



Life Connected.

**ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING
BOARD OF DIRECTORS
112 N COLORADO ST
TUESDAY, OCTOBER 7, 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. PRESENTATION:

- A. Discussion regarding an incentive application for a development generally located at 201 W. Walnut St.

IV. 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.)

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 Development, Incentive, and Facilities Agreement with Trinity Celina, LLC.
2. Discussion regarding Project Kingsmen.
3. Discussion regarding Project Jasper.
4. Discussion regarding Project Auburn.
5. Discussion regarding Project Ruby.

- 6. Discussion regarding an Amendment to an Economic Development and Performance Agreement with BARM Group, Inc.
- 7. Discussion regarding an incentive application for a development generally located at 201 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.

V. ACTION ITEM:

- A. Consider and act upon a Resolution appointing a CEDC Board President, Vice President, Secretary, and Treasurer. (Satarino)
- B. Consider and act upon a Resolution adopting the 2025 CEDC Marketing and Branding Guidelines. (Thomas)
- C. Consider and act upon an Amendment to an Economic Development and Performance Agreement with BARM Group, Inc. (Satarino)
- D. Consider and act upon an Economic Development and Performance Agreement with CJS Family Properties, LLC. (Satarino)
- E. Regular EDC Board Meeting Minutes - September 2nd, 12:00pm

VI. 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.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From:
CC:
Initiated Economic Development Corporation
by:
Date: October 7, 2025
Re: Consider and act upon a Resolution appointing a CEDC Board President, Vice President, Secretary, and Treasurer. (Satarino)

Action Requested:

Consider and act upon a Resolution appointing a CEDC Board President, Vice President, and Secretary.

Background Information:

Article V of the CEDC Bylaws provides for the election of officers for the CEDC. These positions are 1-year terms and remain in effect from October-September. As FY 26 begins on October 1, the CEDC Board should appoint the following positions:

- President
- Vice President
- Secretary
- Treasurer

Article V Section 8 of the CEDC Bylaws provides that the President and Vice President shall be elected from among the members of the Board.

Legal Review:

The CEDC Attorney has reviewed the following resolution.

Supporting Documents:

1. EDCB - Action - Board Offices

2. Celina EDC - Reso - Election of Officers - 09302025

Financial Consideration:

N/A

Staff Recommendation:

N/A



CEDC Board Offices

Open Session
CEDC Regular Board Meeting
October 7, 2025



Background

Article V of the CEDC Bylaws provides for the election of officers for the CEDC. These positions are 1-year terms and remain in effect from October-September. As FY 26 begins on October 1, the CEDC Board should appoint the following positions:

- President
- Vice President
- Secretary
- Treasurer

Article V Section 8 of the CEDC Bylaws provides that the President and Vice President shall be elected from among the members of the Board.

Questions?

RESOLUTION NO. _____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, A TYPE A ECONOMIC DEVELOPMENT CORPORATION, APPROVING THE ELECTION OF OFFICERS FOR PRESIDENT, VICE-PRESIDENT, SECRETARY, AND TREASURER; 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, the 504.052 of the Act provides that officers of a Type A economic development corporation shall consist of a president, secretary, and other officers the City Council for the City of Celina consider necessary; and

WHEREAS, Article V of the CEDC's bylaws provides for the election of officers for the CEDC.

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

Section 1. That the Board of Directors of the CEDC have duly elected the following persons to serve as officers of the CEDC. The elected officers are as follows:

- President of the CEDC, _____;
- Vice President of the CEDC, _____;
- Secretary of the CEDC, _____; and
- Treasurer of the CEDC, _____.

Section 2. 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 October, 2025.

Clint Bissett, President

ATTEST:

Cindy Peters, Secretary



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From:
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: October 7, 2025
Re: Consider and act upon a Resolution adopting the 2025 CEDC Marketing and Branding Guidelines. (Thomas)

Action Requested:

Consider and act upon a Resolution adopting the 2025 CEDC Marketing and Branding Guidelines.

Background Information:

In December 2024, the Celina Economic Development Corporation (CEDC) Board and City Council approved a branding initiative with North Star Place Branding & Marketing to develop a comprehensive strategy to refresh and rebrand the EDC's marketing assets and collateral in accordance with the City's established identity, ensuring alignment with the EDC's evolving goals and the City's strategic initiatives. The EDC remains committed to retaining the City's "Life Connected" tagline as part of this effort and worked closely with the City's Director of Marketing & Communications throughout the process to ensure consistency and alignment. This update will enhance the EDC's ability to effectively communicate Celina's growth story while preserving the strong branding foundation already in place.

North Star created a dedicated Downtown marketing and branding strategy, reflecting its role as a unique destination and a key focus for the City. Unlike the DNT and Preston Road Corridors, Downtown required a tailored approach to highlight its distinct character and offerings. The strategic approach taken addresses Downtown's specific needs, positioning Downtown as a dynamic hub for business, culture, and tourism while reinforcing its importance in shaping the City's overall image. A separate Downtown strategy ensures this key area receives the dedicated attention it deserves while remaining consistent with the overall City brand.

In September 2025, six brand update sessions were held to introduce the branding strategy, and 28 stakeholders reviewed the creative presentations for each brand.

Legal Review:

N/A

Supporting Documents:

1. EDCB - Action - Marketing and Branding
2. North Star Final Creative Presentation I Celina ED & Downtown
3. Celina EDC - Reso - CEDC Marketing and Branding Guidelines-10012025

Financial Consideration:

N/A

Staff Recommendation:

Staff recommends approval.



CEDC Marketing and Branding Guidelines

**Open Session
CEDC Regular Board Meeting
October 7, 2025**



Celina Economic Development Corporation

Marketing & Branding Update

Marketing & Branding Update

- Marketing Services Agreement approved December 10, 2024.
- Marketing assets needed to be refreshed and updated.
- Goal: Build a comprehensive strategy to rebrand EDC's marketing assets and collateral in accordance with the City's established identity, ensuring alignment with the EDC's evolving goals and the City's strategic initiatives.
- EDC remains committed to retaining the City's "Life Connected." tagline as part of this effort and worked closely with City's Director of Marketing & Communication to ensure consistency and alignment.
- Update will enhance our ability to effectively communicate Celina's growth story while preserving the strong branding foundation in place.

Marketing & Branding Update

- Downtown will have its own dedicated marketing and branding strategy, reflecting its role as a unique destination and key focus of the City.
- Unlike DNT and Preston Corridors, Downtown requires a tailored approach to highlight its distinct character and offerings.
- Strategy addresses the area's specific needs, positioning Downtown as a dynamic hub for business, culture, and tourism while reinforcing its importance in shaping the City's overall image.
- A separate Downtown strategy ensures this key area receives the dedicated attention it deserves while remaining consistent with the overall City brand.
- Selection committee: Executive Director EDC, Director of Marketing & Tourism, City Director of Marketing.
- RFP process – North Star Agency selected.

Celina EDC Logo History



Downtown Logo History



- Designed by Abra Nusser, Urban planner
- No Downtown strapline or branding strategy

City Logo History



Life Connected.

COLOR PALETTE

The following swatches are the primary Celina colors. This palette captures the essence of wheat, harvest, and elements of the summer and fall sky.

Hex #751A33	Hex #B34233	Hex #D28F33	Hex #D79B29	Hex #D4B95E	Hex #5E888B	Hex #1A8693	Hex #444C4C	Hex #6F7D7D	Hex #CAE3E3
RGB 117, 26, 51	RGB 179, 66, 51	RGB 210, 143, 51	RGB 215, 155, 41	RGB 212, 185, 94	RGB 94, 136, 139	RGB 26, 134, 147	RGB 68, 76, 76	RGB 111, 125, 125	RGB 202, 195, 227

North Star Creative Presentation





CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

Final Creative Presentation Celina, Texas





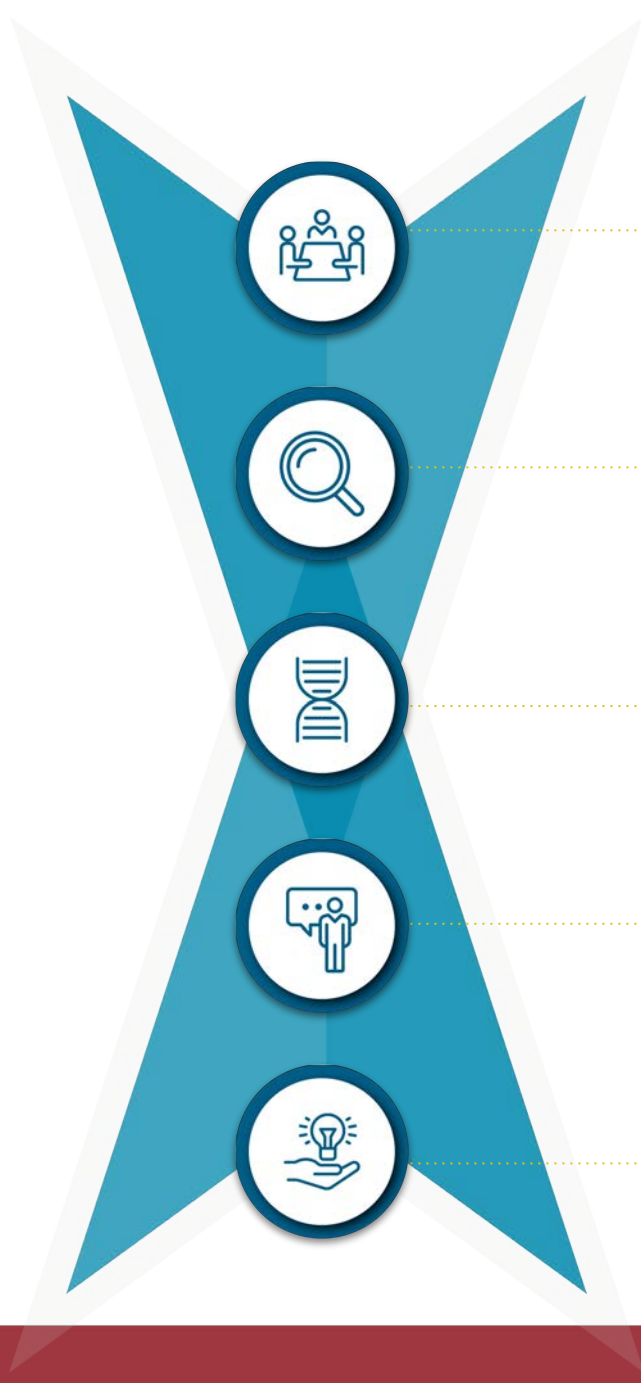
How did we uncover the brand for Celina?



North Star moves from **Research** to **Strategy** to **Creativity** to **Action**



BrandPrint Process



Stakeholder & Community Education

Insight Gathering & Research

DNA & Strategy Formation

Creative Brand & Message Development

Brand Action Ideas

A decorative graphic on the left side of the page, consisting of a vertical stem with several stylized, overlapping leaf shapes. The leaves are rendered in a light beige or tan color, matching the background. Each leaf is a simple outline with a pointed tip and a curved bottom edge.

Research



Research Instruments

- Situation Analysis
- Research and Planning Audit
- Site Visit:
 - Familiarization Tour
 - Stakeholder/Resident Interviews
 - Focus Groups
 - Undercover Interviews
- Community Survey (Residents)
- Brand Barometer (Residents)
- Consumer Awareness and Perception Study (Quantitative)
- External Influencer Perception Study (Qualitative)
- Competitive Positioning Review



Celina EDC Strategy



Celina EDC DNA Platform Statement

Target Audience: *For those who believe wide-open spaces should mean wide-open opportunity,*

Frame of Reference: *Celina, rising at the frontier of North Texas growth*

Point-of-Difference: *is a city where character and connection still drive progress*

Benefit: *so you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.*

A decorative graphic on the left side of the slide, consisting of a vertical arrangement of stylized, overlapping leaf shapes. Each leaf is outlined in a light yellow color, matching the background, and they are arranged in a slightly curved, upward-pointing sequence.

Logo & Strapline



CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.



Celina Color Palette





Celina Brand Standards



TYPEFACES

Files have been provided in a variety of formats that allow use of the Celina EDC logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the appropriate license for the typeface. Note: some typefaces may be available for use through any existing Adobe Creative Cloud subscription that the city marketing department has.

Semplicita Pro Medium Primary Headline	1 2 3 4 5 6 7 8 9 0 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Antonia Variable Variable Weights Tagline Base Font Primary Body Copy	1 2 3 4 5 6 7 8 9 0 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the Celina EDC logo.

PRIMARY LOGO
The lockup of the logo with the tagline is the preferred logo, and should be used in most circumstances.

The Texas you were promised.

