



Life Connected.

ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING

BOARD OF DIRECTORS

112 N COLORADO ST

TUESDAY, FEBRUARY 4, 2025

12:00 PM

AGENDA

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

II. OPEN FORUM

Open Forum is for information only. If you wish to speak, please inform the Presiding Officer. Speakers are limited to three (3) minutes. The Corporation can take no action. No charges and/or complaints will be heard against any appointed or elected official or employee of the city that are prohibited by law.

Please note Anyone wishing to furnish the Corporation with copies/handouts regarding their item of interest must provide 9 copies and present them to an employee for distribution to the Corporation.

III. EXECUTIVE SESSION:

As authorized by Section 551.071 of the Texas Government Code, the Regular Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the City Attorney on any Agenda Item Listed Herein. (Closed to Public as Provided in the Texas Government Code.)

Section 551.072 of Texas Government Code to discuss or deliberate the purchase, exchange, lease or value of real property.

Section 551.074 of Texas Government Code to discuss or deliberate personal matters to evaluate performance and duties, of a public officer or employee.

Section 551.087 of the Texas Government Code to discuss or deliberate regarding commercial or financial information that the CEDC has received from a business prospect, and or to deliberate the offer of a financial or other incentive with a business prospect.

1. Discussion regarding an incentive application for a business located at 206 N. Louisiana St.
2. Discussion regarding an incentive application for a business located at 322 W. Walnut St.
3. Discussion regarding Project "The District".
4. Discussion regarding Project Cobb.

Reconvene into Open Session The Celina EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary regarding the items discussed in executive session.

IV. PRESENTATION:

- A. Presentation by The BARM Group, Inc. - Stella's Ice Cream

- B. Presentation by Celina Pop, LLC - Heyday

V. ACTION ITEM:

- A. Regular Meeting Minutes - January 7th, 12:00pm
- B. City Council and CEDC Board Joint Meeting Minutes - January 13th, 3:00pm
- C. Consider and act upon an Economic Development Agreement by and between the Celina Economic Development Corporation, City of Celina, and Celina Chamber of Commerce, for an amount not to exceed \$25,000. (Satarino)

VI. WORKSESSION:

- A. Discussion regarding the 2025 Texas Tastemakers Festival. (Satarino)
- B. Recap of the Joint City Council and CEDC Board Meeting and next steps. (Satarino)
- C. Discussion regarding rescheduling the April EDC Regular Board Meeting. (Satarino)

VII. ADJOURNMENT:

The Celina Economic Development Corporation is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf, or hearing impaired, or readers of large print, are requested to contact the City Secretary's Office at 972-382-2682, or fax 972-382-3736 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

“I, the undersigned authority, do hereby certify that the Notice of Meeting was posted on the bulletin board at Economic Development Corporation of the City of Celina, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: _____ at ____:____ and remained so posted continuously for at least 72 hours prior to the scheduled time of said meeting.”

Staff Liaison



Life Connected.

ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING

BOARD OF DIRECTORS

112 N COLORADO ST

TUESDAY, JANUARY 7, 2025

12:00 PM

MINUTES

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

Board President Clint Bissett called the meeting to order and announced a quorum present at 12:00 PM.
Board Member Cody Hunter arrived at 12:02 PM.

Members Present:

President Clint Bissett
Vice President Andrew Donaldson
Secretary Cindy Peters
Board Member Cody Hunter
Board Member Rocky Hussman
Board Member Ryan Wilcox
Board Member Shane Lambert

Members Absent:

None

II. OPEN FORUM

Open Forum is for information only. If you wish to speak, please inform the Presiding Officer. Speakers are limited to three (3) minutes. The Corporation can take no action. No charges and/or complaints will be heard against any appointed or elected official or employee of the city that are prohibited by law.

Please note Anyone wishing to furnish the Corporation with copies/handouts regarding their item of interest must provide 9 copies and present them to an employee for distribution to the Corporation.

III. EXECUTIVE SESSION:

As authorized by Section 551.071 of the Texas Government Code, the Regular Meeting may be Convened into Closed Executive Session for the Purpose of Seeking Confidential Legal Advice from the CEDC Attorney on any Agenda Item Listed Herein. (Closed to Public as Provided in the Texas Government Code.)

The CEDC Board convened into executive session at 12:01pm.

Section 551.087 of the Texas Government Code to discuss or deliberate regarding commercial or financial information that the CEDC has received from a business prospect, and or to deliberate the offer of a financial or other incentive with a business prospect.

1. Discussion regarding a business prospect generally located at 211 E. Pecan St.

Reconvene into Open Session The Celina EDC will now reconvene into Regular Session pursuant to the provisions of Chapter 551 of the Texas Government Code to take any action necessary regarding the items discussed in executive session.

The CEDC Board reconvened into open session at 12:22pm.

IV. PRESENTATION:

- A. Presentation by a business prospect. (Tre Fiamme Pizza Napoletana)

Mike and Stevie Ceccarelli spoke regarding the item.

V. ACTION ITEM:

- A. Regular Meeting Minutes - December 3rd, 12:00pm

Upon a motion by Board Member Cody Hunter and a second by Vice President Andrew Donaldson, the Board voted seven (7) for and none (0) opposed to approve the Regular Meeting Minutes - December 3rd, 12:00pm. The motion carried 7-0.

- B. Regular Meeting Minutes - December 19th, 5:30pm

Upon a motion by Board Member Shane Lambert and a second by Board Member Cody Hunter, the Board voted seven (7) for and none (0) opposed to approve the Special Meeting Minutes - December 19th, 5:30pm. The motion carried 7-0.

- C. Consider and act on an Amendment to the Celina Economic Development Corporation's (CEDC) Budget which was adopted and approved by Council for fiscal year beginning October 1, 2024, and ending September 30, 2025, and make appropriations for each project, and account, by adopting an amended 2024-2025 budget for the CEDC reallocating funds between accounts.

