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**ECONOMIC DEVELOPMENT CORPORATION SPECIAL CALLED MEETING
BOARD OF DIRECTORS
112 N COLORADO ST
THURSDAY, APRIL 3, 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 551.087 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 322 W. Walnut St.
2. Discussion regarding an incentive application for a business located at 501 W. Walnut St
3. Discussion regarding an amendment to an Economic Development and Performance Agreement with Methodist Hospitals of Dallas.

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 of Celina EDC Highlight Video.
- B. EDC Updates

V. ACTION ITEM:

- A. Special Called EDC Board Meeting Minutes - March 10th, 12:00pm

- B. Consider and act upon a Resolution appointing a member of the Celina Economic Development Corporation Board of Directors to the Greater Celina Chamber of Commerce Board of Directors. (Satarino)
- C. Consider and act upon an Amendment to an Economic Development and Performance Agreement by and between the City of Celina, Celina Economic Development Corporation, and Methodist Hospitals of Dallas. (Satarino)

VI. WORKSESSION:

- A. Discussion regarding Local Business Support Program. (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 BOARD OF
DIRECTORS
SPECIAL CALLED MEETING
112 N COLORADO ST
MONDAY, MARCH 10, 2025
12:00 PM
MINUTES**

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

President Bissett called the meeting to order at 12:01 PM.

Members Present:

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

Members Absent:

Board Member Cody Hunter

II. OPEN FORUM

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The CEDC Board convened into executive session at 12:03pm.

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 Project Freeze.
2. Discussion regarding an incentive application for a business located at 206 N. Louisiana St.
3. Discussion regarding an incentive application for a business located at 322 W. Walnut 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 12:32pm.

IV. PRESENTATION:

- A. Presentation from Local Dive Collective, LLC.

Katie Dunn and Taylor Witt spoke regarding the item.

- B. Presentation of Preston Road Corridor initiatives. (Satarino)

Anthony Satarino spoke regarding the item.

- C. EDC Updates.

Melissa Thomas spoke regarding the item.

V. ACTION ITEM:

- A. Regular EDC Board Meeting Minutes - February 4th, 12:00pm

Upon a motion by Vice President Andrew Donaldson and a second by Board Member Ryan Wilcox, the Board voted six (6) for and none (0) opposed to approve the Regular EDC Board Meeting Minutes - February 4th, 12:00pm. The motion carried 6-0.

- B. Consider and act upon a Resolution adopting the 2025-2028 Economic Development Strategic Framework. (Satarino)

Upon a motion by Board Member Rocky Hussman and a second by Board Member Shane Lambert, the Board voted six (6) for and none (0) opposed to approve a Resolution adopting the 2025-2028 Economic Development Strategic Framework. The motion carried 6-0.

- C. Consider and act upon a Chapter 380 Economic Development and Performance Agreement with BARM Group, LLC; for an amount not to exceed \$25,000. (Satarino)

Upon a motion by Vice President Andrew Donaldson and a second by Board Member Ryan Wilcox, the Board voted six (6) for and none (0) opposed to approve a Chapter 380 Economic Development and Performance Agreement with BARM Group, LLC; for an amount not to exceed \$25,000. The motion carried 6-0.

- D. Consider and act upon a Resolution appointing a member of the Celina Economic Development Corporation Board of Directors to the Greater Celina Chamber of Commerce Board of Directors. (Satarino)

Upon a motion by Board Member Ryan Wilcox and a second by Board Member Rocky Hussman, the Board voted six (6) for and none (0) opposed to approve a Resolution appointing a member of the Celina Economic Development Corporation Board of Directors to the Greater Celina Chamber of Commerce Board of Directors. The motion carried 6-0.

VI. ADJOURNMENT:

President Bissett adjourned the meeting at 1:09pm.

President

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 by: Economic Development Corporation
Date: April 3, 2025
Re: Consider and act upon a Resolution appointing a member of the Celina Economic Development Corporation Board of Directors to the Greater Celina Chamber of Commerce Board of Directors. (Satarino)

Action Requested:

Consider and act upon a Resolution appointing a member of the Celina Economic Development Corporation Board of Directors to the Greater Celina Chamber of Commerce Board of Directors. (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. A partnership was formalized through an Economic Development Agreement, executed in February 2025. The purpose of the Agreement is to establish a unified partnership between the CEDC, City, and Chamber.

The CEDC agreed 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.

UPDATE: The Greater Celina Chamber of Commerce Board of Directors discussed the selected appointee of the CEDC Board of Directors at their March meeting. It was determined that further discussion was necessary and no vote was taken. Staff will provide an update at the upcoming CEDC Board Meeting.

Legal Review:

The CEDC Attorney has reviewed the attached Resolution.

Supporting Documents:

1. Celina EDC - Reso 2025-2R - Appointing Board member to Chamber of Commerce
2. Action - Appointment of Board Member to Celina Chamber Board

Financial Consideration:

There are no financial obligations being considered at this time.

Staff Recommendation:

Staff requests the CEDC Board appoint a sitting Board Member to serve on the Greater Celina Chamber of Commerce Board of Directors.

RESOLUTION NO. 2025-2R

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, A TYPE A ECONOMIC DEVELOPMENT CORPORATION, APPOINTING A BOARD MEMBER TO SERVE AS A BOARD MEMBER OF THE GREATER CELINA CHAMBER OF COMMERCE; AND PROVIDING FOR AN IMMEDIATE EFFECTIVE DATE.

WHEREAS, the Celina Economic Development Corporation (hereinafter referred to as the “CEDC”), is an economic development corporation operating pursuant to Chapter 504 of the Texas Local Government Code, as amended (also referred to as the “Act”), and the Texas Non-Profit Corporation Act, as codified in the Texas Business Organizations Code, as amended; and

WHEREAS, on or about February 11, 2025, the CEDC entered into an Economic Development Agreement with the City of Celina, Texas, and the Greater Celina Chamber of Commerce (the “Agreement”); and

WHEREAS, Section 2.4 of the Agreement provides that the CEDC is allowed a mutually agreed upon sitting board member selected by the Board of Directors of the CEDC.