LOGO (WITHOUT TAGLINE)
This logo may also be used without the tagline. This is generally recommended when the tagline is being used as a headline or graphic element in the same design in which the logo appears or when space is limited.

ICON
The icon should be used when the primary logo's size is too large for the space it will occupy. The icon can also be used as a standalone design element or identifier.

LOGO SAFE AREA
No other object should be placed within the safe area around the logo. The safe area is a boundary identified by the 2x the height of the "C" in Celina.

1-COLOR VERSIONS
The 1-color version of the logo should be used in circumstances where a limited palette is required, or when the logo is printed in black or white.

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palette shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely primarily (exclusively if at all possible) on the colors within the palette.

 PANTONE® 1807 C HEX #A43A3A CMYK 14/85/63/30 RGB 164/52/58	 PANTONE® 7579 C HEX #DC582A CMYK 37/4/86/6 RGB 220/86/42	 PANTONE® 6007 C HEX #8C7823 CMYK 6/47/89/24 RGB 186/123/35	 PANTONE® 6004 C HEX #DDAD2B CMYK 5/27/87/12 RGB 227/173/43	 PANTONE® 142 C HEX #FBE48 CMYK 4/26/78/2 RGB 241/190/72
 PANTONE® 2227 C HEX #99BEC9 CMYK 62/12/30 RGB 159/190/201	 PANTONE® 7467 C HEX #00A3AD CMYK 76/17/17 RGB 0/163/173	 PANTONE® 4807 C HEX #32645C CMYK 76/32/33/39 RGB 50/100/92	 PANTONE® 2642 C HEX #5A80B4 CMYK 63/22/44/19 RGB 90/141/132	 PANTONE® 377 C HEX #BEE4E3 CMYK 33/19/16/0 RGB 177/228/227

Keep in Mind:
The PANTONE® swatches above and their HEX/CMYK/RGB breakdowns are an accurate representation of your brand colors. Every design software has its own color management system that may cause the values to vary or appear incorrect. Use the color breakdown that best suits your design software and matches the swatches to keep your colors as accurate as possible.



Visual Direction



IF YOU'RE THINKING
OF BRINGING YOUR
BUSINESS TO TEXAS,
BRING IT TO TEXAS.



When you bring your business to Celina, you get more than just an address.
You get a community that champions your success, partners who keep their word,
and a place where your future can stretch as far as the horizon.



celinaede.com

A promise of opportunity.

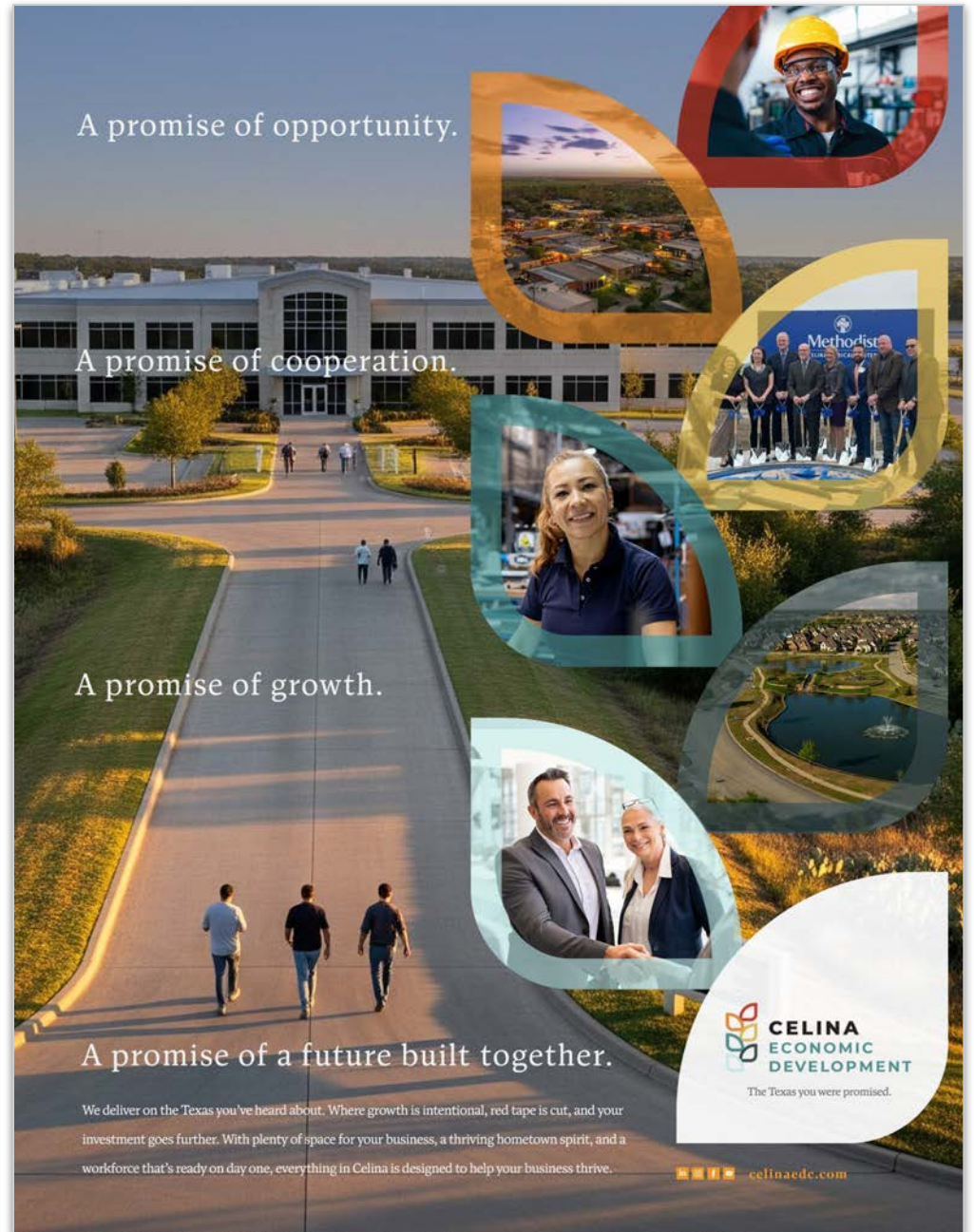
A promise of cooperation.

A promise of growth.

A promise of a future built together.

We deliver on the Texas you've heard about. Where growth is intentional, red tape is cut, and your investment goes further. With plenty of space for your business, a thriving hometown spirit, and a workforce that's ready on day one, everything in Celina is designed to help your business thrive.

celinaede.com





Brand Executions



celinaedc.com

Available properties, etc.

CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

Celina captures the Texas spirit—bold, welcoming, and built on promise. It's where open skies inspire ambition and every new idea has room to grow.

[Explore Opportunities →](#) [Get in Touch →](#)

CELINA
ECONOMIC
DEVELOPMENT

Facebook, LinkedIn, Instagram, YouTube icons

Culture ^
Rooted in Celina
Rich Tradition
Quality of Life
Downtown
Testimonials

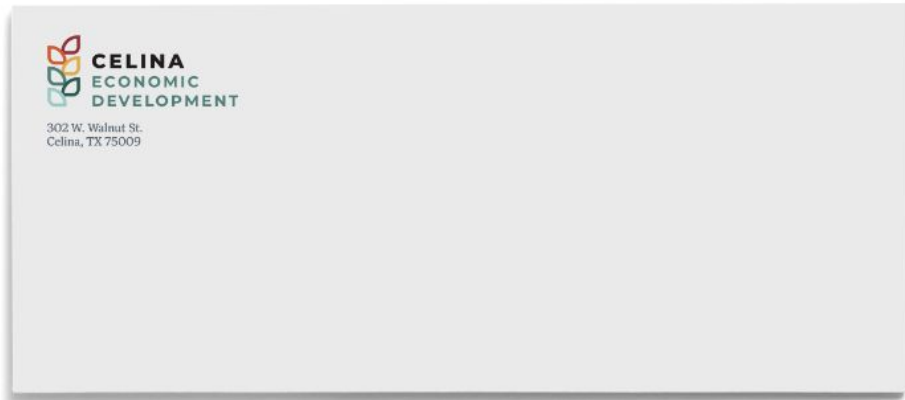
Live & Grow v

Site Selectors v

Business Assets v

About v

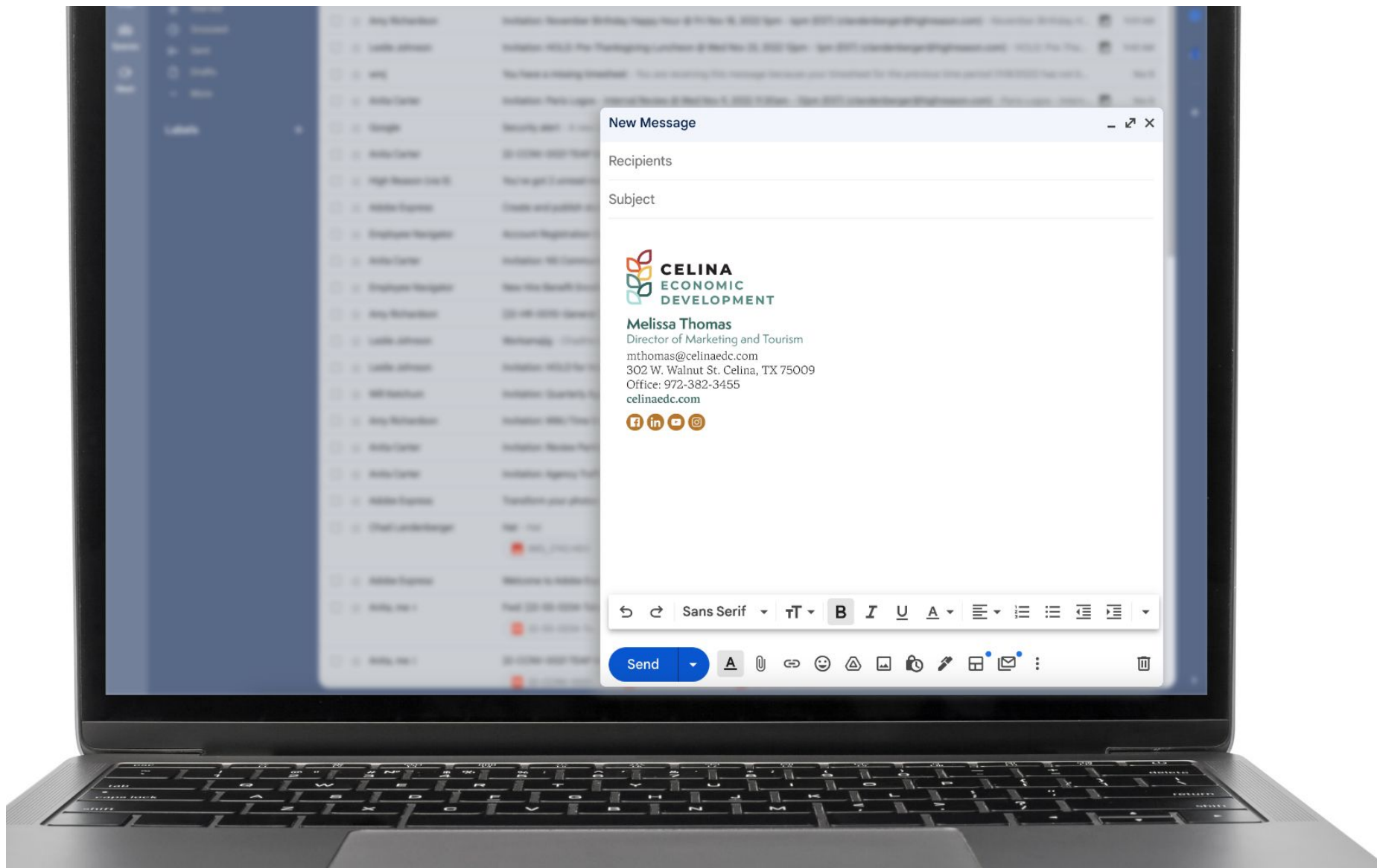
Contact





Business Connection:
Annie Jack
309 W Pecan St
Celina, Texas 75009







CELINA ECONOMIC DEVELOPMENT
The Texas you were promised.

A promise of growth.

78
Protected Square Miles

+60K
Est. 5-Year Population Growth

154K
Trade Area Population

>96%
Graduation Rate (vs 90% Statewide)

1G
Internet Speeds

#1
Fastest Growing City in North Texas

CELINA ECONOMIC DEVELOPMENT
The Texas you were promised.

A promise of opportunity.





The Texas you were promised.





Dear Jane Smith,

Oditi optae nimirum ute volor si aut audi occate corporitrum nonempore nis di is estatus dest quam am, ut illuplat labi magnis aut, sint.

