	Comments	Object Subtotals	2022 Budget
5040-Retirement Benefits			8,852
5050-Group Health			11,719
5090-Unemployment Taxes-Texas			56
5350-Insurance - Workmen's Comp			465
Total			183,179
52 - Personnel Services			
5070-Training	Borderplex Alliance Summit	685	
5070-Training	IEDC Training Course	1,326	
5070-Training	State Comptroller Tax Workshop	179	
5070-Training	Texas Economic Development Council Conference	1,214	
5070-Training	Texas Legislature (El Paso Days)	-	
			3,403
5080-Travel		-	
5080-Travel	Austin - State Comptroller Tax Course	816	
5080-Travel	Austin - Texas Legislature (El Paso Days)	-	
5080-Travel	Denver - Lockheed Martin Supply Chain Summit	2,337	
5080-Travel	Houston, TX - Texas Economical Development Confer	2,856	
5080-Travel	Other - Travel	5,000	
5080-Travel	TBA - IEDC Training Course	918	
5080-Travel	Washington D.C. - Association of the US Army Confe	2,135	
			14,062
5270-Employee Candidate Testing			-
Total			17,465
55 - Professional Fees			
5200-City Attorney			16,690
5360-Insurance - Liability			-
5410-Contract Labor		10,000	
5410-Contract Labor	Administrative and Operational Support Services	8,600	
5410-Contract Labor	Cleaning (Amelia Limon)	2,736	
5410-Contract Labor	Grant Writer	20,000	
5410-Contract Labor	QDMS	18,000	
			59,336
Total			76,026
53 - Supplies			
5210-Janitorial Supplies			1,071
5220-Materials & Supplies			1,326
5240-Postage			204
5250-Office Supplies			2,000
5260-Furniture & Equipment < \$2,500			10,000
Total			14,601
54 - Advertising, Dues, and Public Notices			
5320-Dues	El Paso Chamber of Commerce	570	
5320-Dues	El Paso Hispanic Chamber of Commerce	400	
5320-Dues	International Econ Dev Council	455	
5320-Dues	MCA Membership	500	

Department (CC) Summary

07-501EDC - Administration-EDC

Objects	Comments	Object Subtotals	2022 Budget
5320-Dues	Texas Economic Development	525	
			2,450
5330-Publications & Subscriptions		-	
5330-Publications & Subscriptions	El Paso Inc.	45	
5330-Publications & Subscriptions	Wall Street Journal	219	
			264
Total			2,714
57 - Maintenance Expenses			
5510-Electricity			600
5520-Gas - Natural			700
5530-Gasoline, Oil			3,600
5540-Maintenance - Bldg			2,550
5550-Maintenance - Equipment		561	
5550-Maintenance - Equipment	Security System	10,000	
			10,561
5590-Telephone & Communications			7,179
5620-Rents - Building			14,803
5630-Storage Rental			2,000
5640-Software Licensing & Maintenance Fees	Cisco WebEx	385	
5640-Software Licensing & Maintenance Fees	Laserfische	3,000	
5640-Software Licensing & Maintenance Fees	Zoom	192	
			3,577
Total			45,570
58 - Other Expenses			
5700-Bank Charges			-
5710-Miscellaneous Expense			800
5720-Public Relations		10,404	
5720-Public Relations	Social Media - Public Relations	42,000	
5720-Public Relations	UTEP - Southwest Emerging Technology Symposium spo	5,000	
			57,404
5735-Investor Relations			3,060
Total			61,264
Total Expenses			400,819
Net Total			(400,819)

Budget Multi Year Forecast Graph

Department (CC) Summary

07-507EDC - Capital Costs-EDC

Previous Department (CC)	07-507EDC - Capital Costs-EDC	Budget Year	2022
Division	Economic Development Corporation	Accounting Reference	07-507EDC
Department	507EDC - Capital Costs-EDC	Approved	No
Stage	Division Review	Manager	

Comments

Description

Justification

Budget Prior Year Comparison

Object	Changes	Percent Change	2021 Amount	2022 Amount
Expenses				
7010-Projects - EDC	Increased	19.04 %	187,000	222,600
Total Expenses		19.04 %	187,000	222,600

Budget 5 Year Forecast

	2022	2023	2024	2025	2026
Expenses					
7010-Projects - EDC	222,600	187,652	148,105	148,159	2,814
Total Expenses	222,600	187,652	148,105	148,159	2,814
% Increase		(15.70%)	(21.07%)	0.04%	(98.10%)
Net Total	(222,600)	(187,652)	(148,105)	(148,159)	(2,814)