WHEREAS, Board of Directors of the CEDC desires to appoint a board member consistent with the Agreement.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, AS FOLLOWS:

Section 1. That the foregoing recitals are hereby found to be true and correct findings of the CEDC and are fully incorporated into the body of this Resolution.

Section 2. That the Board of Directors of the CEDC consistent with the terms of the Agreement hereby appoints _____ to serve as a Board member of the Greater Celina Chamber of Commerce.

Section 3. That the term of the appointment shall commence on the effective date and shall terminate upon the earlier of (i) the expiration or termination of the Agreement or (ii) the cessation of the appointed Board member’s tenure, unless otherwise determined by the Board of Directors.

Section 4. This Resolution shall become effective from and after its passage.

DULY RESOLVED by the Board of Directors of the Celina Economic Development Corporation on this the _____ day of March, 2025.

Clint Bissett, President
Celina Economic Development Corporation

Appointment of CEDC Board Member to Chamber Board

Background

- A partnership between the CEDC, City, and Greater Celina Chamber of Commerce was formalized through an Economic Development Agreement, executed by the Parties in February 2025.
- Per the agreement, **the CEDC is allowed a mutually agreed upon board member selected by the CEDC Board of Directors.**
- Staff requests the CEDC Board appoint a sitting Board Member to serve on the Greater Celina Chamber of Commerce Board of Directors.

Questions?



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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: April 3, 2025
Re: Consider and act upon an Economic Development and Performance Agreement Amendment with Methodist Hospitals of Dallas. (Satarino)

Action Requested:

Consider and act upon an Amendment to an Economic Development and Performance Agreement by and between the City of Celina, Celina Economic Development Corporation, and Methodist Hospitals of Dallas. (Satarino)

Background Information:

In April 2023, Methodist Hospitals of Dallas, the City of Celina, and the Celina Economic Development Corporation (CEDC) entered into an Economic Development Performance Agreement to facilitate the construction and operation of a new medical facility.

The project includes a four-story, 192,000-square-foot acute care hospital featuring 48 beds, four labor and delivery suites, and 16 emergency department beds. Additionally, the development includes a 40,000-square-foot medical office building and 420 surface parking spaces, located at the southeast corner of Dallas Parkway and FM 428.

As part of the agreement, Methodist Hospital committed to obtaining a certificate of occupancy (CO) by March 1, 2025. Additionally, the hospital agreed to open the facility for business by June 1, 2025, and to continue operating and maintaining it throughout the term of the agreement. Methodist Hospital held its Grand Opening on March 13, 2025, under a temporary certificate of occupancy (TCO) while working with the Development Services department to address outstanding site requirements. A TCO is issued by the Development Services department when a building is substantially complete and safe for limited occupancy but still has outstanding work that must be addressed before a final CO can be granted. The issuance of a TCO allows the owner to use or occupy portions of the building while completing the remaining requirements.

Since Methodist Hospital did not receive the final CO by the agreed-upon deadline, they seek to amend the agreement to extend the CO deadline to June 1, 2025, aligning it with the planned facility opening date.

No other changes are being proposed in this amendment.

Legal Review:

The CEDC Attorney has reviewed the attached Amendment.

Supporting Documents:

1. Celina EDC - Methodist Hospitals - First Amendment to Economic Development Agreement
2. Action - Amendment - Methodist Celina EDA

Financial Consideration:

CEDC agrees to provide a financial incentive to Methodist Hospital in the amount of One Thousand and No/100 Dollars (\$1,000.00) for each Full-Time Equivalent Employment Position created by Methodist Hospital per the original Economic Development and Performance Agreement.

Staff Recommendation:

Staff recommends approval.

**FIRST AMENDMENT
TO
ECONOMIC DEVELOPMENT PERFORMANCE AGREEMENT**

This **FIRST AMENDMENT TO ECONOMIC DEVELOPMENT PERFORMANCE AGREEMENT** (hereinafter referred to as the “First Amendment”) is made and entered into by and between the **CITY OF CELINA, TEXAS**, a Texas home-rule municipality (hereinafter referred to as the “City”); the **CELINA ECONOMIC DEVELOPMENT CORPORATION**, a Texas non-profit corporation (hereinafter referred to as the “CEDC”); **METHODIST HOSPITALS OF DALLAS**, a Texas corporation, d/b/a Methodist Health System (hereinafter referred to as “Methodist Hospital”):

RECITALS:

WHEREAS, on or about April 25, 2023, the City, CEDC and Methodist Hospital entered into the original Economic Development Performance Agreement (hereinafter referred to as the “Original Agreement”) regarding financial assistance to construct and operate a minimum four (4) story, 192,000 square-foot full service acute care hospital generally located at the southeast corner of Dallas Parkway and FM 428, City of Celina, Collin County, Texas; and

WHEREAS, the City, CEDC and Methodist Hospital now desire to amend Section 4(c) of the Original Agreement to change the certificate of occupancy date to June 1, 2025.

NOW, THEREFORE, for and in consideration of the agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the CEDC and Methodist Hospital agree as follows:

SECTION 1. FINDINGS INCORPORATED.

The foregoing recitals are hereby incorporated into the body of this First Amendment and shall be considered part of the mutual covenants, consideration and promises that bind the parties.

SECTION 2. AMENDMENT TO ORIGINAL AGREEMENT.

(a) **Amendment to Original Agreement.** That Section 4(c) of the Original Agreement is hereby amended to read as follows:

“(c) **Certificate of Occupancy.** Methodist Hospital covenants and agrees to obtain or cause to be obtained by **June 1, 2025**, a certificate of occupancy from the City for the Medical Facility located on the Property.”

SECTION 3. MISCELLANEOUS PROVISIONS.