Nusapientia vid mosandis resperferum eum que pa quia nullabo. Mus ad et et que nis natem facearum incipis consequo blam, sit dolorup tatiam fugiatos doluptiam anum excipita tibeatur, termolores quidellorit faccupit abiorberlos de a il eior iam sim klendio magnati susdaeprem eum fuga dolupta teseque la doles erit quod qui con pratia ature, nestia dolorendella pedit aciaepenum ratus voluptatque dolent omniam fugitatio corni bercius nis sequeptae in cusciae alit quiaa.

Et labo. Ut adipsao erorem nullabor aut fuga dia surmque sa quam elliaes enit, ipsum si occabo. Ut que poricci liniendi utatur, ipinri estis et doluptiam nempuarest, si rae vero quam quatberro que pre core re aciae. Ita consecta quodignis et explant essuntem quia et pore volupzi listas con nihillab listi nimpe et aut magniztrum ad quo omnis stiantet aut iunto ex excepro cupid ut aut vel mint que quadi dolupit atemporla deribus aut veniatur mo ipsum harum fuga. Sam labo.

Mus quo eatiam et quo estotat exped este dempor avutae laborep ellupta spidierese nihitas sinto volonios ma inctiasped malo et as debibus nobit aut labi inimus, si di blabor sitianus dest et alit ipsaandic totatque vera quam, a con consendiam reroreicidit emiendi bea nis as etatur, ex enecaboratur sumcaudis eos voliorit occatent rectoriore pres acis exces

The Texas you were promised.

- CELINA ECONOMIC DEVELOPMENT THE COMMUNITY YOU WERE PROMISED
- CELINA ECONOMIC DEVELOPMENT THE SPACE YOU WERE PROMISED
- CELINA ECONOMIC DEVELOPMENT THE OPPORTUNITY YOU WERE PROMISED
- CELINA ECONOMIC DEVELOPMENT THE WORKFORCE YOU WERE PROMISED
- CELINA ECONOMIC DEVELOPMENT THE LIFE YOU WERE PROMISED

Laoreet rat voluprat, ut wisim od, sed'gmil nim orion unlit ut ciliquo ex eia onsequat, imodi bonis nis ut ciliquo ex eia commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse mole con sequat, vel illum doctore eu. Itat nullo facilis.

LOREM IPSUM
Duis aute irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum doctore eu. Itat nullo facilis.

LOREM IPSUM
Duis aute irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum doctore eu. Itat nullo facilis.

CELINA, TEXAS
nim alion unlit ut ciliquo ex eia onsequat. Duisel eum irure dn vulputate. Lorem isam dolar si amet, consectatuer acipicning d diam moy nibh eui smod bonis nil ut ciliquo ex eia commodo consequat. Duis autem vel eu m irure dolor in hendrerit in vulputate velit esse molestie con sequat, vel illum doctore eu feugiat nullo facilis nulla facilis.







The Texas you were promised.



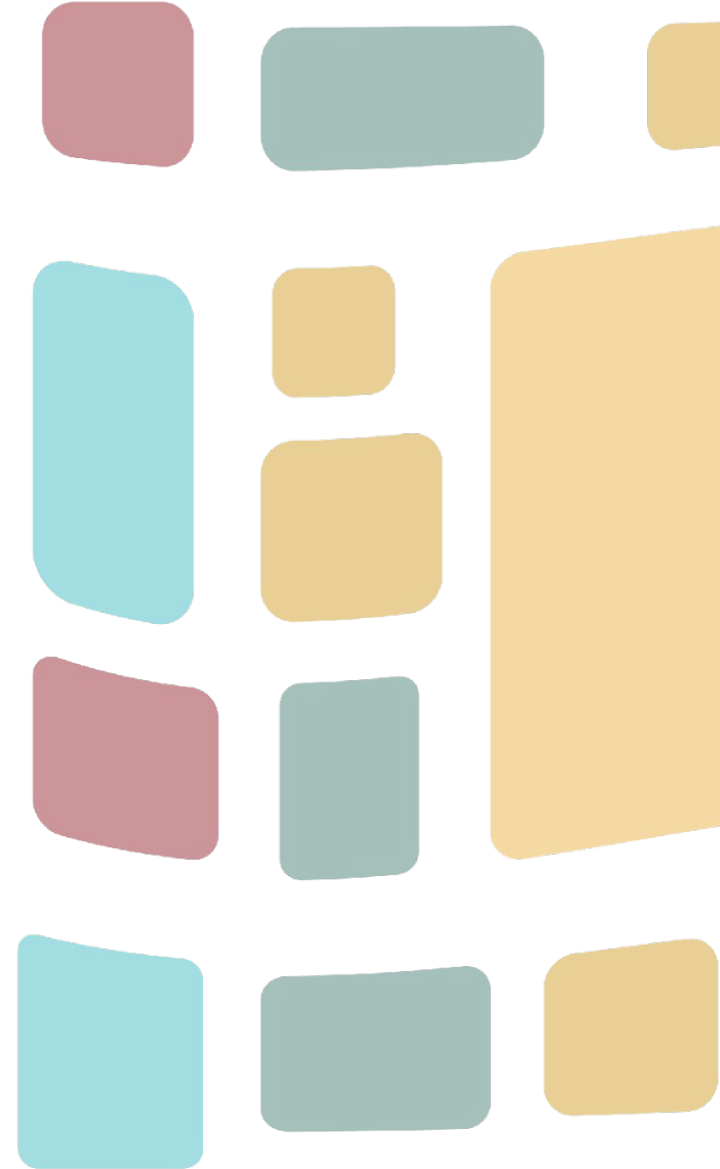




**DOWNTOWN
CELINA**

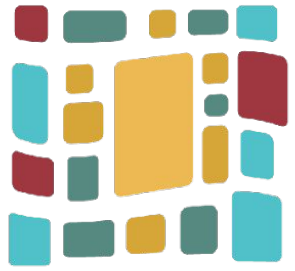
Texas Squared.

Downtown Celina





Downtown Celina Strategy



Downtown Celina DNA Platform Statement

Target Audience: *For neighbors, newcomers, and next-big-thing believers,*

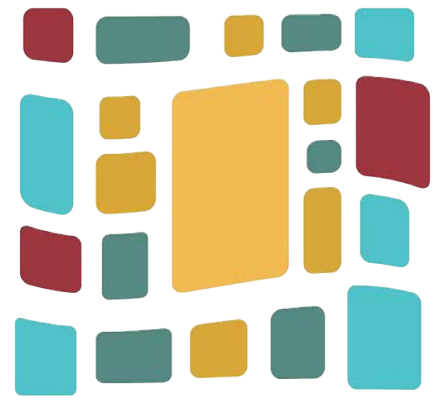
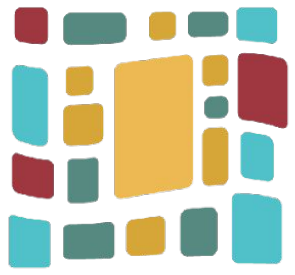
Frame of Reference: *Downtown Celina, the heartbeat of one of America's fastest-growing cities,*

Point-of-Difference: *is where the pace of progress still makes room for connection,*

Benefit: *so you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.*

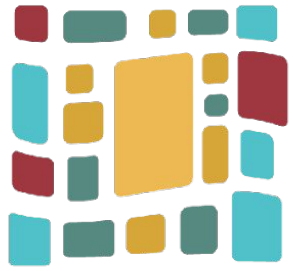


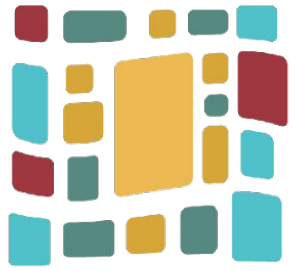
Logo & Strapline



DOWNTOWN
CELINA

Texas Squared.





Downtown Celina Brand Standards



COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palette shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely primarily (exclusively if at all possible) on the colors within the palette.

PANTONE® 1807 C	PANTONE® 7579 C	PANTONE® 6007 C	PANTONE® 6004 C	PANTONE® 142 C
HEX #A43A3A CMYK 14/85/63/30 RGB 164/52/58	HEX #DC582A CMYK 3/74/86/6 RGB 220/88/42	HEX #BC7923 CMYK 8/47/89/24 RGB 186/123/35	HEX #DDA22B CMYK 5/27/87/12 RGB 221/173/43	HEX #F8E48 CMYK 4/26/78/2 RGB 241/90/72

LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the Downtown Celina logo.

PRIMARY LOGO
The lockup of the logo with the tagline is the preferred logo, and should be used in most circumstances.

LOGO (WITHOUT TAGLINE)
This logo may also be used without the tagline. This is generally recommended when the tagline is being used as a headline or graphic element in the same design in which the logo appears or when space is limited.

ICON
The icon should be used when the primary logo's size is too large for the space it will occupy. The icon can also be used as a standalone design element or identifier.

LOGO SAFE AREA
No other object should be placed within the safe area around the logo. The safe area is a boundary identified by the height of the "C" in Celina.

1-COLOR VERSIONS
The 1-color version of the logo should be used in circumstances where a limited palette is required, or when the logo is printed in black or white.

TYPEFACES

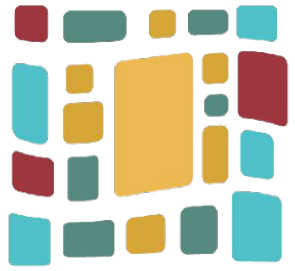
Files have been provided in a variety of formats that allow use of the Celina EDC logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the appropriate license for the typeface. Note: some typefaces may be available for use through any existing Adobe Creative Cloud subscription that the city marketing department has.

Semplicita Pro Medium Primary Headline	1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Antonia Variable Variable Weights Tagline Base Font Primary Body Copy	1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Bennet Banner Variable Weights Tagline Base Font Alt Body Copy	1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz





Visual Direction



GREAT SHOPPING²
 AMAZING DINING²
 FUN FESTIVALS²
 GOOD TIMES²



Welcome To Texas, Squared.

From the friendly welcome of local shopkeepers to the music drifting from our downtown square, Celina instantly makes you feel at home. It's a place where tradition and possibility shake hands, and neighbors greet you by name. Here, we don't just have Texas spirit—we've doubled it.

 DiscoverCelina.com



**THE BEST OF TEXAS,
 AND THEN SOME.**

In the heart of Celina, you'll find a downtown with the warmth of a tight-knit community and the energy of a place on the rise. From lively events to evenings under a canopy of stars on the square, every moment has something extra. This is where **Texas pride** and **Texas charm** come together – this is **Texas Squared**.







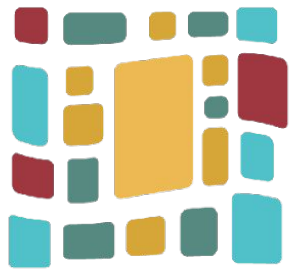
Texas Squared.