Upon a motion by Vice President Andrew Donaldson and a second by Board Member Rocky Hussman, the Board voted seven (7) for and none (0) opposed to approve an Amendment to the Celina Economic Development Corporation budget for fiscal year beginning October 1, 2024 and ending September 30, 2025. The motion carried 7-0.

VI. WORKSESSION:

- A. Discussion regarding an approved Economic Development Agreement and Performance Agreement with Home Depot U.S.A., Inc. (Satarino)

Anthony Satarino spoke regarding the item.

- B. Discussion regarding the CEDC's Incentive Application Process. (Satarino)

Anthony Satarino spoke regarding the item.

- C. Discussion regarding updates to CEDC's Strategic Plan. (Satarino)

Anthony Satarino spoke regarding the item.

VII. **ADJOURNMENT:**
Board President Clint Bissett adjourned the meeting at 1:07pm.

President

Ex Officio

Date



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**CITY COUNCIL
ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS
WORKSESSION
CELINA POLICE HEADQUARTERS
3025 S. COIT ROAD
MONDAY, JANUARY 13, 2025
3:00 PM
MINUTES**

I. CALL TO ORDER AND ANNOUCE A QUORUM IS PRESENT:

Mayor Tubbs called the meeting to order at 3:00 p.m. on Monday, January 13, 2025, and announced a quorum was present.

II. WORKSESSION:

A. Facilitator Introduction

Anthony Satarino, Executive Director of Economic Development, introduced Rich Allen, Tour de Profit Business Coach.

B. State of Economic Development

Anthony Satarino provided an update regarding the state of economic development within the City.

C. Strategic Update

Anthony Satarino provided a strategic update.

D. Legacy Project Discussion

Rich Allen led discussion regarding potential legacy projects.

III. ADJOURNMENT:

Mayor Tubbs adjourned the meeting at 4:50 p.m.

President, Clint Bissett

Date



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EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From: Ty Behringer, Business Development Associate
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: February 4, 2025
Re: Economic Development Agreement - Celina Chamber of Commerce

Action Requested:

Consider and act upon an Economic Development Agreement by and between the Celina Economic Development Corporation, City of Celina, and Celina Chamber of Commerce, for an amount not to exceed \$25,000. (Satarino)

Background Information:

Historically, the City, CEDC, and Chamber have collaborated on supporting events that attract visitors to Downtown Celina, as well as programs, seminars, and luncheons that benefit Celina businesses. These partnerships have typically been formalized through separate marketing services or economic development agreements. The purpose of the proposed agreement is to establish a unified partnership between the CEDC, City, and Chamber. All other previous agreements entered into by and between the City, EDC and Chamber are void.

The CEDC agrees to pay the Chamber \$25,000 annually in exchange for the services below:

- Priority access and top billing for all Chamber initiatives throughout 2025.
- Recognition at every event, including networking events, ribbon cuttings, and special occasions.
- Exclusive “presented by” branding at all our events.
- Social media shoutouts and logo placement on our banner displayed at every event (see attached banner image).
- Website branding.
- Financial reports as requested.
- Twice a year Chamber updates to CEDC Board of Directors.
- 10-15 tickets to any Chamber event.

- 2025 Chamber Prospectus (Exhibit A) provides an annual example of the expected benefits and sponsorships associated with the Top 5 Investor level.
- The CEDC is allowed a mutually agreed upon sitting board member selected by the CEDC Board of Directors. That representative shall coordinate all invites of Chamber events to the CEDC.

Legal Review:

The City Attorney and CEDC Attorney have reviewed the proposed EDA.

Supporting Documents:

1. Celina Chamber of Commerce, CEDC and City MASTER Agreement 2025
2. 2025 Events & Programs Prospectus
3. EDA with Greater Celina Chamber of Commerce - Worksession

Financial Consideration:

The CEDC agrees to pay the Chamber \$25,000 annually in exchange for the services below:

- Priority access and top billing for all Chamber initiatives throughout 2025.
- Recognition at every event, including networking events, ribbon cuttings, and special occasions.
- Exclusive “presented by” branding at all our events.
- Social media shoutouts and logo placement on our banner displayed at every event (see attached banner image).
- Website branding.
- Financial reports as requested.
- Twice a year Chamber updates to CEDC Board of Directors.
- 10-15 tickets to any Chamber event.
- 2025 Chamber Prospectus (Exhibit A) provides an annual example of the expected benefits and sponsorships associated with the Top 5 Investor level.

Staff Recommendation:

Staff recommends approval.

ECONOMIC DEVELOPMENT AGREEMENT

This Agreement (the “Agreement”) effective as of this ____ day of ____, 2025, (the “Effective Date”) by and between the City of Celina, Collin County, Texas a home-rule municipality (the “City”), the Celina Economic Development Corporation (the “CEDC”), a Texas non-profit corporation and the Greater Celina Chamber of Commerce (the “Chamber”), a Texas non-profit corporation.

RECITALS

WHEREAS, the City is a home-rule municipality duly organized and validly existing under the laws of the State of Texas and located within Collin County and Denton County, Texas; and

WHEREAS, The CEDC is a Type A economic development corporation created pursuant to Chapter 504 of the Texas Local Government Code.

WHEREAS, Chapter 380 of the Texas Local Government Code authorizes municipalities to offer programs and incentives designed to promote economic development; and

WHEREAS, the Chamber provides valuable services to the Celina community in general and to Celina’s businesses and visitors in particular; and

WHEREAS, the City, CEDC and the Chamber desire to memorialize their cooperative efforts in promoting and supporting Celina businesses; and

WHEREAS, the City, CEDC and Chamber agree that special events provide a unique opportunity to attract visitors, highlight and support existing businesses, and attract new businesses and residents;

WHEREAS, the Chamber has requested and the City and the CEDC have found and determined that it is in the best interest of the City and CEDC to enter into this Agreement.

WHEREAS, the City and the Chamber desire to memorialize their cooperative efforts to promote and organize the Annual Winecrawl on the Square (Winecrawl), Oktoberfest and Gift Tour; and

WHEREAS, this amended and restated agreement fully replaces the previously adopted Economic Development Agreement by and between the Chamber and the City, adopted on September 10, 2024. All other previous agreement entered into by and between the City, EDC and Chamber are void.