The following miscellaneous provisions are a part of this First Amendment:

- (a) **Amendments.** This First Amendment constitutes the entire understanding and agreement of the parties as to the matters set forth in this First Amendment. No alteration of or amendment to this First Amendment shall be effective unless given in writing and signed by the party or parties sought to be charged or bound by the alteration or amendment.
- (b) **Applicable Law and Venue.** This First Amendment shall be governed by and construed in accordance with the laws of the State of Texas, and all obligations of the parties created hereunder are performable in Collin County, Texas. Venue for any action arising under this First Amendment shall lie in the state district courts of Collin County, Texas.
- (c) **Assignment.** Neither Party shall have the right to assign its rights and/or obligations under this First Amendment, or any interest herein, without the prior written consent of the other Party.
- (d) **Binding Obligation.** This First Amendment shall become a binding obligation on the signatories upon execution by all signatories hereto. The City warrants and represents that the individual executing this First Amendment on behalf of the City has full authority to execute this First Amendment and bind the City to the same. CEDC warrants and represents that the individual executing this First Amendment on behalf of the CEDC has full authority to execute this First Amendment and bind the CEDC to the same. Methodist Hospital warrants and represents that the individual executing this First Amendment on Methodist Hospital's behalf has full authority to execute this First Amendment and bind it to the same.
- (e) **Caption Headings.** Caption headings in this First Amendment are for convenience purposes only and are not to be used to interpret or define the provisions of the First Amendment.
- (f) **Counterparts.** This First Amendment may be executed in one or more counterparts, each of which shall be deemed an original and all of which shall constitute one and the same document.
- (g) **Effective Date.** The effective date (the "Effective Date") of this First Amendment shall be the date of the latter to execute this First Amendment by and between the City, CEDC and Methodist Hospital.
- (h) **Original Agreement and any Amendments.** All of the terms, conditions, and obligations of the Original Agreement, and any amendments remain in full force and effect except where specifically modified by this First Amendment.
- (i) **Severability.** The provisions of this First Amendment are severable. If any paragraph, section, subdivision, sentence, clause, or phrase of this First Amendment is for any reason held by a court of competent jurisdiction to be contrary to law or contrary to any rule or regulation have the force and effect of the law, the remaining portions of the First Amendment shall be enforced as if the invalid provision had never been included.

(j) **Time is of the Essence.** Time is of the essence in the performance of this First Amendment.

[The Remainder of this Page Intentionally Left Blank]

IN WITNESS WHEREOF, the parties hereto have caused this instrument to be duly executed.

CITY:

CITY OF CELINA, TEXAS,
a Texas home-rule municipality,

By: _____
Ryan Tubbs, Mayor

Date Signed: _____

ATTEST:

Lauren Vaughns, City Secretary

CEDC:

CELINA ECONOMIC DEVELOPMENT CORPORATION,
a Texas non-profit corporation

By: _____
Clint Bissett, President

Date Signed: _____

METHODIST HOSPITAL:

METHODIST HOSPITALS OF DALLAS,
A Texas corporation,

By: _____
James C. Scoggin Jr.,
Chief Executive Officer

Date Signed: _____

Methodist Celina – Amendment to EDA

Background

- April 2023 - Methodist Hospitals of Dallas, City of Celina, and Celina Economic Development Corporation (CEDC) execute an Economic Development Performance Agreement.
- Southeast corner of Dallas Parkway & FM 428

Action Item



Action Item

Project Scope

- Four-story, 192,000 sq. ft. acute care hospital
- 48 inpatient beds, 4 labor & delivery suites, 16 emergency department beds
- 40,000 sq. ft. medical office building
- 420 surface parking spaces

Amendment Request

Current Status of Methodist Hospital:

- Grand Opening took place under a temporary certificate of occupancy (TCO) on March 13, 2025.
 - Issued when a building is substantially complete and safe
 - Allows partial occupancy while final site work is completed
- Methodist Hospital did not receive a CO by March 1, 2025
- Still addressing outstanding site requirements

Request:

- Extend the CO deadline to June 1, 2025
- Aligns with the original facility opening deadline
- No other changes are being considered

Recommendation:

- Staff recommends approval.

Action Item

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: April 3, 2025
Re: Discussion regarding Local Business Support Program. (Satarino)

Action Requested:

Discussion regarding Local Business Support Program. (Satarino)

Background Information:

City Council and the CEDC Board of Directors recently approved the 2025-2028 Economic Development Strategic Framework, which identifies Small Business Ecosystems as a key focus area. A central component of this strategy is the creation of the Local Business Support Program (LBSP)—a comprehensive initiative focused on strengthening the local business community, enhancing entrepreneurial success, and fostering long-term economic vitality across Celina.

Led by the Director of Community Development & Downtown Service, LBSP is currently in development and will be built in phases, beginning with a collaborative planning process. At the heart of the program is a commitment to providing tailored resources, educational opportunities, strategic mentorship, and direct consulting support to Celina's small business owners. The program will also work to cultivate meaningful partnerships with the Chamber of Commerce, Downtown Commission, and other key stakeholders to ensure alignment and shared impact.

To support the program's development and stakeholder engagement, staff is proposing a steering committee. This ad hoc advisory group will provide feedback and guidance throughout the program's design phase and will include representation from the Downtown Commission, EDC Board, Chamber of Commerce, and City Council. The committee will meet monthly for the first six months to define key initiatives, structure outreach efforts, and help shape the long-term governance of LBSP.

The Local Business Support Program will feature the following components:

- Financial Support
- Training and Education
- Infrastructure and Resource Access
- Networking and Collaboration Opportunities
- Marketing and Promotion
- Sustainability and Innovation Support
- Monitor and Evaluation
- Policy and Advocacy Support
- Community Engagement and Support

Staff has identified two expedited initiatives in response to local business input:

- One-on-one business consulting (more details to come in May)
- Downtown Patio Enhancement Policy (details below)

Over the past several months, CEDC Staff has received increasing interest from downtown businesses seeking assistance with patio enhancements. This surge in inquiries has prompted the development of a new initiative—the Downtown Patio Enhancement Policy (DPEP). The DPEP is designed to support local businesses in expanding their outdoor spaces, ultimately contributing to a more vibrant downtown atmosphere, increased foot traffic, and a stronger local economy. By providing a structured framework, the policy will help ensure equitable access to funding while aligning with broader downtown revitalization efforts.

The DPEP complements existing programs available to downtown businesses, including Façade Grants, the Neighborhood Empowerment Zone (NEZ), the Tax Increment Reinvestment Zone (TIRZ), and live music grants. Together, these initiatives provide a comprehensive support system for business growth and downtown enhancement.

Staff will present additional details regarding eligibility, funding structure, and application requirements during the meeting, as outlined in the attached draft policy.

Legal Review:

A legal review is not need at this time.