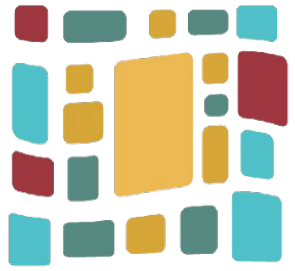


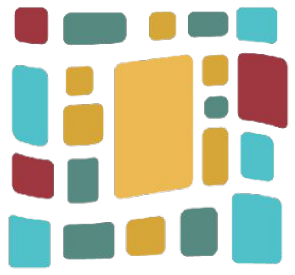
DiscoverCelina.com

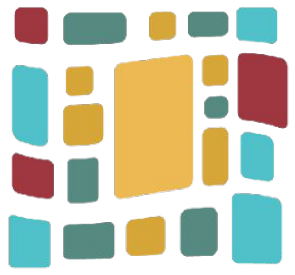


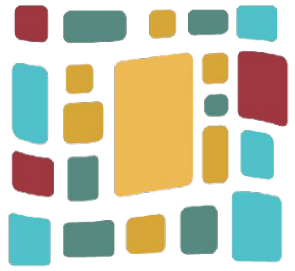
Brand Executions

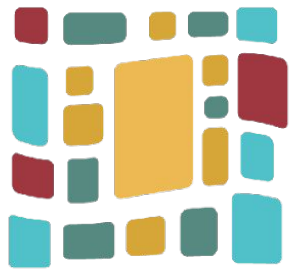


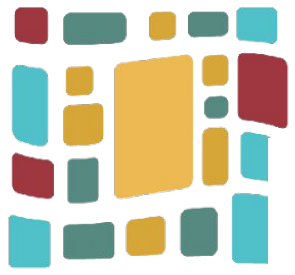


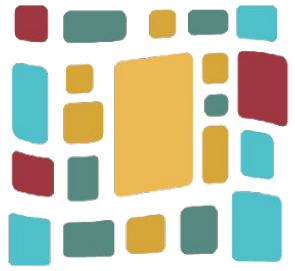




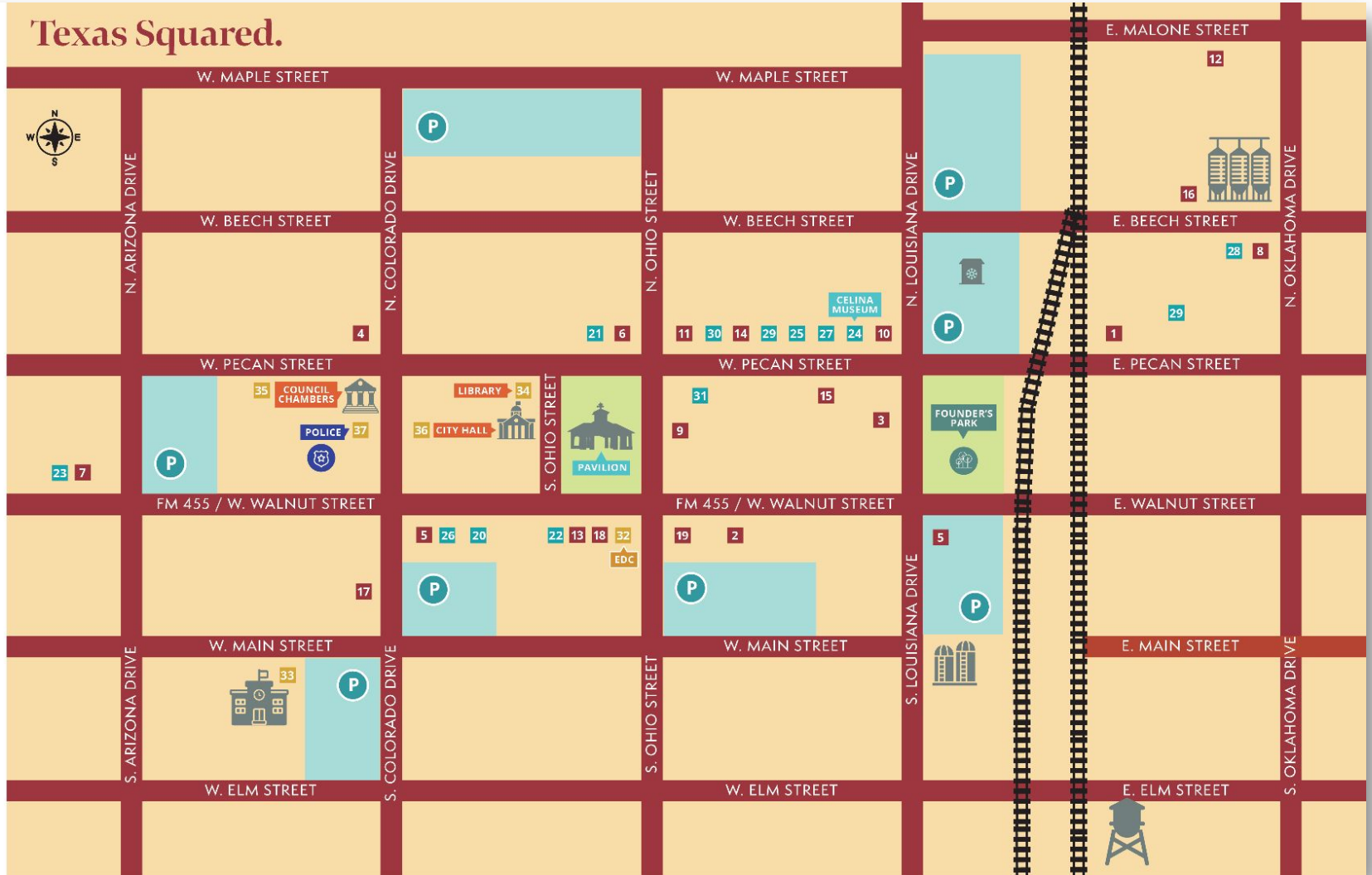


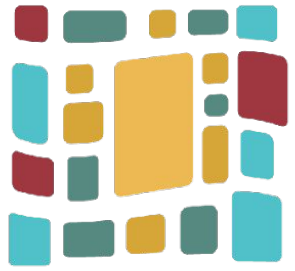


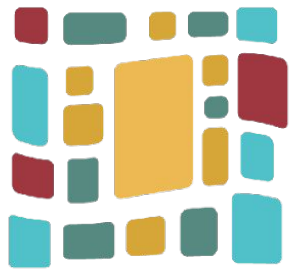


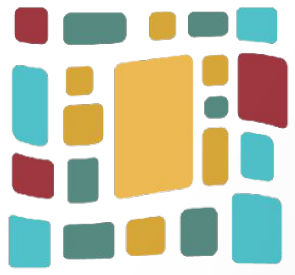


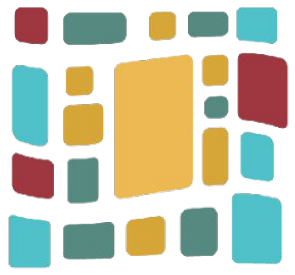
- EAT & DRINK**
- 1 Bobcat Kuntry
- 2 Bongo Beau's Bourre Palace & Cajun Kitchen
- 3 The Forge 1912
- 4 Granny's Sweets
- 5 HeyDay
- 6 Hey Sugar Candy Store
- 7 Jimbo's Pizza
- 8 Little Wooden Penguin
- 9 Lucy's on the Square
- 10 Mangiamo Italian Market & Deli - Coming Soon!
- 11 Papa Gallo's Mexican Restaurant
- 12 Rollertown Brewery
- 13 Summer Moon Coffee
- 14 Terry's Donuts
- 15 Tender Smokehouse
- 16 The Sitos in Celina - Coming Soon!
- 17 The Wick Restaurant
- 18 Toasted Walnut Table & Market
- 19 Valley Vines Tasting Room
- RETAIL**
- 20 Apricot Lane Boutique
- 21 Annie Jack
- 22 Buff City Soap
- 23 Celina Flowers & Gifts
- 24 Celina Heritage Association Museum
- 25 Grace Bridge Resale
- 26 Honeysuckle Rose Boutique
- 27 Terramania
- 28 The Greens at Little Wooden Penguin
- 29 Two29 on the Square Event Venue
- 30 William Williams Rare Jewels
- 31 Willow House Boutique
- 32 Celina EDC
- 33 Celina ISD
- 34 Celina Public Library
- 35 City Council Chambers
- 36 City Hall
- 37 Police Station 1
- GOVERNMENT**
- P Parking
- 🌳 Parks
- 👮 Police

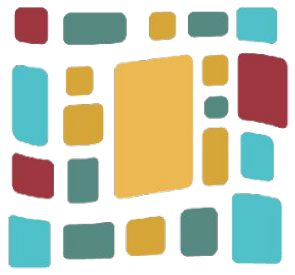


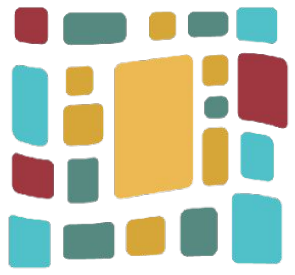


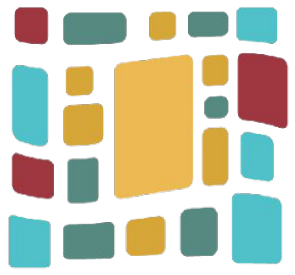












A decorative graphic on the left side of the page, consisting of a vertical arrangement of stylized, overlapping leaf shapes. The leaves are rendered in a light, muted red color, matching the background. They are arranged in a way that creates a sense of growth and upward movement.

Congratulations, Celina!

RESOLUTION NO. _____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, A TYPE A ECONOMIC DEVELOPMENT CORPORATION, APPROVING CEDC MARKETING AND BRANDING GUIDELINES; 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, the Board of Directors of the CEDC hereby authorize and approve the Celina EDC Marketing and Branding Guidelines, a copy of which is attached hereto as **Exhibit A**, and are incorporated herein for all purposes.

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 legislative findings of the Celina Economic Development Corporation and are fully incorporated into the body of this Resolution.

Section 2. That the Board of Directors of the CEDC to hereby authorize and approve the Celina EDC Marketing and Branding Guidelines, a copy of which is attached hereto as **Exhibit A**, and are incorporated herein for all purposes.

Section 3. 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 October, 2025.

Clint Bissett, President

ATTEST:

Cindy Peters, Secretary

Exhibit A

[Celina EDC Marketing and Branding Guidelines]

NORTH  STAR

+ Celina, TX

Final Report
September 2025

Introduction

About North Star Place Branding + Marketing

North Star Place Branding + Marketing comprises over a dozen talented individuals dedicated to growing brands through integrated marketing solutions. North Star offers place-based organizations a combination of research, strategy, creativity, and action through a process called BrandPrint. Each BrandPrint provides direction for an organization's brand development, like a blueprint guides the construction of a home. And just like a blueprint, the priorities and targets of each BrandPrint are stated in clear and unambiguous language. The resulting brand personality is as revealing as an individual's fingerprint and just as unique.

About the BrandPrint Process

Through the BrandPrint process, North Star determines Celina Economic Development's most relevant and distinct promise. Then the same was derived for Downtown Celina. From those promises, we create strategic platforms intended to generate brand positions in the minds of residents, stakeholders, investors, and visitors to Celina. We then develop a compelling creative identity to support each strategy, a range of deliverables showing that creativity in use, and an integrated action plan for bringing the brands to life. Each of these tools reinforces Celina's strategic positioning and ensures brand equity and growth.

About the Branding Partner

Celina Economic Development contracted with North Star to determine the organization's true, unique, and relevant brand position and help the organization and the community it serves reflect its distinction.

Executive Summary

KEY FINDINGS

North Star conducted research to identify what differentiates Celina from competitors. We set out to learn the perceptions and beliefs of stakeholders and influencers as well as understand the competitive situation. North Star then worked collaboratively with Celina to determine a strategy to guide the branding of the City's Economic Development and Downtown promotion efforts.

Strengths: Trust and value are some pillars of doing business in Celina. There's a collaborative local government, teams that are ready to making business happen, and a community that values relationships and keeping their word. Residents in Celina are skilled, top-tier talent, and ready to make things happen. Research shows that education is highly valued, and that support is felt throughout the school district and Collin College. There's a certain way of doing things in Celina, and some would call them old-fashioned. Celina would just call it traditional. It's easy to buy into the Celina spirit. Living here really does feel like "life connected," as the events are a cornerstone of the community. There's a strong tax base and a lot of open land. This is a place of opportunity for individuals, businesses, events, corporations, and more.

Challenges: With as much explosive growth as has occurred, it's natural that residents are concerned the City government isn't prepared to keep up with the impending growth, and the speed in which it's coming. Research suggests that the City can be difficult to work with for business owners, while others suggest that's the City being cautious and strategic, in order to accommodate the growth. While people are naturally migrating north to Celina, there's a perception that it's just so far away. Individuals in the Metroplex see no reason to drive "all the way" to Celina, when they can have everything Celina offers, much closer. The challenge will be to find the right target audience and market to them specifically, cutting through the noise to highlight the reasons someone should move here, or bring their business.

Executive Summary

KEY FINDINGS

Opportunities: Because of natural northward expansion of the Metroplex, Celina's growth is of no surprise. Coupled with all the amenities and high quality of life, Celina is the premier choice for new residents. Downtown has always had high awareness for their ample and well-run events. This branding initiative is set out to recruit entrepreneurial, unique, small to midsize businesses that will complement the historic, charming, vibrant downtown square and entertainment district.

As new residents move in, the EDC is focused on providing high quality of life from a working lens. The big picture is to recruit corporate campuses, major employers, entertainment, biotech life sciences companies and more.

Celina is ready for opportunity. There are plenty of shovel-ready sites, space to scale, great value, and modern infrastructure.

Summary: As one of the fastest-growing cities in the country, Celina is experiencing explosive growth. Partnering with the Celina Economic Development Corporation, the mission is to attract new businesses, increase jobs and sales tax, and stand out in the marketplace. The need was to rebrand and enhance Celina's EDC and Downtown marketing initiatives, to ultimately bring more people to Celina.

The new brand for the EDC is a bold promise, signaling that despite the rapid growth, Celina still offers the best Texas opportunity and this is a place where thriving enterprise and a good life can be built without compromise.

Downtown uses a playful declaration that Celina offers the best of Texas. It conveys that downtown amplifies the quintessential Texas experience; genuine friendliness, pride, and community spirit.

Both brands together now partner well in a visual way with the slightly revised City logo to bring unison and conformity to all the groups, to clearly signify that Celina is the right choice.

Executive Summary

Research data was analyzed for trending insights that hone in on the Celina Economic Development story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual's DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), Celina Economic Development's DNA should be the foundational touchstone for all positive planned action in your community, from marketing to events to initiative development.