NOW, THEREFORE, in consideration of the mutual benefits and promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Section 1. Status of Parties

- 1.1 City. The Parties acknowledge and agree that the City is a municipal corporation formed and operating pursuant to its home-rule charter.
- 1.2 CEDC. The CEDC is a Type A economic development corporation created pursuant to Chapter 504 of the Texas Local Government Code as operated pursuant to the adopted corporation bylaws.
- 1.3 Chamber. Chamber represents and warrants that Chamber is a non-profit corporation formed, existing, and is in good standing under the law of the State of Texas.

Section 2. Joint Planning

- 2.1 The City, CEDC, and Chamber through their designated representatives shall advise each other of upcoming events and when possible cooperate in joint planning of events that fulfill the purposes of local economic and business development.
- 2.2 The Chamber shall give the City as much advance notice as possible of its need for building or facility space for the purpose of its special events.
- 2.3 The City is allowed a mutually agreed upon sitting board member selected by the City Manager. That representative shall coordinate all invites of Chamber events to the City.
- 2.4 The CEDC is allowed a mutually agreed upon sitting board member selected by the CEDC Board of Directors. That representative shall coordinate all invites of Chamber events to the CEDC.

Section 3. Facilities

- 3.1 The City currently owns or has control of the spaces and facilities (“Facilities”) necessary to host Winecrawl, Oktoberfest and Gift Tour.
- 3.2 The City agrees to grant to the Chamber use of the Facilities which the Chamber may require for the Winecrawl, Oktoberfest and Gift Tour.
- 3.3 The Chamber shall submit a special event application to the City. The City shall have sole authority to develop criteria for Winecrawl, Oktoberfest and Gift Tour and base its consideration of the Chamber’s special event application upon such criteria. However, the Parties agree that Winecrawl, Oktoberfest and Gift Tour benefits the Parties and the special event application will be approved so long as the terms of this Agreement are met.

- 3.4 The Chamber shall be responsible for costs associated with the use of the Facility for Winecrawl, Oktoberfest and Gift Tour including, but not limited to, cleaning and takedown fees. use of the Facility for a special event including, but not limited to, cleaning and takedown fees.

Section 4. Special Provisions

- 4.1 The City shall provide necessary staff, including, but not limited to, events, parks, police, and fire staff for Winecrawl, Oktoberfest and Gift Tour at no cost to the Chamber. The City shall determine the adequate number of City staff for each event.
- 4.2 The Chamber recognizes, and the City and CEDC agree, that the Gift Tour is an annual event held in Downtown Celina, which is best managed by the Chamber. The Chamber will oversee all aspects of the event, and any revenue generated from the event will be managed at the Chamber's discretion.

Section 5. Term

- 5 This agreement shall commence upon the date of execution by the Parties and shall end at the expiration of five (5) years from said date unless otherwise terminated. Either party may terminate this Agreement with or without cause by providing sixty (60) days written notice to the other parties.

Section 6. Chamber Services

- 6.1 **Chamber Services to the City.** During the term of this Agreement, the Chamber shall perform services to the City consistent with Top 5 Investor level services, including, but not limited to, the following:
- Priority access and top billing for all Chamber initiatives annually, throughout the term of the agreement.
 - Recognition at every event, including networking events, ribbon cuttings, and special occasions.
 - Exclusive “presented by” branding at all our events.
 - Social media shoutouts and logo placement on our banner displayed at every event (see attached banner image).
 - Website branding.
 - Financial reports as requested.
 - Twice a year Chamber updates to City Council.
 - 10-15 tickets to any Chamber event.
 - 2025 Chamber Prospectus (Exhibit A) provides an annual example of the expected benefits and sponsorships associated with the Top 5 Investor level.

6.2 Chamber Services to the CEDC. During the term of this Agreement, the Chamber shall perform services to the CEDC consistent with Top 5 Investor level services, including, but not limited to, the following:

- Priority access and top billing for all Chamber initiatives annually, throughout the term of the agreement.
- Recognition at every event, including networking events, ribbon cuttings, and special occasions.
- Exclusive “presented by” branding at all our events.
- Social media shoutouts and logo placement on our banner displayed at every event (see attached banner image).
- Website branding.
- Financial reports as requested.
- Twice a year Chamber updates to CEDC Board of Directors.
- 10-15 tickets to any Chamber event.
- 2025 Chamber Prospectus (Exhibit A) provides an annual example of the expected benefits and sponsorships associated with the Top 5 Investor level.

6.2 Payment for Services (City). The City shall pay the Chamber twenty-five thousand dollars (\$25,000.00) per year for services to the City. The first annual payment shall be made within thirty (30) days from the Effective Date. Thereafter, by December 31st of each year, the Chamber shall submit a year-end statement demonstrating completion/fulfilment of the “Chamber Services to the City”. Within 30-days of verification of the year-end statement, the City shall make an annual payment of \$25,000. Such annual payments are subject to the City’s appropriation of funds in the City’s annual budget each year, and the City may terminate this agreement, in accordance with Section 5, if the funds for this Agreement are not appropriated in any year.

6.3 Payment for Services (CEDC). The CEDC shall pay the Chamber twenty-five thousand dollars (\$25,000.00) per year for marketing services. The first annual payment shall be made within thirty (30) days from the Effective Date. Thereafter, by December 31st of each year, the Chamber shall submit a year-end statement demonstrating completion/fulfilment of the “Chamber Services to the CEDC”. Within 30-days of verification of the year-end statement, the CEDC shall make an annual payment of \$25,000. Such annual payments are subject to the CEDC’s appropriation of funds in the CEDC’s annual budget each year, and the CEDC may terminate this agreement, in accordance with Section 5, if the funds for this Agreement are not appropriated in any year.