Supporting Documents:

1. Historic Downtown Patio Enhancement Policy _ v2

Financial Consideration:

There are no financial obligations being considered at this time.

Staff Recommendation:

Staff requests feedback from the CEDC Board of Directors.

Downtown Patio Enhancement Policy

City of Celina, Texas · Celina Economic Development Corporation

1. Purpose & Objectives

The purpose of this policy is to establish a standardized framework for evaluating and supporting historic downtown business merchants seeking to expand their place of business by adding patio space. Patio space refers to an outdoor area adjacent to or associated with a business, typically a restaurant, café, or retail establishment, that is designed for public or customer use. This space may include seating, tables, decorative elements, landscaping, and other features that enhance the pedestrian experience and contribute to the vibrancy of the downtown environment. Patio spaces should be well-maintained, accessible, and compliant with all applicable zoning, safety, and design guidelines established by the city. This initiative aims to:

- Strengthening economic development by enhancing business sales and foot traffic.
 - Promote an indoor/outdoor experience for patrons, encouraging a vibrant downtown.
 - Encourage placemaking efforts that contribute to the historic and aesthetic appeal of downtown.
 - Provide structured financial assistance opportunities based on business performance and economic impact.
 - Serve as a component of the Downtown Improvement Program (DIP) toolbox, fostering a dynamic downtown environment.
-

2. Eligibility Criteria

Businesses seeking support for patio expansion must meet the following criteria:

- Be located within the designated Downtown District boundary, with the potential for boundary expansion as interest in the program grows.
 - In most cases, this funding policy will focus on existing businesses or buildings within the designated boundary and will generally not apply to new construction, unless an exception is determined based on program goals and economic impact.
 - Hold a valid business license and be in good standing with the city (no outstanding violations or code enforcement issues).
 - Have been in operation for a minimum of 12 months with demonstrated financial stability; if not eligible for a façade grant.
 - Provide a business plan detailing how the patio will enhance operations, customer experience, and economic impact.
-

3. Standardized Assessment Framework

Applications for patio enhancement will be assessed based on the following:

3.1 Business Performance Metrics

- **Sales Tax Revenue Generation** – Businesses must demonstrate year-over-year growth or steady sales performance.
- **Employment Growth** – The business should show job creation or sustained employment levels.
- **Community Engagement & Events** – Preference is given to businesses that contribute to downtown events or partnerships.

3.2 Patio Design & Compliance

- Patio designs must comply with ADA accessibility requirements, city codes, and historic district design standards.
- Designs must be reviewed and/or approved by the city's Downtown Commission and Design Review Committee.
- Safety considerations, including fire code compliance, must be incorporated.

3.3 Economic Impact Potential

- Projected increase in foot traffic and customer engagement.
- Positive impact on neighboring businesses.
- Potential to attract visitors and tourism.

4. Funding Mechanisms & Contribution Model

Financial assistance for patio enhancements will be structured as follows:

4.1 City & EDC Contribution Model

- The policy allows for a maximum combined contribution of \$50,000 from both the City and Economic Development Corporation (EDC) in the form of reimbursable grants.
- Only **two (2) patio projects will be allowed per year** under this program.

4.2 Matching Grants

- Up to 50% of eligible patio enhancement costs may be covered, with a **cap of \$50,000 per project** (combined City & EDC funds).
- The business applying for the grant will be required to provide a minimum contribution equal to a one-to-one match.

4.3 Performance-Based Incentives

- Additional funding considerations may be provided based on sales tax revenue increases post-expansion.
- Priority is given to businesses investing in sustainability features (e.g., green infrastructure, stormwater management).

5. Application & Approval Process

Step 1: Preliminary Consultation

Business owners must schedule a consultation with the City Economic Development Department to discuss project scope, funding options, and compliance requirements.

Step 2: Submission of Application

Applications will open on September 1st and must be submitted by December 1st. Applicants must submit:

- A detailed project proposal (renderings, dimensions, materials, etc.).
- A business performance report covering at least the past 12 months.
- A budget breakdown and funding request.

Step 3: Review & Approval

Applications will be reviewed by a Patio Review Committee, consisting of:

- City Economic Development Staff
- Historic District Representative
- Municipal Planning & Zoning Officials
- Downtown Commission Member

Approval is based on business impact, design feasibility, street life enhancement, visibility and funding availability.

Step 4: Implementation & Compliance Monitoring

- Approved projects must begin construction within 6 months of approval.
- City inspections will ensure compliance with building codes & historic district guidelines.

6. Additional Considerations

6.1 Public Safety & Liability

- Businesses must provide proof of liability insurance covering the patio expansion.
- Compliance with alcohol service regulations (if applicable).

6.2 Seasonal & Temporary Patio Options

- The city may explore seasonal permits for temporary patios, allowing businesses to test feasibility before committing to permanent expansion.

6.3 Integration with Broader Economic Development Goals

- This policy aligns with the city’s Comprehensive Downtown Revitalization Plan and Tourism & Business Growth Strategies.

6.4 Case-by-Case Projects

- Projects that do not offer an immediate economic benefit but enhance downtown aesthetics will be considered on a case-by-case basis.

7. Policy Review & Amendments

- The policy will be reviewed annually to assess its impact and effectiveness.
- Adjustments may be made based on feedback from businesses, city staff, and downtown stakeholders.
- Expansion of the Downtown District boundary will be considered as program interest grows.

DRAFT



Local Business Support Program

April 3, 2025

City Strategic Plan

7

Be *the* City of SMALL BUSINESS

Celina is known for our small, local businesses; they are the heart of the community. We recognize their importance to our quality-of-life and economic sustainability.



OBJECTIVES

- ADOPT FUNDING SOLUTIONS TO SUPPORT SMALL BUSINESSES.
- CREATE A SMALL BUSINESS PROMOTIONAL SUPPORT PROGRAM.
- ADOPT A FORMAL INCUBATOR PROGRAM.

EDC Strategic Framework

Strategic Focus Areas

Strategic focus areas prioritize resources, guide decision-making, and align efforts with the community's long-term goals that create a framework for measurable economic progress.