Target Audience: *For those who believe wide-open spaces should mean wide-open opportunity,*

Frame of Reference: *Celina, rising at the frontier of North Texas growth*

Point-of-Difference: *Is a city where character and connection still drive progress*

Benefit: *So you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.*

Executive Summary

DOWNTOWN CELINA STRATEGIC DNA

Research data was analyzed for trending insights that hone in on the Downtown Celina story. These insights were funneled into a strategic brand platform, also known as your strategic DNA. Just as an individual's DNA influences everything from how that person looks to how that person acts (as well as their health and vibrancy), Downtown Celina's DNA should be the foundational touchstone for all positive planned action in your downtown, from marketing to events to product development.

Target Audience: *For neighbors, newcomers, and next-big-thing believers,*

Frame of Reference: *Downtown Celina, the heartbeat of one of America's fastest-growing cities,*

Point-of-Difference: *Is where the pace of progress still makes room for connection,*

Benefit: *So you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.*

Executive Summary

CREATIVITY

The final package of foundational creative tools strategically supports the Celina Economic Development and Downtown Celina brand platforms. These tools layer personality on top of the strategy in order to make an emotional connection with the consumer. They include a narrative (for Downtown Celina), tagline, logo, color palette, and creative executions. Together they begin to tell the Celina story in a compelling and memorable way.

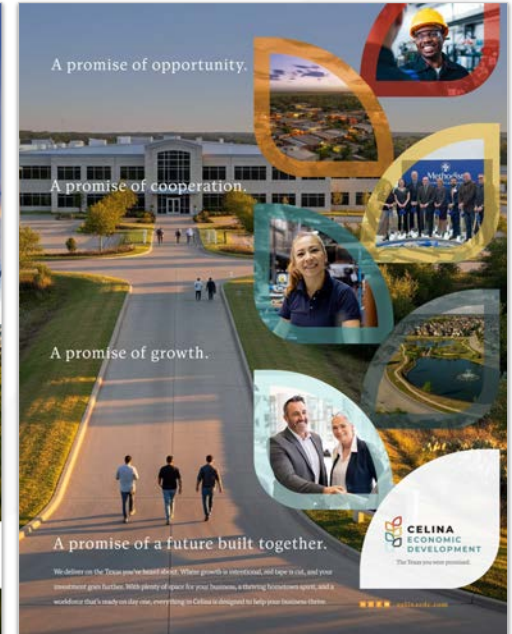
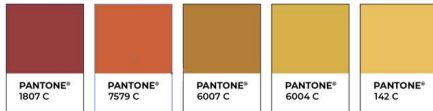
Executive Summary

CELINA ECONOMIC DEVELOPMENT CREATIVE

The Celina brand action plan contains a multitude of ideas—large and small—for integrating the brand into Celina’s Economic Development marketing and promotions. Ideas touch on site selector outreach, new new business relations, organizational branding,, and more. Many deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.



The Texas you were promised.



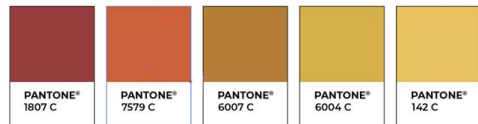
Executive Summary

DOWNTOWN CELINA CREATIVE

The Celina brand action plan contains a multitude of ideas—large and small—for integrating the brand into the Downtown Celina’s marketing and promotions. Ideas touch on infrastructure, new products to support the strategy, events, merchandise, and more. Many deliverables were designed using the visual brand identity and brand language to serve as a guide for putting the brand to work. The collage below is a sampling.



Texas Squared.

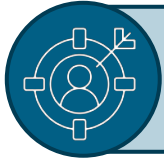


STRATEGY

Celina Economic Development DNA Platform

DNA Platform Framework

DNA STATEMENT



Target Audience: To whom Celina has the most appeal



Frame of Reference: Geographic context of Celina



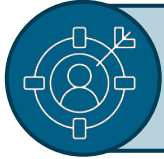
Point-of-Difference: What makes Celina special



Benefit: Why it should matter to the consumer

Celina DNA Platform Statement | EDC

DNA STATEMENT



For those who believe wide-open spaces should mean wide-open opportunity,



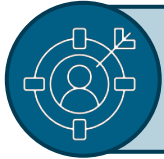
Celina, rising at the frontier of North Texas growth



is a city where character and connection still drive progress



so you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.



For those who believe wide-open spaces should mean wide-open opportunity,

- Speaks directly to site selectors, developers, and business leaders seeking space to scale, freedom to choose, and a business-friendly environment.
- “Wide-open spaces” evokes Celina’s physical landscape and growth potential, while “wide-open opportunity” reframes that space as untapped economic promise.



Celina, rising at the frontier of North Texas growth

- “Frontier” taps into Texas spirit — rugged, ambitious, full of potential — while also positioning Celina at the edge of regional momentum.
- Signals that Celina isn’t just growing; it’s on the leading edge of the fastest-growing corridor in the country.



is a city where character and connection still drive progress

- “Character” communicates that integrity, hospitality, and high standards are part of doing business here — not just community values, but business ones.
- Highlights Celina’s intentional approach to growth, differentiating it from other fast-growing but more impersonal cities nearby that may have lost their unique character in their quest for growth.
- Emphasizes a quality of life that is rare in a quickly developing region, which can help attract and retain talent that may be seeking out a place to live that feels authentic.
- “Connection” references both the strong network of local support and the ease of working with a municipality that prioritizes relationships and responsiveness.
- The inclusion of “connection” intentionally references the city’s brand (“Life Connected”), signalling that the success of the EDC’s efforts is intertwined with Celina’s identity.

Strategy Rationale

DNA STATEMENT



so you can seize your moment in a place where the deals are honest, the doors are open, and the timing's just right.

- This line invites decision-makers to act now, while Celina is still forming — and before competition increases.
- “Deals are honest” reflects a trust-based business culture that sets Celina apart from more impersonal business relationships.
- “Doors are open” nods to access, flexibility, and partnership with city leadership.
- “Timing’s just right” wraps it all together with a compelling call to action rooted in opportunity.

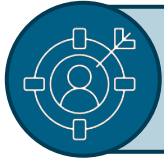
208

STRATEGY

Downtown Celina DNA Platform

DNA Platform Framework

DNA STATEMENT



Target Audience: To whom Celina has the most appeal



Frame of Reference: Geographic context of Celina



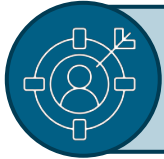
Point-of-Difference: What makes Celina special



Benefit: Why it should matter to the consumer

Celina DNA Platform Statement | Downtown Celina

DNA STATEMENT



For neighbors, newcomers, and next-big-thing believers,



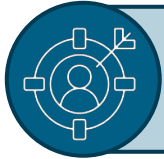
Downtown Celina, the heartbeat of one of America's fastest-growing cities,



is where the pace of progress still makes room for connection,



so you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.



For neighbors, newcomers, and next-big-thing believers,

- “Neighbors” directly addresses existing residents who are invested in both the community’s evolution and traditions.
- “Newcomers” includes both new residents and visitors, welcoming fresh energy and diverse perspectives.
- “Next-big-thing believers” appeals to entrepreneurs, trendsetters, and visionaries attracted by downtown’s potential and who want to contribute to something exciting and meaningful.



Downtown Celina, the heartbeat of one of America's fastest-growing cities,

- "Heartbeat" positions downtown as central, emotionally resonant, and vital to the city's identity.
- Mentioning Celina's status as "one of America's fastest-growing cities" adds a compelling backdrop of momentum, creating urgency and excitement around the unique opportunities downtown offers.



is where the pace of progress still makes room for connection,

- This line reflects a rare balance: a place moving forward without losing its humanity.
- “Progress” acknowledges downtown revitalization and investment, while “connection” nods to its people-first atmosphere — where you can still wave at strangers, linger at the counter, and see familiar faces across the square.
- The inclusion of “connection” also links Downtown Celina’s identity to the city’s (“Life Connected”).

Strategy Rationale



so you can build a life, a livelihood, or a weekend around a front porch spirit and forward momentum.

- This line speaks to residents, business owners, and visitors alike, highlighting downtown’s versatility and appeal.
- “Front porch spirit” evokes a strong sense of Texas tradition, hospitality, and neighborliness, and “spirit” reflects the distinct sense of community pride — especially around Celina’s beloved Bobcats.
- “Forward momentum” reassures that while the past is honored, downtown is moving confidently into its next chapter, which feels vibrant and exciting. ;Momentum is forward movement that is in control but still propulsive.

CREATIVITY

Creativity

TOOLS FOR BRINGING THE BRAND TO LIFE

The following creative expressions will help bring the Celina Economic Development and Downtown Celina brands to life. This Brand Identity Guide should serve as a blueprint for the creative rendering of your new brands. With the exception of the logo, files do not represent camera-ready art.

A Creative Committee, identified by brand drivers in Celina, was charged with evaluating and selecting the foundational tools in the Brand Identity Guide. All creative decisions were made using the strategic brand platforms as inspiration. Those tools include:

- Logo, line, and color palette
- Graphic Standards Guide
- Brand narrative
- Creative expressions of the brand (in the form of a full page ad)

Every creative element in this Brand Identity Guide represents North Star's best suggestions for how to put your new brands to work creatively. These creative elements guide and inform the tactic-driven Action Plan that follows in the next section.

Note: All final logos are included in the Google Drive folder in both JPEG and Vector/EPS format. We encourage you to share this folder with branding partners, organizations, vendors, or other outlets requesting a copy of the logo. All files for the creative deliverables contained in this section are also included in your Google Drive folder.

Strapline Trademark

*North Star ran a search for the Celina Economic Development and Downtown Celina straplines on the United States Patent and Trademark Office's Electronic Search System. North Star highly recommends that Celina pursue trademark protection of the straplines along with the new logos. By trademarking the logo and line together, we ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in **Appendix C1 and C2**.*

Warranty of Original Logo Art, Online Logo Search, & Client Trademark Obligations

With regard to the logos selected by Celina, North Star tested them with a basic online image search ahead of finalization to determine if there are any known likenesses or conflicts. The art within the logos is an original creation and will become the property of the City of Celina, but the online image search is not an exhaustive search tool. Ultimately, seeking a trademark for the logo will be the responsibility of the City.

Stock Imagery & Typography Obligations of Client

Stock photography and typography used for the demonstration of creative concepts is not delivered, intended, or licensed for Celina's use, and Celina shall not reproduce, modify, display, distribute, publish, or otherwise use them in any way without first obtaining and paying for its own usage rights and licenses with the appropriate stock image or typography provider. Additionally, Celina is responsible for securing rights to use locally oriented photos and other content provided to North Star and utilized in the educational website and in the Final Presentation or Final Report.

Trademark Obligations of Client

North Star conducted informal, cursory trademark, copyright, and/or other intellectual property searches as part of its creative development process. However, prior to using or publishing any materials, recommendations, or deliverables provided by North Star, the City of Celina should engage its own legal counsel to conduct trademark, service mark, copyright, and other intellectual property searches, reviews, clearances, and to receive formal professional and legal opinions on the availability of and right to use materials, trademarks, service marks, and other intellectual property.

CREATIVITY

Celina Economic Development



The Texas you were promised.

Logo Rationale:

The logo includes an icon of a wheat spike that converges and ascends. This icon creates a tie to the city's identity and conveys a sense of momentum and connection. This icon is paired with a clean sans serif two-toned wordmark. Together, the mark balances heritage and economic promise delivering Celina's unique human-centered opportunity in a professional and inviting way.

Strapline Rationale:

The strapline delivers a bold brand promise. Signaling that despite rapid growth, Celina still offers the best Texas opportunity and this is a place where a thriving enterprise and a good life can be built without compromise. The line also supports the idea that the economic development team is ready to go above and beyond and it is personally invested in your business success.

*North Star ran a search for the Celina Economic Development strapline on the United States Patent and Trademark Office's Trademark online database. North Star highly recommends that Celina pursue trademark protection of the strapline along with the new logo. By trademarking the logo and line together, this will ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in **Appendix C1**.*

Creativity

CELINA ECONOMIC DEVELOPMENT - COLOR PALETTE



Color Palette Rationale:

Building upon the Celina city palette, the new palette shared by Economic Development and Downtown Celina combines warm golds, orange, and red with cool blues and teals. This combination of natural and historic hues come together to create a palette that feels established, trustworthy and welcoming. The Economic Development brand features a variety of colors that reinforce the human connection, open opportunity, and grounded approach that is found in the Celina economic development team and its efforts.

Creativity

Visual Direction Rationale:

The visual direction for Celina Economic Development is rooted in authenticity and aspiration, bringing to life the idea behind "The Texas You Were Promised." Pairing iconic Texas imagery like the longhorn with a thriving business on the horizon communicates that heritage and opportunity coexist here and creates an arresting visual in a sea of economic development sameness.