Section 7. Miscellaneous Provisions

- 7.1 INDEMNITY. THE CHAMBER AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS THE CITY, ITS ELECTED OFFICIALS, OFFICERS, AGENTS, EMPLOYEES, AND REPRESENTATIVES FROM ANY AND ALL CLAIMS, SUITS, OR LIABILITIES ARISING FROM OR RELATED TO ANY ACT OR OMISSION OF THE CHAMBER, ITS OFFICERS, DIRECTORS, OFFICIALS, EMPLOYEES, OR REPRESENTATIVES IN THE PERFORMANCE OF THIS AGREEMENT AND EXPENDITURE. THIS INCLUDES PROPERTY DAMAGE, PERSONAL INJURY OR DEATH AND ALSO COVERS COSTS OF SUIT AND ATTORNEYS FEES.
- 7.2 Nothing in this Agreement is intended to create, nor shall be deemed or construed by the parties or any third party as creating the relationship of principal and agent, partnership or a joint venture.
- 7.3 Cumulative Remedies. All rights and remedies of the Parties under this Agreement shall be cumulative, and none shall exclude any other right or remedy provided by law, or by any other provisions of the Agreement. All such rights and remedies may be exercised and enforced concurrently and whenever, and as often, as occasion for their exercise arises.
- 7.4 Prior to using a facility the Chamber will provide proof of general liability insurance in an amount not less than Two Million Dollars (\$2,000,000.00) per occurrence and the Chamber will add the City as an additional insured.
- 7.5 This Agreement contains the entire agreement of the Parties and may be modified or terminated only upon mutual written agreement of the City, CEDC and the Chamber.
- 7.6 Any notice and/or other communication ("Notice") given under this Agreement shall be in writing, and may be given: (i) by depositing the Notice in the United States Mail, postage prepaid, certified, and addressed to the Party to be notified with return receipt requested; (ii) by personal delivery of the Notice to the Party; or (iii) sent by electronic transmission. Notice shall be effective upon receipt or refusal of delivery by the Party to be notified. For the purposes of Notice, the addresses of the Parties are, until changed as provided below, as follows:

City: City of Celina
142 North Ohio Street
Celina, TX 75009
Attn: City Manager
E-mail: rranc@celina-tx.gov
With a copy to: Messer, Fort, & McDonald, PLLC
6371 Preston Road, Suite 200

Frisco, TX 75034
Attn: Julie Fort
E-mail: julie@txmunicipallaw.com

CEDC: Celina Economic Development Corporation
302 W. Walnut Street
Celina, TX 75009
Attn: Executive Director
E-mail: asatarino@celinaedc.com

Chamber: Greater Celina Chamber of Commerce
110 S. Preston Road, Suite B
Celina, TX 75009
Attn: President
E-mail: alexis@celinachamber.org

- 7.7 This Agreement is performable in Collin County, Texas and exclusive venue shall lie therein. The prevailing party in any litigation required to enforce this Agreement shall additionally recover costs and attorney's fees.
- 7.8 Waiver of Breach. A waiver by either Party of a breach of the Agreement by the other Party does not constitute a continuing waiver or a waiver of any subsequent breach of the Agreement.
- 7.9 The Agreement shall be binding upon, and inure to the benefit of, the Parties to the Agreement and their respective heirs, executors, administrators, legal representatives, successors, and assigns when permitted by this Agreement.
- 7.10 No Third-Party Beneficiaries. Nothing in this Agreement shall be construed to create any right in any third party not a signatory to this Agreement, and the Parties do not intend to create any third-party beneficiaries by entering into this Agreement.
- 7.12 Savings/Severability. In case any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other provision hereof, and this Agreement shall be construed as if such invalid, illegal or unenforceable provision had never been contained herein.
- 7.13 This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and constitute one and the same instrument.

EXECUTED on the date set forth above.

CITY OF CELINA, TEXAS,
A Texas municipal corporation

By: _____
Ryan Tubbs, Mayor

ATTEST:

By: _____
Lauren Vaughns, City Secretary

Celina Economic Development Corporation

By: _____
Clint Bissett, President

Greater Celina Chamber of Commerce

By: _____
Alexis Jackson, President/CEO

STATE OF TEXAS §
 §
COUNTY OF COLLIN §

BEFORE ME, the undersigned authority, on this day personally appeared Alexis Jackson, of the Greater Celina Chamber of Commerce, known to me to be one of the persons whose names are subscribed to the foregoing instrument; he acknowledges to me she is the duly authorized representative for the Celina Chamber of Commerce and she executed said instrument for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this ____ day of _____,
2025.

Notary Public in and for the State of Texas

STATE OF TEXAS §
 §
COUNTY OF COLLIN §

BEFORE ME, the undersigned authority, on this day personally appeared Clint Bissett, President of the Celina Economic Development Corporation, known to me to be one of the persons whose names are subscribed to the foregoing instrument; he acknowledges to me he is the duly authorized representative for the City of Celina and he executed said instrument for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this ____ day of _____,
2025.

Notary Public in and for the State of Texas

STATE OF TEXAS §
 §
COUNTY OF COLLIN §

BEFORE ME, the undersigned authority, on this day personally appeared Ryan Tubbs, Mayor of the City of Celina, Texas, known to me to be one of the persons whose names are subscribed to the foregoing instrument; he acknowledges to me he is the duly authorized representative for the City of Celina and he executed said instrument for the purposes and consideration therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this ____ day of _____,
2025.

Notary Public in and for the State of Texas

Exhibit A
2025 Chamber Prospectus

NEW VISION NEW POSSIBILITIES



2025 EVENTS & PROGRAMS PROSPECTUS



TOP INVESTORS

THANK
YOU!



- Join an elite group as one of our Top 5 Investors, where your company or organization will enjoy exclusive branding as a leader in our community.
- As part of this limited membership, you'll gain unique opportunities for high-profile visibility, priority access to networking events, and personalized support.
- Stand out as a key influencer in Celina's growth and success—this invitation is extended to only five visionary investors!



YOUR
LOGO
HERE



Life Connected.