- ➔ **Business Attraction, Retention & Expansion**
- ➔ **Destination Development**
- ➔ **Marketing & Communications**
- ➔ **Small Business Ecosystem**
- ➔ **Education & Workforce Development**
- ➔ **Community Economic Development**

Strategic Focus Area

Small Business Ecosystems



Celina's emphasis on an authentic, homegrown small business ecosystem preserves its small-town charm and unique character, while driving economic growth, supporting entrepreneurs, spurring innovation, and strengthening community ties.

GOALS

01

Foster an organizational culture that champions local business entrepreneurship.

02

Identify strategic growth areas that will develop Celina's entrepreneurial ecosystem.

OBJECTIVES

1. **Create** mentorship and networking programs that connect established business owners with new entrepreneurs to encourage collaboration and knowledge sharing.
2. **Develop** a centralized resource hub (online and physical) to offer local entrepreneurs access to vital information, funding opportunities, and business development tools.

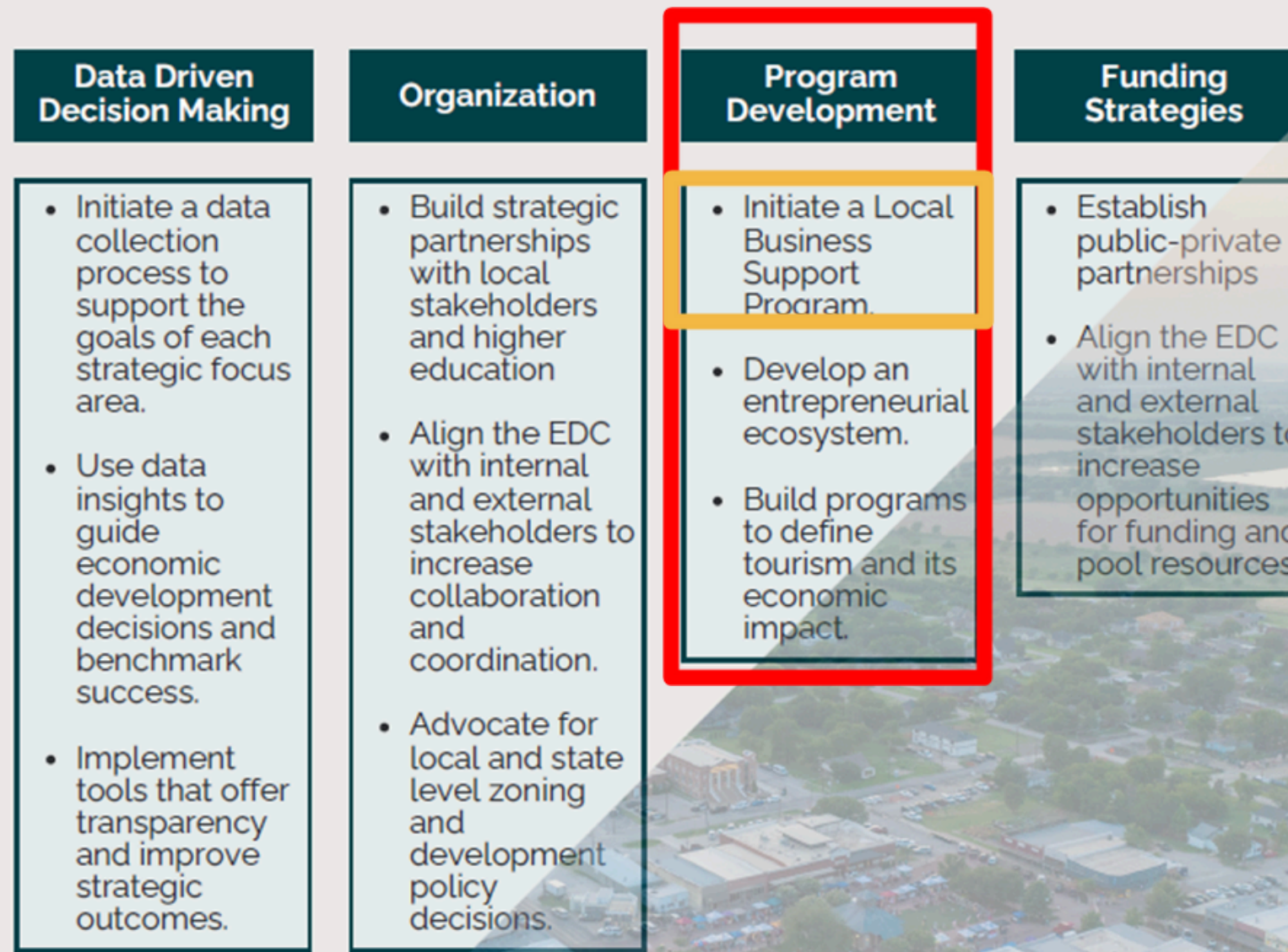
1. **Develop** incentive programs, grants, and financing options to attract and support new startups and early-stage businesses in Celina.
2. **Promote** innovation and entrepreneurship through workshops, events, and community engagement that connect local entrepreneurs with investors and experts.



Program Development

Economic Development Delivery Systems

Economic delivery systems are a set of strategies, processes, and infrastructure that the CEDC uses to promote and facilitate economic growth. These are every day internal processes that impact the execution of strategic goals.



Local Business Support Program

- The Local Business Support Program (LBSP), once adopted, will be a comprehensive toolbox for all local businesses.
- LBSP is currently in development and will be built in phases, beginning with a collaborative planning process.
- At the heart of the program is a commitment to providing tailored resources, educational opportunities, strategic mentorship, and direct consulting support to Celina's small business owners.
- The program will also work to cultivate meaningful partnerships with the Chamber of Commerce, Downtown Commission, and other key stakeholders to ensure alignment and shared impact.