Headlines focused on "Texas" and "a promise" create a confident and trustworthy tone that positions Celina as not only a location but a true partner in business success. The integration of the logo shapes as a framing device provides the opportunity to tell a full story in a clean and succinct way.

By balancing bold Texas imagery and open spaces with modern business contexts, the visual system builds credibility and interest with site selectors, investors, and entrepreneurs, while staying true to the character that sets Celina apart.



Creativity

All creative files are included in your Google Drive folder. As you introduce the brand, be sure to show the logo in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo. North Star has produced a Brand Standards Guide for the brand in **Appendix D** to this report which provides some rules for implementation to ensure consistency and accuracy.

CREATIVITY

Downtown Celina



Texas Squared.

Logo Rationale:

The Downtown Celina icon is a colorful picture of unique pieces combining into a vibrant, active whole. This is paired with a wordmark that is crafted to present a slightly modern take on historic letter forms. Together, the logo features a graphic representation of the diverse offerings in downtown, full of connectivity, movement, and character.

Strapline Rationale:

The strapline is a playful declaration that Downtown Celina offers the best of Texas, concentrated. It clearly conveys that downtown amplifies the quintessential Texas experience: genuine friendliness, pride, and community spirit intensified. It also gives a nod to the square at the center of it all where many community gatherings take place. It is a memorable line that reflects both forward momentum and the authentic roots at the heart of Celina.

North Star ran a search for the Downtown Celina strapline on the United States Patent and Trademark Office's Trademark online database. North Star highly recommends that Celina pursue trademark protection of the strapline along with the new logo. By trademarking the logo and line together, this will ensure that the identity is protected from usage by other communities or conflicting parties. North Star's trademark search is documented in Appendix C.2

Creativity

DOWNTOWN CELINA - COLOR PALETTE



Color Palette Rationale:

Building upon the Celina city palette, the new palette shared by Economic Development and Downtown Celina combines warm golds, orange, and red with cool blues and teals. This combination of natural and historic hues comes together to create a palette that feels established, trustworthy and welcoming. The Downtown Celina brands blends a variety of colors to convey the variety of experiences available in downtown, its vibrancy, history, and all of the individuals that come together to make it unique.

Creativity

Visual Direction Rationale:

The Downtown Celina Visual Direction emphasizes energy, charm, and a spirit of togetherness aligning with the message of “Texas Squared.”

The system uses bold, affirming headlines that are paired with imagery that celebrates everyday moments of shopping, dining, and authentic community experiences that reflect a downtown that is welcoming and alive with momentum.

This balance creates a system that delivers a message that is elevated and approachable at the same time. This system provides the flexibility to lean into the tagline, reinforce the brand pattern, and showcase compelling imagery in ways that will reinforce brand consistency while feeling unique and crafted for the medium.

DOWNTOWN CELINA - LOOKS



Creativity

DOWNTOWN CELINA - BRAND NARRATIVE

A Brand Narrative was developed using artistic language to set the emotional tone for the brand. Its purpose is to help stakeholders, merchants, and local organizations connect the emotional story of the brand to their own situations. Each partner or organization should develop its own brand narrative leveraging the assets and language here for the community.

The Brand Narrative is critical to successful integration of the brand for a number of reasons:

- It can serve as a guide for users working to integrate brand tone and language into their own marketing and communications.
- It helps maintain consistency of tone and message among all users, thus preserving the integrity of the brand.
- It provides language users can replicate verbatim in their own communications when applicable.

Because of the inherent value in brand narratives, North Star recommends wide distribution of the copy, typically in tandem with the logo. Many of our clients use the strategic brand platform and the brand narrative together as a touch point for each new project or policy they initiate. In other words, "Does this idea support and further what makes us special?"

Creativity

Downtown Celina: Texas Squared

Lots of places just grow and change and never look back. It's easy to get caught up in the momentum, and when you finally stop to catch your breath, your surroundings are unrecognizable. Guess that's why so many places in Texas just don't quite feel like Texas anymore. Sure, they're nice enough with their big neighborhoods and tiny yards, shopping meccas full of big box stores and chains, and Anywhere USA flavor if you're into that kind of thing. But for those who actually want some *Texas* in their Texas, have we got something special for you.

Just a quick drive north of Dallas, you'll find Celina, one of the fastest-growing cities in the country. You could be excused for assuming you'll find more of the same as you make the journey, but in Celina, we aren't swept up by our momentum. We are driving it just like a herd of longhorns right into everything you expect from and love about Texas.

The heartbeat of it all is Downtown Celina. Take a look and you will find uniquely Texan connections, hospitality, charm, and opportunity. It's all so concentrated that around here we call it Texas Squared.

Downtown Celina has a unique historic character that is hard to find. We don't just store our history in museum cases. We cherish it, celebrate it, plan a future that amplifies it, and live the best parts of it every day.

At the center of it all is the square. More than simply a gathering place, it's full of life and traditional entertainment. From Friday Night Markets and Movie Nights on the Square to seasonal events like our Beware! Of the Square Halloween celebration that brings visitors from all over the area, or Christmas on the Square with all the hometown feel and romance of a Hallmark movie, you will find a timeless charm that is the perfect example of Texas Squared.

Creativity

DOWNTOWN CELINA - BRAND NARRATIVE

If you're looking to build your Texas dream somewhere you can feel at home, Downtown Celina is the place. Full of local shops and restaurants, you'll find a group of entrepreneurs that cheer each other on, show up for grand openings and special events, and work together to see everyone succeed and thrive.

Shopping in Downtown Celina is a genuine Texas-style outing. Picture a stroll past storefronts full of unique offerings where every item comes with a story. You might sip a cup of locally roasted coffee while browsing boots, dresses, and home decor. As you stroll along, there's a glittering cowboy hat in the window that practically begs to be worn on your next date night or to the rodeo. You might start to notice a fair bit of orange as you browse. You see, that's the color of our beloved Cougars, Friday nights still mean family time and high school football around here. So shops will stock up for a community that cheers for their team year-round. Here, shopping means connecting with real people, not an app. Don't be surprised if you make a new friend, get a hug from the owner who remembers your name from last time, and start to feel like you might want to settle in and stay awhile. It's just that Texas Squared: more personality, more hospitality, and more connection every time you visit.

When hunger strikes, Downtown Celina serves up big Texas flavor. You'll find homestyle cooking, pies made from scratch, and of course, slow and low smoked brisket that is some of Texas's best. You'd better bring your appetite and the whole gang because we have something for everyone. TexMex, coffee shops, donuts, Italian, and an old-fashioned candy shop to top it all off. No cookie-cutter franchises here. In Downtown Celina, every bite comes with a heaping side of hometown pride spiced with a little extra Texas.

Put it all together and you'll see why Downtown Celina really is Texas Squared. We double down on everything that has always made the Lone Star State great: the genuine small-town hospitality, the true connections, unforgettable events, and enormous heart. We're growing fast, sure, but we'll never forget our roots, and we'll always save you a seat.

Welcome to Texas Squared.

Creativity

All creative files are included in your Google Drive folder. As you introduce the brand, be sure to show the logo in the context of an execution rather than by itself. You want to avoid making this branding effort about a logo. North Star has produced a Brand Standards Guide for the brand in **Appendix D** to this report which provides some rules for implementation to ensure consistency and accuracy.

Creative Deliverables

Creativity

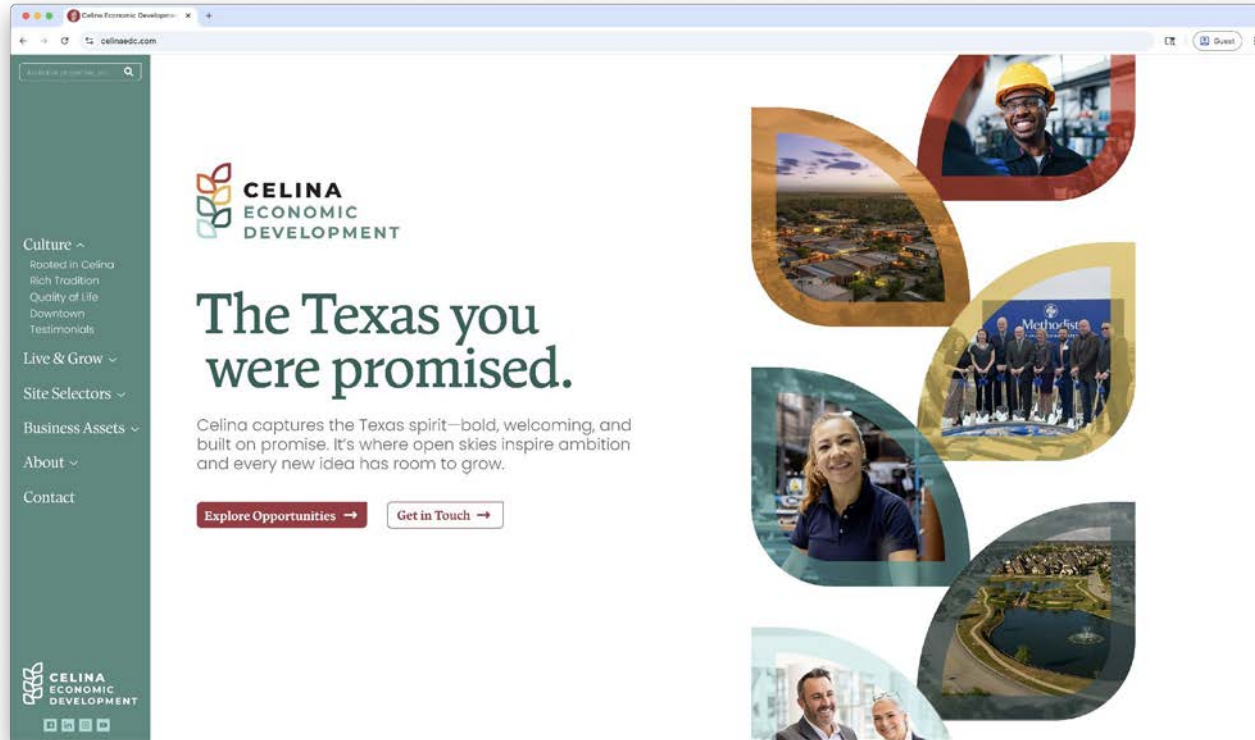
TOOLS FOR BRINGING THE BRAND TO LIFE

Using the foundational creative tools developed for the Celina Economic Development and Downtown Celina, North Star has developed a full slate of creative deliverables demonstrating how the Brand Identity can be used throughout the community. The majority of these deliverables were identified by the Celina brand project team as priorities, and some were recommendations or examples that North Star created to illustrate the tactics identified in the Celina Action Plan.

Creative deliverables are shown on the following pages.