2022 Budget Details

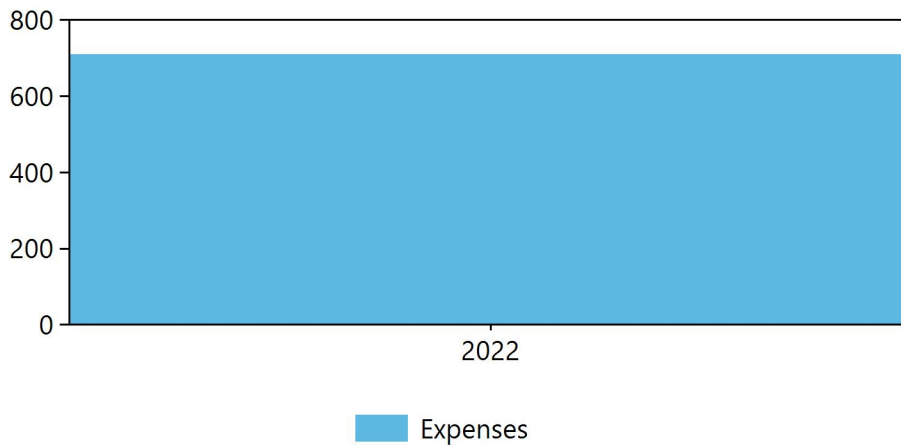
Department (CC) Summary

07-507EDC - Capital Costs-EDC

Objects	Comments	Object Subtotals	2022 Budget
Expenses			
70 - Special Projects			
7010-Projects - EDC	ARMS Group (Alliance for Regional Military Support	10,000	
7010-Projects - EDC	HTAP Office Electricity	1,200	
7010-Projects - EDC	HTAP Office Gas Service	1,400	
7010-Projects - EDC	HTAP Office Space Rent	29,600	
7010-Projects - EDC	Other Projects	52,067	
7010-Projects - EDC	Polar Services/Entrans	93,333	
7010-Projects - EDC	Regional Park	35,000	
			222,600
Total			222,600
Total Expenses			222,600
Net Total			(222,600)

Budget Multi Year Forecast Graph

Expenses vs Revenues (In Thousands)



Budget Pie Charts



BOARD MEETING

19

June 15, 2021



ACTIVITY UPDATE

- Continued support for ARMS group.
- Continuing to enhance Social Media profile
- Developed FY 2021 – 2022 budget
- Began conversations with a national medical provider interested in Horizon City market



EDC DIRECTOR

Agreement approved by the board on July 14, 2021

Planned activities

- Website and Social Media Announcements
- Press Release
- Open House with Meet and Greet

Social Media Overview & Ad Spend Report

Horizon EDC June 2021



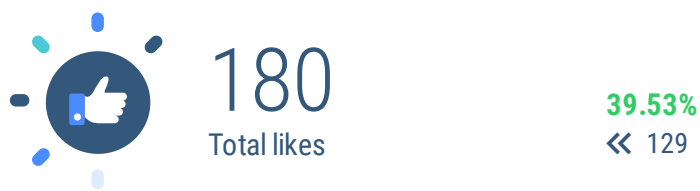
Report date: 6/1/21 — 7/1/21
Compared to: 5/1/21 — 5/31/21

Duration (days): 31

Horizon EDC Economic Development Corporation Facebook

@horizonedc

Total page likes



Page: Horizon City EDC

Reach

People who saw any of the content related to your Facebook page



Page: Horizon City EDC

Impressions

The total number of impressions seen of any content associated with your page



Page: Horizon City EDC




Paid impressions

The number of people who saw any of your paid posts



Page: Horizon City EDC

Total interactions

 Likes	27	-30.77%
 Comments	0	
 Shares	0	-100.00%

 Page: Horizon City EDC

Post reactions

The number of reactions on your posts



 Page: Horizon City EDC

Impressions vs. clicks



 Page: Horizon City EDC

Top performing cities

City	Unique impressions	
 El Paso, TX	1,795	-64.13%
 Houston, TX	236	143.30%
 San Antonio, TX	218	303.70%
 Dallas, TX	175	386.11%

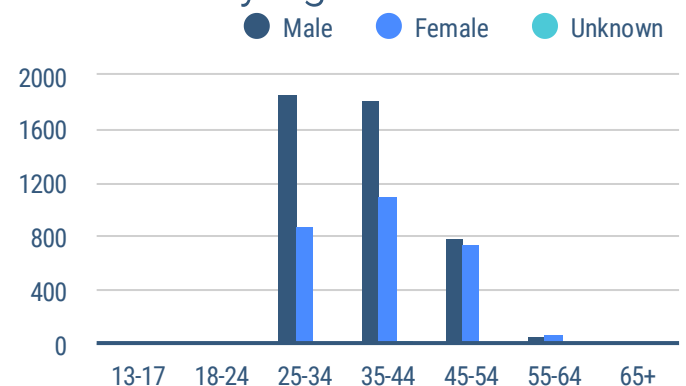
 Page: Horizon City EDC

Audience by gender

Gender	Reach	
Male	4,537	-2.03%
Female	2,821	-12.64%
Unknown	66	1.54%





 Page: Horizon City EDC

Audience by age



 Page: Horizon City EDC

Top performing posts

Message	Reach	Clicks	Engagement
 Polar Service Centers newest trailer service center is...	3,789	53	49
 Don't forget to purchase your tickets for the 17th Ann...	28	0	0
 Wishing all of the dads a Happy Father's Day from all o...	27	0	0
 It is not too late to register! We are less than 2 days a...	25	0	0
	18	0	0