Collaborations



Potential Components

- **Financial Support**
 - Grants and/or subsidies
 - Revolving loan program
 - Performance incentives
 - Job creation incentives
- **Training and Education**
 - Workshops and seminars
 - Mentorship programs
 - business development resources
- **Infrastructure and Resource Access**
 - Affordable workspaces
 - Access to technology and equipment
 - Digital literacy programs
- **Networking and Collaboration Opportunities**
 - Local business alliances
 - networking events
 - B2B partnerships
- **Marketing and Promotion**
 - Local business directory (BluDot maintenance)
 - Collaborative marketing campaigns
 - Digital presence support
 - Shop local initiatives

Potential Components

- **Policy and Advocacy Support**
 - Local business advocacy
 - Permitting assistance/development liaison
 - Support for regulations and legislation
- **Community Engagement and Support**
 - Public awareness campaigns
 - Volunteer/ambassador programs
 - Local business events
- **Sustainability and Innovation Support**
 - Green initiatives
 - Innovation hubs
 - Business recovery resources
- **Monitor and Evaluation**
 - Feedback mechanisms
 - Impact assessment



Local Business Grant Program Guidelines

PURPOSE

The goal of the Sachse Local Business Grant Program is to enhance the Highway 78 commercial corridor by encouraging redevelopment that makes the area an even more desirable place for business to occur in part by improving aesthetics as seen from the roadway.

PROGRAM FRAMEWORK

The Sachse Local Business Grant Program (the "Program") is an administratively-approved matching grant program. Funding authorization for this program comes from approval of the Sachse Economic Development Corporation's (EDC) annual budget by the City Council. Each year, the EDC considers approval of an amount to be included in the Local Business Grant line item within the EDC Budget. The amount within the EDC budget for the Local Business Grant program approved by the City Council is available for authorized projects. The EDC Board will conduct a public hearing as required by law to authorize the expenditure of these funds for authorized projects approved by the EDC Executive Director. An eligible business must apply for Program funding for an eligible project on a form provided by City Economic Development staff ("staff"). If the Program application is approved by the EDC Executive Director, the applicant will be required to execute a Local Business Grant Program Agreement (the "Program Agreement"). No funding may be provided for any work that has commenced prior to approval of the Program application and execution of the Program Agreement. The amount of Program Grant funding available each year is limited to the Program funding approved in the annual EDC budget. The Program is administered on a first come, first served basis, and once the maximum funding amount allocated for a given fiscal year has been awarded, no further applications for Program funding will be considered.

Sachse, TX EDC Local Business Grant Program

- Administratively-approved matching grant program
- Program fund is approved by City Council annually
- First come, first served basis and administered by staff

FUNDING

Program funding is limited to 75% of the project costs not exceed \$25,000. The applicant must pay at least 25% of costs and the EDC portion shall not exceed 75% of the total cost.

The Program Grant will be provided pursuant to the Program Agreement and paid following completion of the project and City verification of the Project work. The criteria below must also be met:

- The business shall provide a written payment request pursuant to the Program Agreement within thirty (30) days after completion of the Project and shall be accompanied by receipts, invoices, and other relevant expenditure documentation.
- Final disbursement shall be for actual eligible costs incurred and paid not to exceed the matching grant.

Kyle, TX EDC First Year on Us Commercial Development Plan

- One-time tax rebate up to \$10,000 for improvements on real and personal property that increases the value of the property

Investment	Rebate
\$200	\$1.02
\$1,000	\$5.08
\$10,000	\$50.82
\$100,000	\$508.20
\$500,000	\$2,541.00
\$1,000,000	\$5,082.00
\$1,500,000	\$7,623.00
\$1,750,000	\$8,893.50
\$2,000,000	\$10,000.00 (max)



First Year on Us

Why?

Vision: "Kyle is dedicated to setting the stage for development success-in economic development as well as real estate development."

Economic Development is the creation of wealth through diversification and generation of new tax dollars. Through creating new tax dollars, an enhanced and diverse local economic ecosystem becomes prosperous, efficient and grows with the community allowing for new and improved opportunities for local residents and businesses.

The "First Year on Us" program is designed with the goal of promoting equity and consistency in our commercial economic development policies. This program seeks to provide a partnership through financial assistance, however, not subsidies, to commercial property and business owners seeking to make a positive impact and investment in their commercial property and buildings within the City of Kyle.

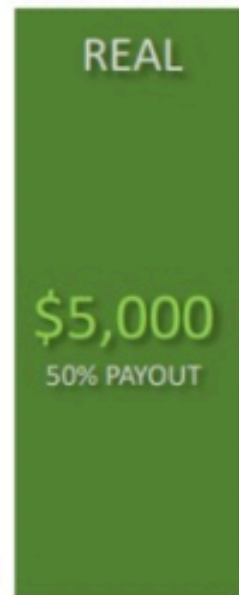
How?

Under the "First Year on Us" commercial development plan, owner occupied businesses may apply for a one-time tax rebate up to \$10,000 for improvements on real and personal property that increase the value of said property. Meaning, the City of Kyle will rebate one dollar for every new tax dollar generated as a direct result of investment and improvements to commercial property. The current tax rate for the City of Kyle is 0.5082. Based upon the current tax rate, \$200.00 of investment equals \$1.01 of new tax dollars. Non-owner occupied businesses and developers may apply for the same credit up to \$5,000.