Creativity

ECONOMIC DEVELOPMENT - WEBSITE



Creativity

ECONOMIC DEVELOPMENT - STATIONERY SYSTEM



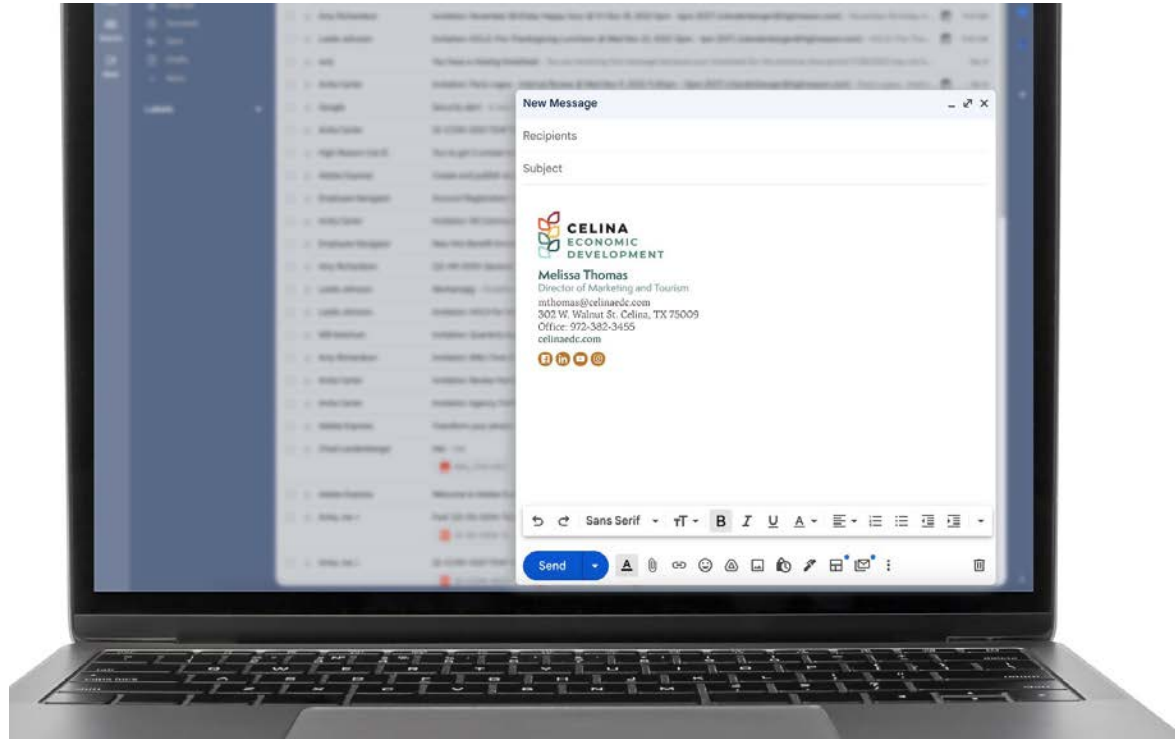
Creativity

ECONOMIC DEVELOPMENT - SOCIAL MEDIA



Creativity

ECONOMIC DEVELOPMENT - EMAIL SIGNATURE



Creativity

ECONOMIC DEVELOPMENT - TRADE SHOW



Creativity

ECONOMIC DEVELOPMENT - POLO SHIRTS



Creativity

ECONOMIC DEVELOPMENT - FOLDER & INSERTS



240

Creativity

ECONOMIC DEVELOPMENT - DESK LONGHORN STATUE



Creativity

ECONOMIC DEVELOPMENT - BRANDED ART



Creativity

ECONOMIC DEVELOPMENT - LAPEL PIN



Creativity

ECONOMIC DEVELOPMENT - SOCKS



Creativity



Creativity

DOWNTOWN - FLAG



Creativity

DOWNTOWN - POLE BANNERS



Creativity

DOWNTOWN - ART INSTALLATION



Creativity

DOWNTOWN - PHOTO OP



Creativity

DOWNTOWN - BRANDED CROSSWALKS



Creativity

DOWNTOWN - HOPSCOTCH



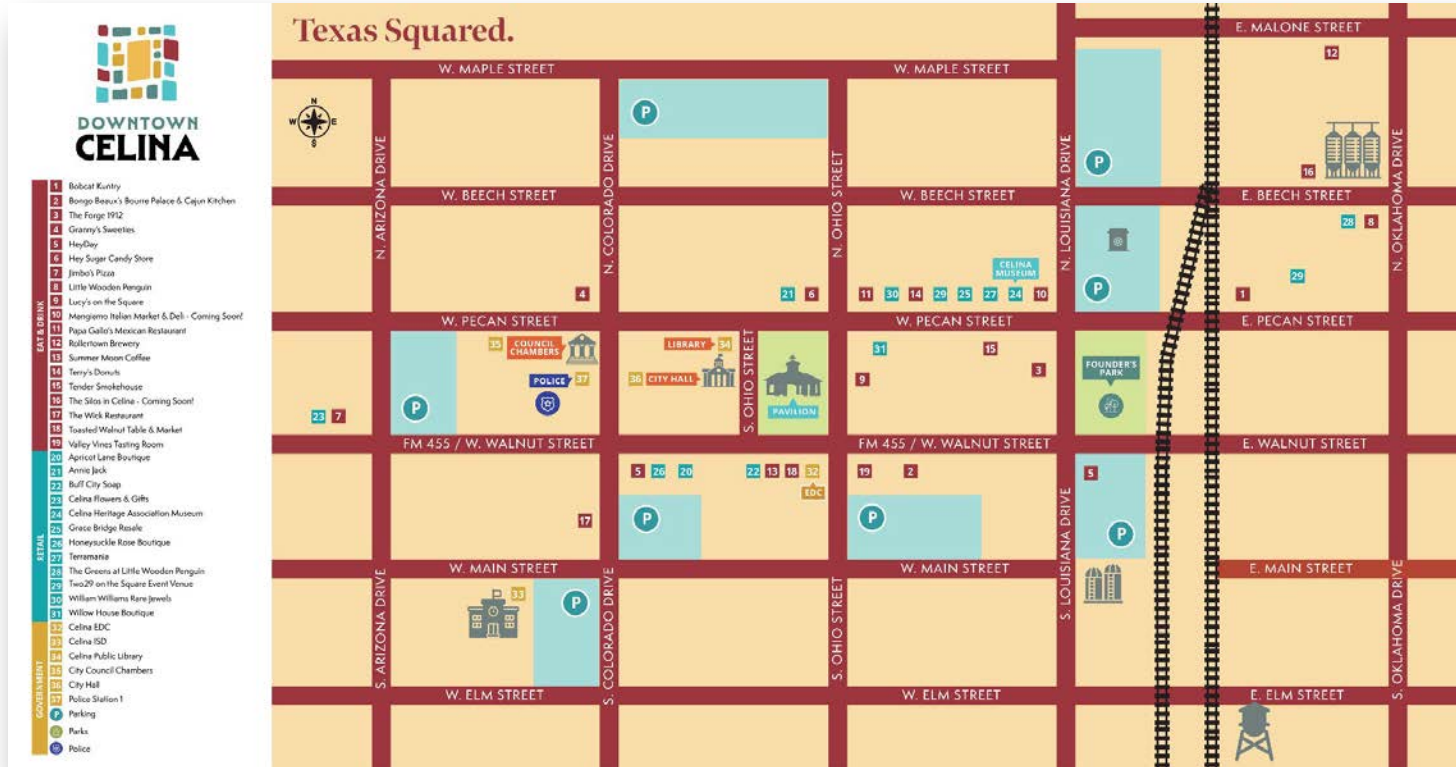
Creativity

DOWNTOWN - SHOPPING TOTE



Creativity

DOWNTOWN - MAP



Creativity

DOWNTOWN – SIDEWALK SIGN



Creativity

DOWNTOWN - WINDOW DECALS



Creativity

DOWNTOWN - CHRISTMAS MERCHANDISE



Creativity

DOWNTOWN - COLLECTABLE CHRISTMAS ORNAMENT



Creativity



Creativity

DOWNTOWN - KOOZIES



Creativity

DOWNTOWN - LONGHORN HAT



260

ACTION

Action

OVERVIEW

So you've got two powerful new brands that capture the essence of Celina today and tomorrow. Now what? Strategic implementation is the most critical, and often the most challenging, aspect of branding. The new Celina Economic Development and Downtown Celina brands aren't just about taglines and logos. They're about energy, connection, and the authentic experiences that set Celina apart in the region and beyond. **Successful implementation relies on strategies that move the brands off the page and into the streets, boardrooms, neighborhoods, and community gatherings becoming a part of the everyday lives of residents, business owners, prospects, and visitors.**

When the whole community rallies behind the story, momentum follows. We've seen it happen in other cities across the country, and Celina is uniquely positioned to make it happen bigger and bolder and we can't wait to see it.

The following ideas are designed to bring these brands to life in Celina and beyond. Most of these tactics should roll out over the first 6 to 36 months after launch to get the momentum flowing. Some are practical, immediate steps to ensure visibility and consistency. Others are bigger ideas that will help frame Celina clearly as both "The Texas You Were Promised" and "Texas Squared."

Together, these actions will add richness, texture, and dimension to Celina's brands embedding them as naturally into your story as your thriving economy, connected community, and vibrant downtown.

Action

OVERVIEW

Celina now has the advantage of two complementary brands that share the same spirit but speak to different audiences.

Celina Economic Development tells the story of wide-open opportunity, honest growth, and a business environment built on character and cooperation.

Downtown Celina captures the community heartbeat—the authentic charm, connection, and vitality of the square that multiplies everything people love about Texas.

Each brand has its own purpose, but together they create a full picture of what Celina offers: a thriving business climate, a welcoming community, and a lifestyle that balances forward momentum with timeless Texas spirit. Strategic implementation should ensure that both brands stand strong on their own while reinforcing one another, giving Celina a cohesive identity that is bigger than the sum of its parts.

Appoint & Empower a Steward of the Brand

ACTION

Successful implementation of the brands will require **accountability, passion, understanding, and respect** for the branding effort. It will also require cooperation and partnership with other organizations, businesses, and individuals.

For these reasons, the most important contribution the branding partners in Celina can make to the ongoing success of its economic development brand is **appointing or hiring a brand leader to champion the process.**



265

Appoint & Empower a Steward of the Brand

ACTION

This position can be a net-new full-time position, or it could be someone with an existing position within the organization who would take on brand management tasks as part of their position. **However, we do not recommend assigning this position to an individual who already manages a full plate of job responsibilities.** Establishing a brand—especially during the first two years—can require a great deal of time.

We've provided a job description in [Appendix F](#) to help you find the perfect fit for this role. If you are appointing or assigning a brand manager to these responsibilities, the job description provided will give you a feel for the tasks this individual should manage.

And remember, **brand management by committee is a recipe for disaster; having a singular, empowered person who is passionate about Celina Economic Development and Downtown Celina** and the brands will pave the way for effective and substantial action.

266

Assess Community Touchpoints and Make a Plan

ACTION

Below is a preliminary list of touchpoints that should be updated as time and budget allow. The brand manager should review and add to the list during your first brand team meeting. Starting with the easily updatable or created assets will keep the project from feeling overwhelming, while also ensuring that nothing falls through the cracks. Divide the list into three categories:

1. Easy: Do immediately
2. Moderately difficult: Implement within the first year
3. Difficult: Revisit later (designate a time)

Phone greetings
Voicemails
Email signatures
Webpages
Letterhead
Publications
Packaging
Signage
Newsletters

Experiences
Proposals
Public relations, press releases
Public affairs
Marketing and advertising assets
Volunteer training/interactions
Events
Speeches
Maps
Vehicles

Name tags
Social media assets
Billboards
Posters
Buttons/pins
Gifts
Marketing partner resources
Sponsors
Local/state/national marketing
Networking events

Direct mail
Trade shows
Exhibits
Products
Presentations
Annual reports
Sales promotions
Videos
Anniversary celebrations
Logo variations for partners

Rebrand Key Touchpoints Immediately

ACTION

A few suggestions on how to integrate the brand visually and strategically into key touchpoints:

Stationery: It's obvious but vitally important. Every letter, envelope, business card, memo, and invoice issued should reflect the brand's graphic identity.

Give all involved a designated number of weeks/months to use up any existing stocks of stationery. Require reprinting to occur in the spirit of the brand.

Digital assets, such as presentation templates and email signatures, are critically important and cost little to update, so that should be done immediately.



268

Rebrand Key Touchpoints Immediately

ACTION

A few suggestions on how to integrate the brand visually and strategically into key touchpoints:

Trade show displays: Use the new brand identity together with high-quality photography to present the Celina Economic Development identity in your trade show displays. Design the booth to incorporate the logo and strapline.

- Develop synergistic relationships so that you are aware of national conferences that are scheduled well in advance. Mine those conferences for opportunities that align with your target industries and innovative entrepreneurs in general. Cultivate leads with those planning to attend so you can introduce the advantages and opportunities of Celina.



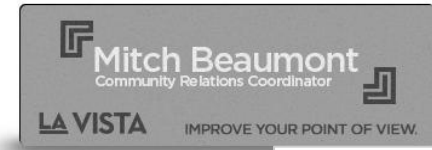
Rebrand Key Touchpoints Immediately

ACTION

A few suggestions on how to integrate the brand visually and strategically into key touchpoints:

Press Releases: All releases should contain a closing statement/paragraph that supports the essence of the brand strategy and the community. This paragraph will serve as an ongoing resource to remind media about the brand message and purpose (the brand narrative can guide this language for Downtown Celina). One of the keys to successful branding (or any kind of persuasive communications) is to reiterate your strategy whenever possible.

Name tags: Offer all EDC employees name tags showcasing the brand. Consider offering co-branded name tags to downtown businesses or provide branded stickers to add to existing tags.



La Vista, NE



These suggestions are not intended to be an exhaustive checklist, but rather as a guide to help you get started.

Explain the Brand In-depth to Create Buzz and Buy-In

ACTION

Once the work of creating a brand identity is done, it becomes critically important to expand adoption of the brand so that stakeholders and prospects at the grassroots level **understand it, buy into it, and become ambassadors for it.**

Reach out to both public and private stakeholder groups positioned to help you more fully integrate the brands.

If you have selected/hired a brand manager, this person should make these educational presentations an early priority.