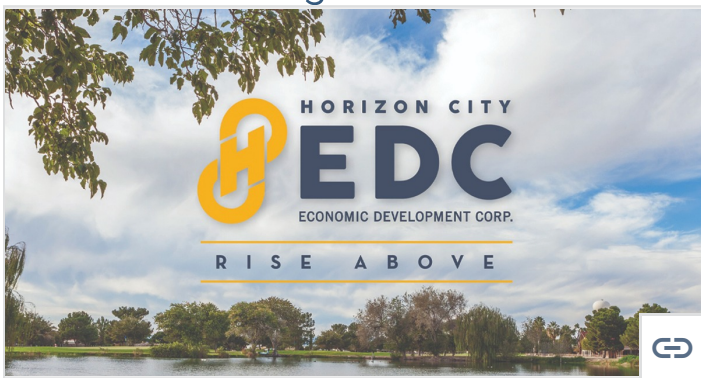
Total Ad Spend

(Total Ad Spend Facebook, Instagram, and LinkedIn)

Total Spent: \$199.95

@horizedc

June 2021 Page Likes-FB



 Campaign: Horizon EDC-June Page Likes-FB

Post-"Visit our page to learn..."

Campaign Name: Horizon EDC-June Page Likes-FB

Total sp...	Page Lik...	Reach	Impress...	Post en...
\$99.95	48	3,106	4,696	38

Jerry Cignarella Testimonial-FB



 Campaign: Horizon EDC-Jerry-FB

Post-"Polar Service Centers newest trailer..."

Campaign Name: Horizon EDC-Jerry-FB

Total spent	Reach	Impressions	Post engag...
\$50.00	3,851	4,857	54

Instagram

@horizedc

Total followers

A number of Instagram followers you have



29.03%
« 31

Account: Horizon City EDC

New followers

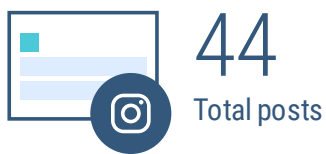
New Instagram fans you've made during this period



-11.11%
« 9

Account: Horizon City EDC

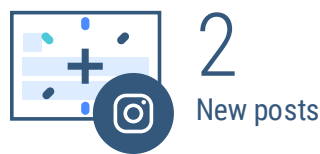
Total posts



7.32%
« 41

Account: Horizon City EDC

New posts

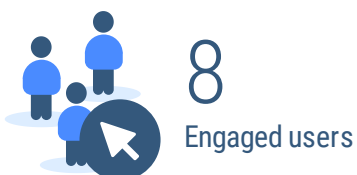


-89.47%
« 19

Account: Horizon City EDC

Engaged users

The number of unique users who clicked anywhere in your posts



-85.45%
« 55

Account: Horizon City EDC

Reach




Total number of unique accounts that have seen this profile within the specified period.







-90.48%
« 21

Account: Horizon City EDC

Activity

 Website clicks	0	-100.00%
 Phone call clicks	0	
 Get directions clicks	0	

 Text message clicks	0	
 Email contacts	0	
 Profile visits	13	-84.52%

 Account: Horizon City EDC

Top feed

Polar Service Centers newest trailer service center is located right in the heart of Horizon City, Texas. Polar's new service ce...

Wishing all of the dads a Happy Father's Day from all of us at Horizon City EDC. Enjoy your day!



HORIZON CITY EDC
ECONOMIC DEVELOPMENT CORP.

"Polar's new location in Horizon City is a perfect fit to support our manufacturing and operating customers. We're excited to be here and to continue our work with Horizon City EDC as we grow our business."

-Jerry Cignarella
President Polar Services

Date: 2021-06-08

Eng. rate	Likes	Comments	Impressions
20.00%	4	0	20




**Wishing All Dads
A Happy Father's Day!**

June 20, 2021

HORIZON CITY EDC
ECONOMIC DEVELOPMENT CORP.