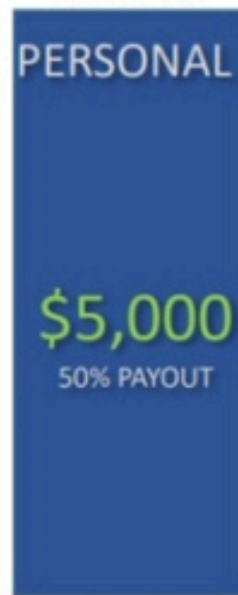
OWNER OCCUPIED BUSINESS



LANDLORD

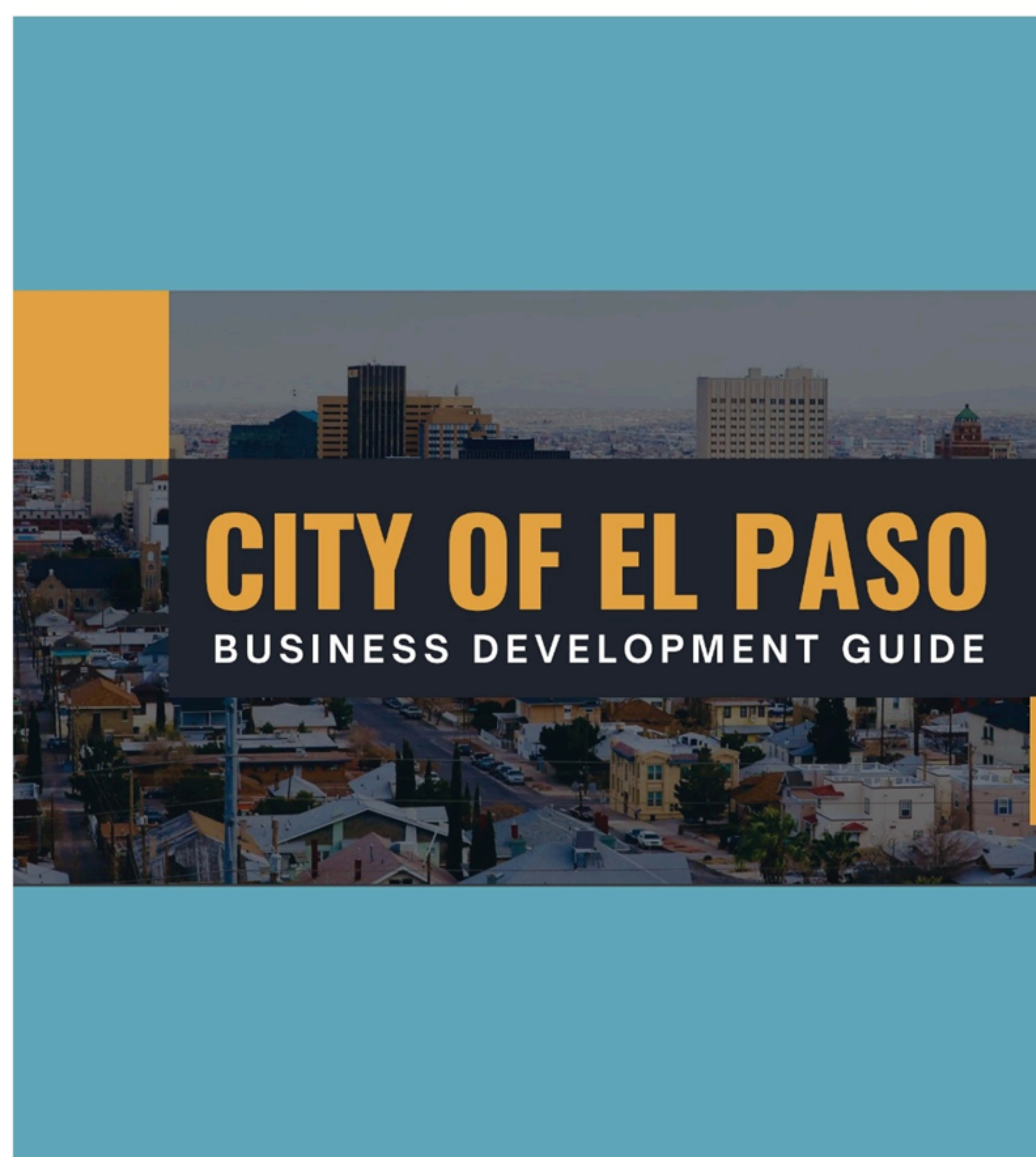


TENANT



El Paso, TX EDC Business Development Guide

- Marketing Guide for Business Development/Planning Resources
 - Starting your business
 - Financing
 - Hiring Employees
 - Taxes
 - Licensing
 - [Business Development Guide](#)



Potential Examples

Examples of programs and outreach of the LBSP:

- **LBSP Academy** – a series of workshops focused on business literacy, marketing, and financial planning
- **One-on-One Business Consulting** – free access to professionals in finance, marketing, law, and operations
- **Mentorship Network** – pairing new entrepreneurs with experienced local business leaders
- **Strategic Retention & Attraction Initiatives** – aligning business support efforts with Celina's growth trajectory
- **Community Engagement & Advocacy** – ensuring businesses have a voice in policy, planning, and resource delivery

Timeline

MAR-APR

Steering
Committee
Formation
& Initial
Planning



MAY-JUN

Program
Branding,
Funding
Identification &
Pilot Design



JUL-AUG

Pilot Launch
of Business
Literacy
Workshop &
Think Tanks



SEPT-DEC

Full Program
Launch &
Initial Impact
Assessment

Expediated Initiatives

One-on-One Business Consulting

- Consultant
- May/June/July

Community Engagement & Advocacy

- Patio Enhancement
Policy/Program

Background - Patio Enhancement Policy

- LBSP is designed to complement Celina's existing business assistance toolbox creating a well-rounded support ecosystem for small business development.
- Downtown Celina is recognized as the economic engine for the city and was identified as a "Priority Project" in the 2025 - 2028 CEDC Economic Development Strategic Framework adopted by Resolution by the CEDC Board and City Council in March 2025.
- CEDC Staff has since received multiple inquiries regarding downtown patio enhancements
 - Heyday Celina
 - The Dive
 - Celina Area Heritage Museum
 - Terramania
 - Annie Jack

Policy Considerations

- CEDC Staff recognize the need to assist with downtown patio enhancements.
 - Aligns with the 2025 - 2028 CEDC Economic Development Strategic Framework
 - Potential to enhance Downtown appearance
 - Potential to extend visitor stay
 - Potential for increased sales tax revenue
- A policy is required to streamline eligibility among downtown businesses and facilitate fair distribution of available funds.
- There is currently a Downtown Improvement Program (DIP) where the Patio Enhancement Policy will reside