ONLY 3 SPOTS AVAILABLE!



www.celinachamber.org



(972) 382-3300



110 South Preston
Road, Celina

STAR MEMBERS

Connected for Growth



Star Members

Thank you for your investment!



Here is the reason why
JOIN THE CHAMBER



To encourage, build, and support positive development in the Celina area of existing and potential businesses and to preserve our heritage and enhance the quality of life for our residents.



www.celinachamber.org



(972) 382-3300



110 South Preston
Road, Celina

A NOTE FROM OUR BOARD



WELCOME

The Greater Celina Chamber of Commerce offers a variety of events that provide valuable networking opportunities and avenues for business exposure. With more than 300 members, the Greater Celina Chamber of Commerce is the leading business organization in Celina.

As a business leader in the Celina area, you may find it difficult to network and connect with other business leaders. Chamber membership offers exclusive opportunities to interact with member businesses through networking events. Our staff will help open doors and market your business to key audiences. We are the voice of businesses in our community and advocate for important issues. The Greater Celina Chamber of Commerce has always strived to help business leaders and create a vibrant economy in the city of Celina, and this commitment remains steadfast today.

Please take a moment to review our website to see how membership with the Greater Celina Chamber of Commerce strengthens our community while directly benefiting your business. Should you have specific questions, please do not hesitate to contact us.

BOARD OF DIRECTORS

HOLLY PENNINGTON

Chairman

DUSTY MCAFEE

Board Member

JIM SCANO

Chair Elect

MICHELLE MEEKS

Board Member

CALEB LAVEY

Past Chair

RYAN WILCOX

Board Member

JILL ROZA

Secretary

CHAD ANDERSON

Treasurer

ANDY HOPKINS

Board Member

BRYAN POCHE

Board Member

KENNY SMITH

Board Member

EDDIE CAWLFIELD

Board Member

STAFF

ALEXIS JACKSON

President

JENNIFER DOWNS

Director of Events
and Marketing

KRYSTEN WILKINS

Business Relations
and Engagement



STATE OF THE CITY

JANUARY 21, 2025

PRESENTED BY



YOUR LOGO HERE



STATE OF THE CITY

An annual gathering that provides a platform for local leaders, businesses, and community members to come together and discuss the current status and future outlook of the city. Speakers include key figures such as the mayor, city officials, and prominent business leaders.

Audience: Over 300 of Celina's most influential thought leaders and business owners.

✓ TITLE	\$6,000
✓ GOLD	\$3,000
✓ SILVER	\$2,000
✓ TABLES (8)	\$700
✓ TICKETS Non Members	\$100
✓ TICKETS Members	\$50



SIGNATURE EVENTS



WINECRAWL

MARCH 29, 2025

PRESENTED BY



YOUR LOGO HERE



DOWNTOWN WINE CRAWL

The Wine Crawl is a sip, shop and taste event where participants sample wines at their favorite shops and businesses around Downtown Celina while enjoying live music and special discounts.

Audience: Over 500 ticketed guests from the North Texas area that enjoy great wine with friends.

✓	TITLE	\$3,000
✓	RED	\$1,000
✓	WHITE	\$500
✓	ROSE	\$250
✓	CHAMPAGNE TOAST	\$500
✓	DESSERT	\$500



www.celinachamber.org



(972) 382-3300



110 South Preston
Road, Celina



OCTOBER 11, 2025

PRESENTED BY



YOUR LOGO HERE



OKTOBERFEST

Oktoberfest celebrates German culture in true Texas Style. The Oktoberfest celebration has featured many family fun activities including a free kids zone, music, biergarten, stein holding competition, costume contests, and much more.

Audience: Over 3,500 families attend the event every year.

✓ TITLE	\$10,000
✓ PLATINUM	\$6,000
✓ GOLD	\$3,000
✓ SILVER	\$1,000
✓ BRONZE	\$500





DECEMBER 14, 2025

PRESENTED BY



YOUR LOGO HERE



GIFT TOUR

This is a festive, annual event that invites the community to explore and support local businesses while shopping for unique holiday gifts. Participants visit various shops and businesses throughout Downtown, enjoying holiday-themed activities, discounts, and giveaways.

Audience: 200 attend the event every year. Tickets sell out in minutes.

✓	TITLE	\$3,500
✓	STOP In kind	\$2,000
✓	PHOTO	\$500
✓	PARTNER	\$500
✓	BAG	\$200



www.celinachamber.org



(972) 382-3300



110 South Preston
Road, Celina

ANNUAL CHAMBER BANQUET

DATE PENDING

PRESENTED BY



YOUR LOGO HERE



ANNUAL CHAMBER BANQUET

The annual banquet is a highly anticipated event that brings together local businesses & community leaders for an evening of celebration and networking. Held with the aim of recognizing outstanding achievements, the banquet honors businesses and individuals who have made significant contributions to the economic and social fabric of Celina.

✓	TITLE	\$3,000
✓	GOLD	\$2,000
✓	SILVER	\$1,000
✓	BRONZE	\$500



MONTHLY EVENTS

with the Chamber

2ND
 **WED**

COFFEE & CONNECTIONS
8:00 AM-9:00AM

Our monthly breakfast networking event, designed to energize your morning and expand your connections within the local business community.

SPONSORSHIP LEVEL: \$300

3RD
TUES

CHATS WITH THE CHAMBER
5:00PM-7:00PM

Our monthly evening networking event is where members of the Celina business community can connect, share ideas, and build relationships in a relaxed setting. Attendees have the opportunity to meet fellow professionals, exchange insights, and strengthen their local network. It's a casual and welcoming environment perfect for fostering meaningful connections and community growth.

SPONSORSHIP LEVEL: \$300-500

4TH
THUR
QUARTERLY

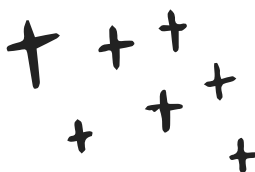
CULTIVATE
11:30AM-1:00PM

Our Chamber Quarterly Luncheons are the premier midday gatherings, dedicated to helping local businesses grow and thrive. Each luncheon brings together business owners, community leaders, and professionals from diverse industries to engage, learn, and inspire one another. Through guest speakers, panel discussions, and collaborative networking, attendees gain valuable insights, practical strategies, and fresh perspectives that can drive success.