Date: 2021-06-20

Eng. rate	Likes	Comments	Impressions
16.67%	4	0	24

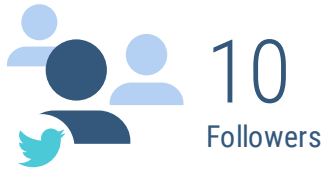
 Account: Horizon City EDC

Twitter

@horizedc

Total followers

A total number of Twitter accounts that follow you

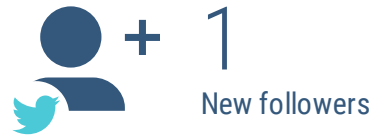


11.11%
◀ 9

Account: horizedc

New followers

New Twitter fans you've made during this period



Account: horizedc

Total tweets so far

Shows a total number of times you've tweeted so far



6.82%
◀ 44

Account: horizedc

New tweets

Indicates a number of new tweets during this period



-89.47%
◀ 19

Account: horizedc

LinkedIn

@horizedc

Total followers

Total number of followers your account had at the end of the report period



Account: Horizon City EDC

New followers

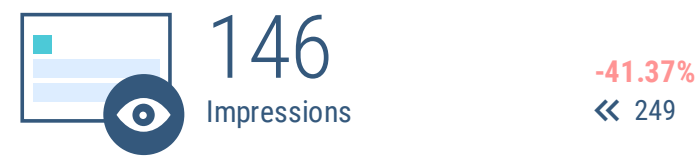
New LinkedIn fans you've made during this period



Account: Horizon City EDC

Post impressions

The total number of post impressions during this period



Account: Horizon City EDC

Network by country

Country	Followers
United States	15 7.14%
China	2
Malaysia	1
Mexico	1

Account: Horizon City EDC

Network by function

Function	Followers
Business Development	5 25.00%
Sales	4
Operations	2
Media & Communications	2

Account: Horizon City EDC

LinkedIn Ads

Amount spent

Amount of money spent on clicks and impressions for your ad



Account: Horizon EDC

Impressions and clicks



Account: Horizon EDC

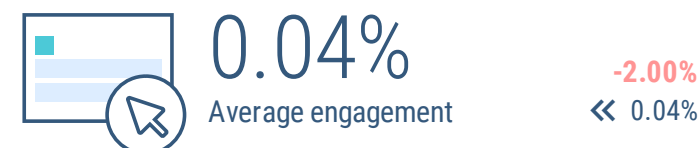
Top campaigns

	Campaign name	Total spent	Impressions	Engagements	Clicks	Social actions
1.	June Follower Ad-LI	\$50.00	29,216	11	11	4

Account: Horizon EDC

Average engagement

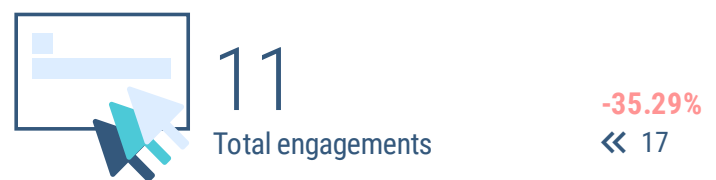
The is how often people engaged with your ad (both paid and free clicks divided by total impressions)



Account: Horizon EDC

Total engagements

Indicates paid clicks plus social clicks on your LinkedIn ads



Account: Horizon EDC



TO: EDC Board of Directors
FROM: Teresa Quezada *Teresa Quezada*
DATE: July 16, 2021 *7/16/2021*
SUBJECT: Update on Tax Increment Reinvestment Zone (TIRZ) #1 Activities

The attached report provides an update on the activities undertaken by City staff during the last quarter in support of the TIRZ. Staff focused its efforts in securing support from community partners, local governments including the County of El Paso and the Horizon Regional Municipal Utility District (HRMUD), and Congresswoman Escobar for the Town's RAISE grant application to the U.S. Department of Transportation. Staff submitted the grant application on July 12, 2021, the grant submittal deadline. The grant requests \$1,735,000 to fund design costs for Dilley and Delake Drives and a Transit Plaza.

Other activities during this quarter include continuing coordination with the HRMUD, and the Camino Real Regional Mobility Authority. The Town is also working to contract with an architectural firm for the development of Architectural Guidelines for the Transit Oriented Development. Staff will update the EDC Board at the meeting and be prepared to respond to questions from Board members.

Horizon TIRZ Update

EDC Board Meeting

July 20, 2021

TOD Projects

Submitted **Dilley and Delake Drives** and **Transit Plaza** design to U.S. Department of Transportation as a RAISE Grant project proposal.

Requesting \$1,735,000 for design efforts.

Current Activities

- Coordinating with TXDOT for drainage pond acquisition for N. Darrington Reconstruction
- Coordinating with potential partners:
 - HRMUD
- Coordinating with Camino Real Regional Mobility Authority for potential funding and project management
- Architectural Guideline Development – recommended firm has been identified; beginning negotiations

Horizon TIRZ Update

EDC Board Meeting

July 20, 2021