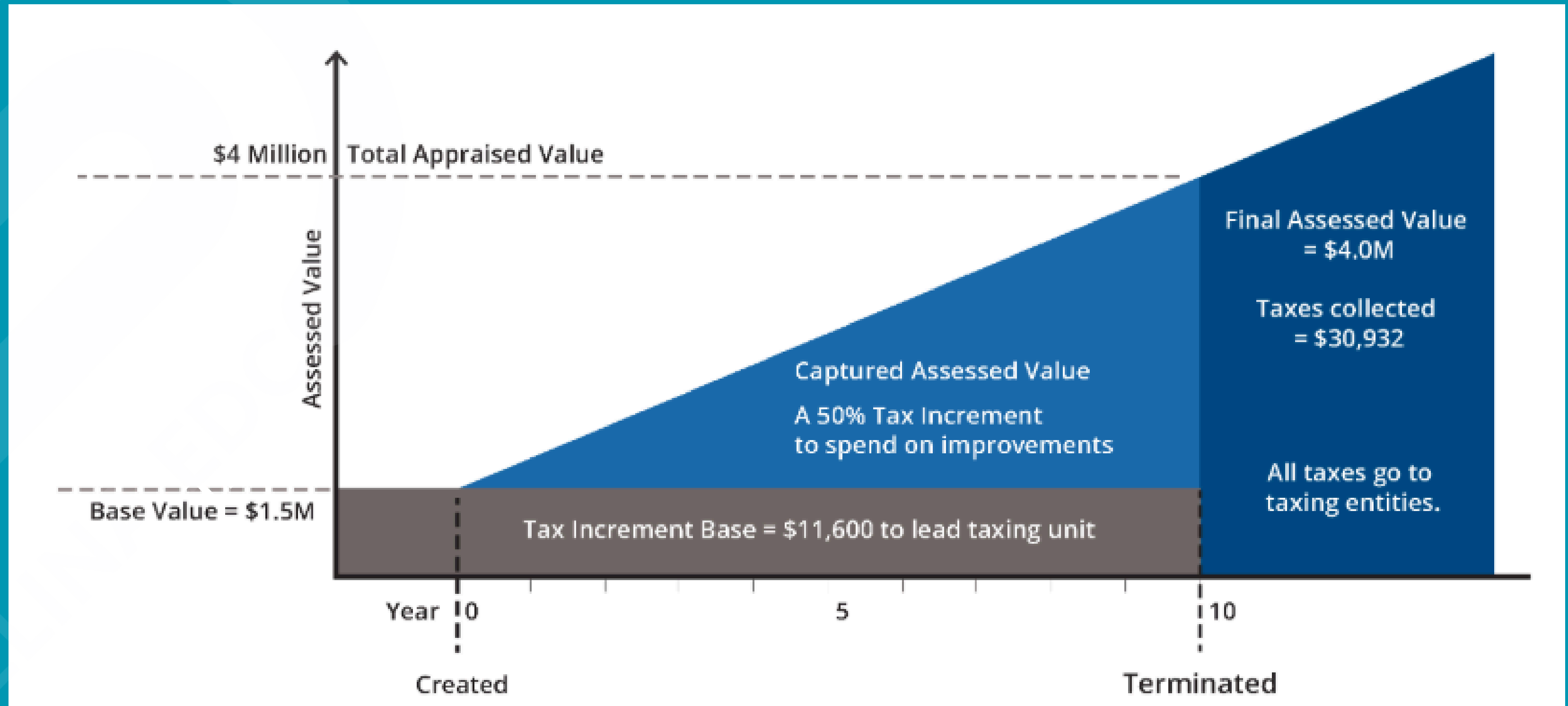
Facade Grants

- Provides reimbursement grants to developers for site improvements made to downtown buildings.
- Grant should not exceed 50% of capital improvements made to the building.
- Grant should not to exceed \$50,000.
- Policy to be drafted at a later date.

Tax Increment Finance Zone

- A special zone created by City Council to attract new investment.
- This zone helps finance costs of redevelopment and promote growth
- Taxes attributable to new improvements (tax increments) are set-aside in a fund to finance public improvements within the boundaries of the zone.

Tax Increment Finance Zone



Neighborhood Empowerment Zone

- Encourages development in Downtown through a reduction of building permits fees and impact fees for commercial or residential new construction or remodeling.
- 100% reduction in building permit fees in the Historic Square.
- Outside the Historic Square, but within the NEZ boundary, will have a 75% reduction in building permit fees

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Downtown Patio Enhancement Policy

CELINA EDCC

Downtown Patio Enhancement Policy

The purpose of this policy is to establish a standardized framework for evaluating and supporting historic downtown business merchants seeking to expand their place of business by adding patio space. This initiative aims to:

- Strengthen economic development by enhancing business sales and foot traffic.
- Promote an indoor/outdoor experience for patrons, encouraging a vibrant downtown.
- Encourage placemaking efforts that contribute to the historic and aesthetic appeal of downtown.
- Provide structured financial assistance opportunities based on business performance and economic impact.

Downtown Patio Enhancement Policy

Businesses seeking support for patio expansion must meet the following criteria:

- Be located within the designated Patio Commons and Entertainment Districts as identified in the Downtown Master Plan.
- Hold a valid business license and be in good standing with the city (no outstanding violations or code enforcement issues).
- Have been in operation for a minimum of 12 months with demonstrated financial stability.
 - Businesses that have not operated for a minimum of 12 months are most likely eligible for the Façade Grant
- Provide a business plan detailing how the patio will enhance operations, customer experience, and economic impact.

Downtown Patio Enhancement Policy

Business Performance Metrics

- Applicant must prove:
 - Increased sales tax revenue generation
 - Employment growth or sustained employment
 - Community engagement and events

Downtown Patio Enhancement Policy

Funding and Contribution Model

- Maximum of \$50,000 from City and CEDC
- Up to 50% of capital costs covered
- Two patio projects allowed per year
- Applicant must agree to one-to-one matching grant.
- Performance-based incentives for additional sales tax generation

Downtown Patio Enhancement Policy

1

Preliminary Consultation

1. CEDC
2. Development Services

2

Submission of Application

1. Detailed project proposal
2. Performance Report (Preceding 12 months)
3. Project Capital Costs
4. Incentive Request

3

Review & Approval

Application to be presented for consideration to:

- Patio Review Committee
- CEDC
- City Council

4

Implementation & Compliance

- Approved projects must commence construction within 6 months of approval
- City Inspections will ensure compliance with building codes

Downtown Patio Enhancement Policy

- Questions answered:
 - Is new construction eligible?
 - **No, new construction IS eligible for Façade Grants.**
 - Are only restaurants eligible?
 - **No, all businesses are eligible but must prove an enhancement to downtown aesthetics and community engagement.**
 - Are the business' hours of operation considered?
 - **Yes, hours of operation that coincide with high traffic patterns indicates increased sales tax revenue, employment growth, or community engagement.**

Downtown Patio Enhancement Policy

Policy Review and Amendments

- Annual policy review for effectiveness
- Adjustments based on business and city feedback
- Expansion of district boundaries as interest grows

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