SPONSORSHIP LEVEL: \$300-500



The Celina Ladies Of Influence is a premier organization created to empower and propel women into business success through education, mentoring, and service. Meetings are the 1st Wednesday of each month beginning at 8:30AM.



Designed to help develop & inspire future leaders for the Celina community through providing community members with the skills and tools to contribute to civic engagement and civic leadership. Class members learn about different aspects of Celina/Collin County and the importance of mobilizing our community members to lead.

**9 month program
1 class meeting per month
application process**



**The Celina Young
Professionals is a new
group coming to the
Chamber in 2025!**





In 2025, "New Vision, New Possibilities" will guide the Celina Chamber of Commerce as we expand our reach and impact in the community. This theme represents our commitment to fostering growth while strengthening the personal and professional bonds within Celina's business community.

"New Vision" reflects our dedication to exploring fresh, forward-thinking strategies that meet the evolving needs of our members, while empowering local leaders to drive positive change.

"New Possibilities" emphasizes the Chamber's focus on building deeper, more meaningful networks, offering opportunities that enable members to connect, collaborate, and thrive together. From enhanced networking events to initiatives designed to support every stage of business growth, the 2025 program is crafted to help members succeed in a rapidly changing landscape.

This year, join us as we set our sights on a brighter future, strengthening Celina one connection at a time.

THANK YOU FOR YOUR SUPPORT!!!



EDA with Greater Celina Chamber of Commerce

Background

- Historically, the City, CEDC, and Chamber have collaborated on supporting events such as Winecrawl, Oktoberfest, and Gift Tour.
- These partnerships have typically been formalized through separate marketing services or economic development agreements.
- The purpose of the proposed agreement
 - Establish a unified, comprehensive partnership between the CEDC, City, and Chamber.
 - All other previous agreements entered into by and between the City, CEDC and Chamber are void.

CEDC Obligation

The CEDC agrees to pay the Chamber \$25,000 annually in exchange for the services below:

- Priority access and top billing for all Chamber initiatives annually
- Recognition at every event, including networking events, ribbon cuttings, and special occasions.
- Exclusive “presented by” branding at all our events.
- Social media shoutouts and logo placement on our banner displayed at every event
- Website branding.
- Financial reports as requested.
- Twice a year Chamber updates to CEDC Board of Directors.
- 10-15 tickets to any Chamber event.
- Annual example of the expected benefits and sponsorships associated with the Top 5 Investor level.
- The CEDC is allowed a mutually agreed upon sitting board member selected by the CEDC Board of Directors.

Questions?



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From: Ty Behringer, Business Development Associate
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: February 4, 2025
Re: Discussion regarding the 2025 Texas Tastemakers Festival. (Satarino)

Action Requested:

Discussion regard the 2025 Texas Tastemakers Festival. (Satarino)

Background Information:

SBG Hospitality has partnered with H-E-B to bring the first annual Texas Tastemakers Festival presented by H-E-B to Downtown Celina on March 22nd. The Texas Tastemakers Festival is a culinary celebration with a Texas flair. The event will spotlight delicious Texas cuisine, including the H-E-B Culinary Tent and dishes crafted by 15 of the best local restaurants. Attendees will enjoy a tasting pass to the 15 restaurants, wine, craft beer, spirits, live music, and fun activations.

The 15 local restaurants will be comprised of locally owned Celina restaurants. The CEDC as part of their Business Retention & Expansion efforts will work with the Celina restaurants to fill the 15 restaurant vendor openings. These vendors will have an opportunity to provide free samples and showcase their businesses to an estimated 3,000+ attendees.

The Texas Tastemakers Festival will bring visitors from all over north Texas as well as Celina residents together and showcase the unique charm of Downtown Celina to further position it as a destination.

Downtown Celina will be sponsoring the event to promote all of the local Downtown Celina businesses. This will be through a sponsorship agreement between the City of Celina, Celina EDC, and SBG Hospitality. The sponsorship agreement is being negotiated to include a stipend from SBG Hospitality directly to the Celina restaurants that sign up for the event, are located in downtown, and are affected by the road closures associated with the event. This sponsorship agreement is expected to be fully completed and executed by February 6th.

Legal Review:

CEDC Staff will coordinate the review of the sponsorship agreement with the CEDC Attorney.

Supporting Documents:

1. Texas Tastemakers Festival - Worksession

Financial Consideration:

CEDC Staff will coordinate the execution of the sponsorship agreement and associated financial considerations.

Staff Recommendation:

Staff requests feedback from the CEDC Board of Directors.

Texas Tastemakers Festival

Background

- SBG Hospitality has partnered with H-E-B to bring the first annual Texas Tastemakers Festival presented by H-E-B to Downtown Celina on March 22nd.
- The Texas Tastemakers Festival is a culinary celebration with a Texas flair. The event will spotlight delicious Texas cuisine, including the H-E-B Culinary Tent and dishes crafted by 15 of the best local restaurants.
- Attendees will enjoy a tasting pass to the 15 restaurants, wine, craft beer, spirits, live music, and fun activations.
- City Council approved the agreement to bring the event to Celina on January 14th.

Background

- The 15 local restaurants will be comprised of locally owned Celina restaurants.
- The CEDC as part of their Business Retention & Expansion efforts will work with the Celina restaurants to fill the 15 restaurant vendor openings. These vendors will have an opportunity to provide free samples and showcase their businesses to an estimated 3,000+ attendees.
- The Texas Tastemakers Festival will bring visitors from all over north Texas as well as Celina residents together and showcase the unique charm of Downtown Celina to further position it as a destination.

Worksession

Sponsorship Agreement

- Downtown Celina will be sponsoring the event to promote all of the local Downtown Celina businesses. This will be through a partnership and sponsorship agreement between the City of Celina, Celina EDC, and SBG Hospitality.
- The sponsorship agreement is being negotiated to include a stipend from SBG Hospitality directly to the Celina restaurants that sign up for the event, are located in downtown, and are affected by the road closures associated with the event.
- This sponsorship agreement is expected to be fully completed and executed by February 6th.

Worksession

Questions?



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From: Ty Behringer, Business Development Associate
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: February 4, 2025
Re: Recap of the Joint City Council and CEDC Board Meeting and next steps. (Satarino)

Action Requested:

Recap of the Joint City Council and CEDC Board Meeting and next steps. (Satarino)

Background Information:

On January 13th, the Joint Meeting between the CEDC and the City Council centered on reviewing the current state of economic development and completing a visioning exercise to guide future initiatives. CEDC Staff also presented the updated Strategic Plan for the organization, which provided a detailed roadmap for the upcoming initiatives and long-term goals of the CEDC. This updated strategic plan will serve as a crucial tool for guiding decision-making and evaluating progress.

A key portion of the meeting involved determining top priorities for economic development. After a thorough discussion, both the City Council and the CEDC Board voted to prioritize four major development projects moving forward:

1. **Downtown revitalization**
2. **Stadium-anchored mixed-use district**
3. **Outdoor lifestyle center**
4. **Western heritage development**

These projects were identified as essential for driving community growth, attracting investment, enhancing tourism and enhancing the region's appeal. The meeting was a critical step in ensuring alignment between the CEDC and City Council, setting a unified direction for economic development efforts in the coming years.

CEDC staff is now moving forward with the next steps in the planning process, outlined as follows:

- **Finalization of the Strategic Plan:** CEDC Staff will complete the final version of the updated strategic plan and prepare it for adoption in March 2025.
- **Notable Change:** Based on feedback from business and community leaders, CEDC Staff is proposing a new focus area dedicated specifically to **Small Businesses**. While small and local businesses are currently addressed under the “Entrepreneurs and Innovators” focus areas, the proposal is to rename this section to **Small Business Ecosystems**. This will help elevate the focus and provide it with greater visibility and impact, while still maintaining entrepreneurship and innovation as key goals within the revised focus area.
- **Objectives and Key Results:** CEDC Staff will develop detailed objectives and key results (OKRs) for review by the Board, ensuring that specific, measurable goals are in place to track progress.
- **Adoption Request:** CEDC Staff will seek adoption of the full strategic plan in March 2025.
- **Resolution for Top Priority Projects:** In addition to the strategic plan, CEDC Staff will recommend approval of a resolution formalizing the Top Priority projects that were voted on during the Joint Meeting. Both the strategic plan and the resolution will be submitted to City Council for approval.

This outline lays out the path forward for CEDC Staff as we continue refining and moving toward formalizing the strategic plan and priority projects.

Legal Review:

A legal review is not required at this time.

Supporting Documents:

1. Joint Meeting Recap - Worksession

Financial Consideration:

There are no financial obligations being considered at this time.

Staff Recommendation:

Staff requests feedback from the CEDC Board of Directors.

Joint Meeting Recap and Next Steps

Worksession

Recap

January 13, 2025

- Focused on reviewing the current state of economic development
- Completed a visioning exercise to guide future initiatives.
- CEDC Staff presented the updated Strategic Plan for the organization, which provided a detailed roadmap for the upcoming initiatives and long-term goals of the CEDC.

Recap

January 13, 2025

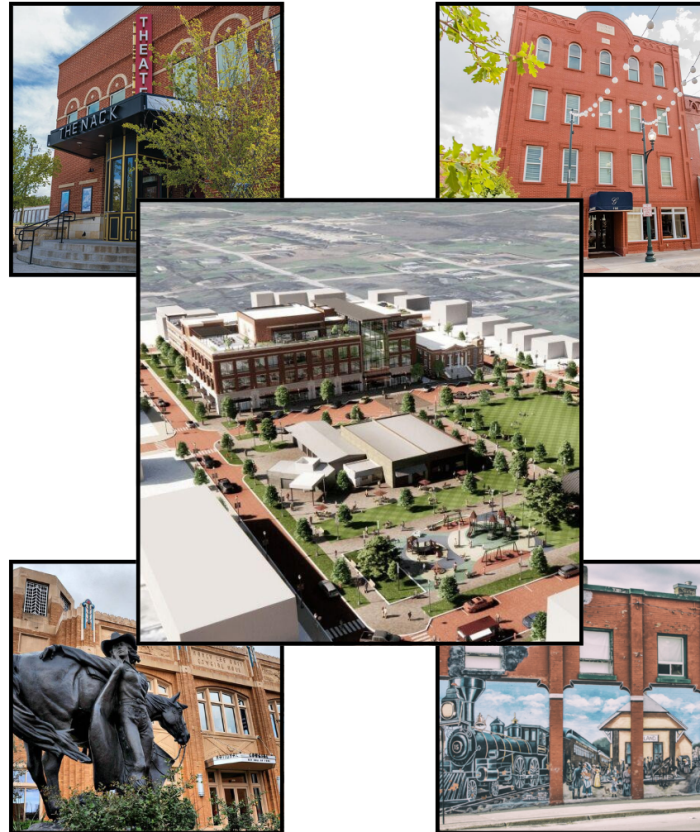
A key portion of the meeting involved determining top priorities for economic development. After a thorough discussion, both the City Council and the CEDC Board voted to prioritize four major development projects moving forward:

- 1. Downtown revitalization**
- 2. Stadium-anchored mixed-use district**
- 3. Outdoor lifestyle center**
- 4. Western heritage development**

These projects were identified as essential for driving community growth, attracting investment, enhancing tourism and enhancing the region's appeal.

Worksession

Downtown



This redevelopment plan for Downtown includes the addition of arts and culture venues, as well as entertainment and hospitality spaces. While Downtown is already set for a historic allocation of capital expenditures, this project outlines the next phase of its vision, ensuring it stays a top priority compared to other development projects.

Stadium-Anchored Mixed-Use

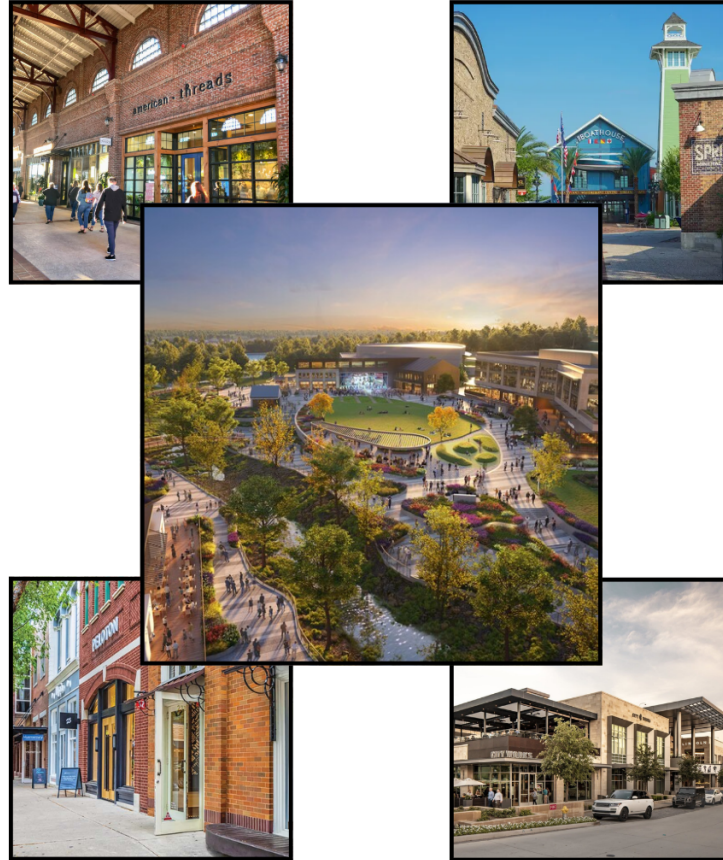


This stadium-anchored, mixed-use district includes entertainment venues, retail, and restaurants surrounding a stadium.

Estimated Acreage: 60 Acres

Worksession

Open-Air Retail



This open-air retail district features a mix of retail, restaurants, and inviting open spaces.

Estimated Acreage: 100 Acres

Western Heritage Development



This western heritage development showcases Celina's unique history through distinctive western architecture, featuring a boutique hotel, retail, equestrian center, livestock market, agritourism destinations, and a multi-purpose arena.

Estimated Acreage: 75 Acres

Next Steps

CEDC staff is now moving forward with the next steps in the planning process, outlined as follows:

- **Finalization of the Strategic Plan**
- **Notable Change:** Based on feedback from business and community leaders, CEDC Staff is proposing a new focus area dedicated specifically to **Small Businesses**. While small and local businesses are currently addressed under the “Entrepreneurs and Innovators” focus areas, the proposal is to rename this section to **Small Business Ecosystems**. This will help elevate the focus and provide it with greater visibility and impact, while still maintaining entrepreneurship and innovation as key goals within the revised focus area.

Strategic Focus Areas



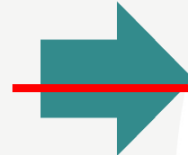
Business Attraction, Retention & Expansion (BARE)



Destination Development



Marketing & Communications



~~Entrepreneurs and Innovation~~

Small Business Ecosystem



Education & Workforce Development



Community Economic Development (CED)

Next Steps

CEDC staff is now moving forward with the next steps in the planning process, outlined as follows:

- **Finalization of the Strategic Plan**
- **Notable Change:** Based on feedback from business and community leaders, CEDC Staff is proposing a new focus area dedicated specifically to **Small Businesses**. While small and local businesses are currently addressed under the “Entrepreneurs and Innovators” focus areas, the proposal is to rename this section to **Small Business Ecosystems**. This will help elevate the focus and provide it with greater visibility and impact, while still maintaining entrepreneurship and innovation as key goals within the revised focus area.
- **Develop objectives and Key Results**
- **Adoption Request in March 2025**
- **Resolution for Top Priority Projects**

Questions?



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From: Ty Behringer, Business Development Associate
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: February 4, 2025
Re: Discussion regarding rescheduling the April EDC Regular Board Meeting. (Satarino)

Action Requested:

Discussion regarding rescheduling the April EDC Regular Board Meeting. (Satarino)

Background Information:

Every other year members of the Collin County chambers of commerce, as well as elected officials, community leaders, and business professionals, participated in a two-day program in Austin to kick off the new legislative session. Over 150 representatives from across the county meet with legislators and area elected officials to learn more about the important issues facing our county.

Collin County Days 2025 is scheduled for April 1-2, 2025, which conflicts with the April Regular CEDC Board Meeting.

Staff recommend moving the April 1, 2025, Regular CEDC Board Meeting to April 3, 2025, at 12:00 PM.

Legal Review:

A legal review is not needed at this time.

Supporting Documents:

1. Worksession - Moving April Meeting - 020425

Financial Consideration:

There are no financial obligations being considered at this time.

Staff Recommendation:

Staff recommend moving the April 1, 2025, Regular CEDC Board Meeting to April 3, 2025.



APRIL CEDC BOARD MEETING

Background

Collin County Days

- Collin County chambers, elected officials, and leaders join a biennial two-day program in Austin for the legislative session kickoff.
- Over 150 representatives meet legislators to address key county issues.
- Dates: April 1-2, 2025 (Conflicts with April 1, 2025, Regular CEDC Board Meeting)

Consideration

- Collin County Days - April 1-2, 2025
- CEDC Regular Board Meeting – April 1, 2025

Recommendation:

Rescheduled the Regular CEDC Board Meeting to April 3, 2025, at 12:00 PM (originally set for April 1, 2025).

Questions?