271

Explain the Brand In Depth to Create Buzz and Buy-In

ACTION

Start by creating a branding deck that people can use to introduce and explain the brand. You should use this presentation with a variety of different groups in the community (and you can customize the presentation as appropriate for each different audience). The presentation should include:

- **An overview of the project:** Why was the project initiated? Who was involved?
- **A breakdown of the research:** What did you learn?
- **An explanation of the strategy:** Your strategic DNA platform and why it fits.
How will this approach help market what makes it special?
- **Examples of the creative:** Explain why particular colors and images were used, how Celina will be able to use these assets to create a stronger sense of economic momentum, encourage visitation, etc.
- **Future plans for the brand(s):** How do you plan to use the brand(s) immediately and in the long-term? What do you have planned to take the brand(s) beyond just a logo and strapline?
- **Avenues to get excited and get involved:** How can your audience participate in and benefit from the new brand(s)? Are there existing partnerships, activities, festivals, and events that could integrate your brand(s) messaging in the community?

272

Site Selector Outreach

ACTION

Design **a new economic development kit to send to site selectors or new (or potential) business owners in town, depending on the need.**

Insert one sheets explaining tax incentives, available office space and land for development, workforce development efforts, and overall quality of life.

Include a letter from the mayor or economic development office along with a branded card in the appropriate slot.

Branded window decals, event brochures, photographs, and other information can also be included.



273

Organize an Annual “Delivering the Promise” Awards Ceremony

ACTION

Establish an annual gala event recognizing businesses, entrepreneurs, and community leaders who exemplify the spirit of “The Texas You Were Promised” through their contributions to Celina’s economic growth. Celebrate achievements in categories such as creating connections, community impact, opening doors, and opportunity maker—aligning each award with core brand values.

Winners receive custom-designed branded trophies, certificates of recognition, and the opportunity to be profiled across Celina Economic Development’s digital channels and publications. The event itself should feel like a celebration of connection and momentum—complete with inspiring stories, live entertainment, and branded décor that reinforces the city’s heritage and vibrant business community.

In addition to honoring excellence, the awards create a new tradition that fosters pride, visibility, and a culture of shared success.

274

Recruiting New Businesses

Create a “Welcome to the Texas You Were Promised” banner for red-carpet tours. Impress prospects with a banner that visually imparts the idea of Celina as a place where businesses can still expect a real Texas opportunity.

In addition to your website and collateral (folder), design a monthly or quarterly e-newsletter specifically for economic development prospects, partners, and stakeholders in the spirit of the brand to keep them informed about all the exciting things going on in Celina. You can also share video testimonials and other PR tools with the database.

When your brand presentation and printed materials are ready for prime time, host a meeting of top economic development stakeholders to introduce and explain the brand and how it will be used to foster economic momentum. Focus on creating the environment and activities that are friendly and encouraging to businesses, thereby disrupting expectations and accelerating outcomes. That includes any permitting, zoning, and other City practices that business organizations have to engage. The permitting and other City processes must match the strategy and be user friendly and expeditious. They must be emblematic of the brand.

ACTION



Clark County, NV

Welcoming New Businesses

ACTION

Welcome new businesses to Celina with a special gift. Provide longhorn desk statues that deliver the message “Welcome to the Texas You Were Promised” or subtly branded artwork to adorn the business’s new space. Deliver the gift with a letter from Economic Development and/or City leadership offering congratulations and any assistance they may need. Include other resources to help the business or their team settle into their new home (maps, event calendars, contact lists, etc.).



276

Activate the Brand with Downtown Businesses

ACTION

The resources and manpower to accomplish the goals of the Downtown Celina brand will be increased exponentially by marshalling the power of your downtown business owners. A team approach to activating the brand furthers the buy-in and adoption of the resulting work.

Hold regular meetings under the guidance of the brand leadership team.
Some ideas to get you started:

- Have a brand sneak peek meeting for all downtown businesses hand out window decals and talk about potential brand activation ideas. Encourage participants to brainstorm other ways the brand can be integrated into the downtown experience for residents and visitors alike.
- Offer people that participate in the brand a branded lapel pin that teases interest and questions.
- Develop a branding toolkit that businesses can use to put the brand to work. Include research and the explanation of the brand, camera-ready art of the logo, window decals for storefronts and cars, and a premium item. Offer the toolkit online or on branded USB drives.



277

Offer Co-Branding Opportunities

ACTION

Review the offerings of your downtown business community and look for brand extension opportunities.

A coffee house could offer blends inspired by the brand such as the 'Extra Texas' blend that wakes you up and gets you going. Help promote that branded blend by subsidizing Downtown Celina coffee cups or sleeves. Bars and restaurants are great partners to offer co-branded coasters. Business on one side; Downtown Celina on the other.

Ask downtown businesses to program their cash registers to add this line to the bottom of the receipt, under the business name: "Proud to be Texas Squared in Downtown Celina" to build brand awareness and community pride.

Offer branded shopping bags to local businesses at cost for them to sell or offer as a gift with purchase.



Downtown New Orleans, LA



Downtown Maryville, TN



278

Downtown Events Squared

ACTION

Capitalize on Downtown Celina's popular events by infusing the new brand. Set up a Downtown Celina Selfie Station at each event. Consider adding a removable event banner to mark each occasion so locals can "collect" event photos each time.

Movie Night: host a Texas Squared night at the movies and screen a film that is set in or has a decidedly Texas flair. Offer attendees free Downtown Celina stickers and have other branded merchandise available for purchase.

Friday Night Market: give each vendor a special Texas-themed stamp and produce cards for participants to collect stamps to complete a "Texas Square" and trade it in for free branded merchandise or entry into a drawing for prizes from downtown businesses.



279

Holiday Celebrations Squared

ACTION

Make the holidays in Downtown Celina feel unmistakably Texas Squared. Launch a limited edition ornament each year produced with a local maker if possible and sold at downtown shops and holiday events. Pair those ornaments with branded wrapping paper sold by the roll and offered free at merchant gift-wrap stations (volunteer run or staffed by a local nonprofit organization for donations). This paper sends the message of the wonderful treasures in Downtown Celina far and wide. These physical representations of the brand anchor the seasonal story in Downtown Celina's hospitality and authenticity and gives visitors a reason to bring a piece of the square home with them.

Sell a collectable square hot cocoa mug that entitles the bearer to hot cocoa refills at participating businesses during weekend markets or events. Add layers of activation like a merchant "Texas Squared" window decorating competition or a holiday passport to Texas Squared gift giving.

Make the program feel generous and civic-minded to authentically reflect Downtown Celina's DNA. Tie one ornament or mug design to a community cause and donate a percentage of sales or do a "Buy One Give One" model with local charities.



280

Marketing Plan

Plan Overview

This plan takes an integrated approach to marketing and communicating Celina's new Economic Development and Downtown brand identities, benefits, and key differentiators to help achieve its business and economic objectives.

This plan was developed by leveraging the insights from the branding process as well as through input received from the team in Celina. Specifically, the team provided, prioritized, and approved the community's business objectives and marketing strategies, which all informed the development of the full plan.

The North Star team built this plan with the understanding that Celina will outsource various aspects of its implementation. The budget and timelines are high-level estimates that should be scoped further with third-party vendors. North Star regularly supports communities to implement brands and marketing plans following the initial brand engagement and is able to manage all aspects of this plan that may require outsourcing. At Celina's request, it can form a separate agreement to help execute the plan or portions of it.

The plan includes both high-level and specific recommendations for approaches and tactics, where some elements (e.g., creative materials, media buys, and spend allocations) must be built out during plan execution. North Star has accounted for this development period within the plan budget and timeline.

Plan Overview

Below is a brief outline of what is included in this marketing plan.

- Economic and marketing objectives
- Target audiences
- Marketing strategy
- Tactical directions
- High-level timeline guidance
- Budget
- Recommendations for measurement and key performance indicators

Objectives

Marketing Objectives

The following objectives are organized into two categories: economic and marketing. The core of every marketing program are your **economic objectives: what you want the plan to ultimately achieve** and advance in your community. The **communications objectives support the business targets, establishing how the marketing program will drive broader community goals.**

Economic Objectives

- Increase visitation and tourism revenue
- Attract more office employers and corporate headquarters

Marketing Objectives

- Build awareness and understanding of Celina's:
 - Unique differentiators
 - Visitation opportunities
 - Economic advantages for businesses

Target Audiences

Target Audiences

Dallas-Fort Worth Residents

Insights & Opportunities:

- Target young to middle-age families
- Focus regionally to leverage proximity and build familiarity, with emphasis on northern half of DFW region

Developers & Site Selectors

Insights & Opportunities:

- Strong emphasis on business friendly environment & “quality of life essentials” (big box retailers + community character)
- Focus on all sectors; emphasis on office/corporate HQs

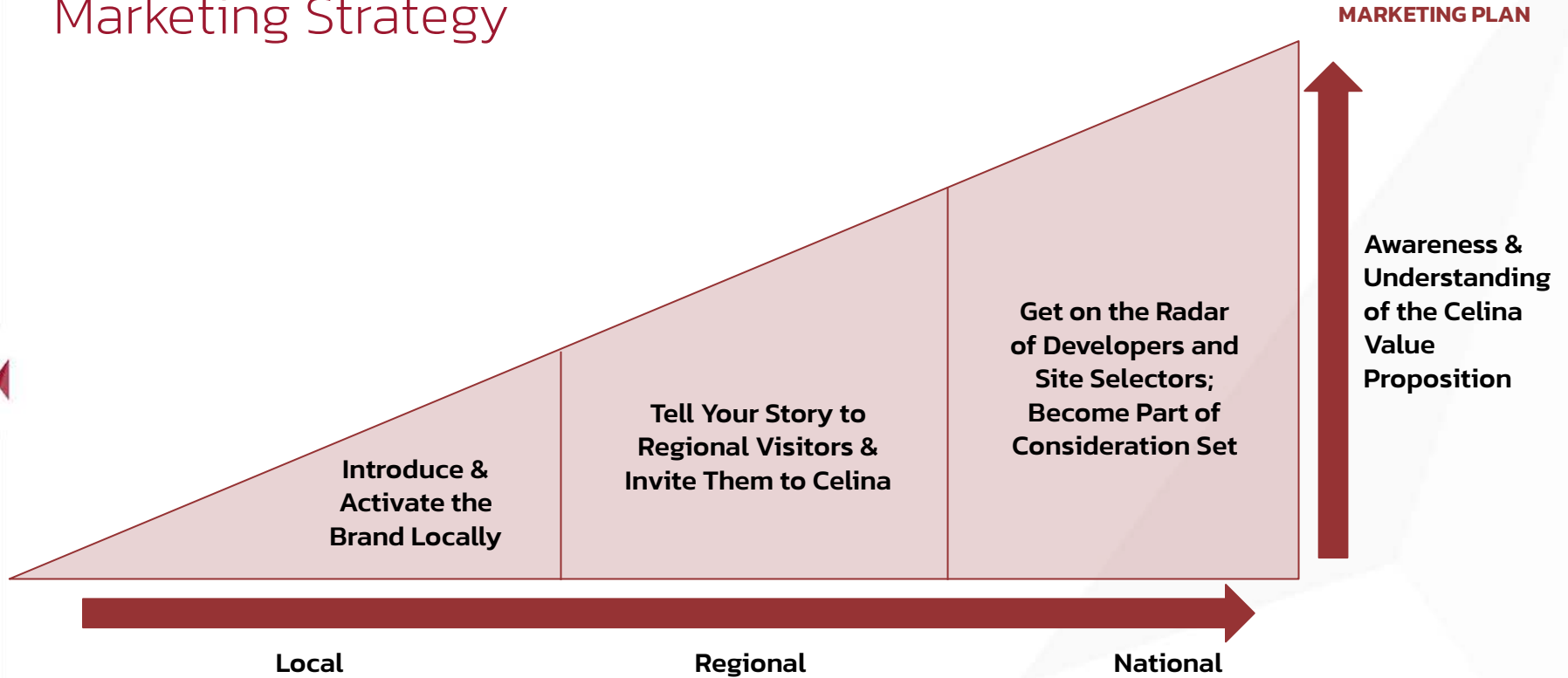
Existing Residents

Insights & Opportunities:

- Strong brand barometer & self-esteem
- Must protect sense of community

Strategy

Marketing Strategy



Marketing Strategy

MARKETING PLAN

**Introduce &
Activate the
Brand Locally**

**Tell Your Story to
Regional Visitors &
Invite Them to Celina**

**Get on the Radar
of Developers and
Site Selectors;
Become Part of
Consideration Set**

**Awareness &
Understanding
of the Celina
Value
Proposition**

- Public Relations
- Organic Social Media
- Video

- Public Relations
- Paid Media
(Display/Social,
Influencers, Select OOH)

- National Public Relations
- Collateral
- Networking (Site Selectors
Guild, FAM Tours)

Tactics

Part One: Local Brand Activation

Local Brand Introduction & Education

- Refresh Celina Economic Development's LinkedIn page (profile photo, cover photo, description, etc.) with the new look-and-feel and narrative of the brand.
 - Additionally, ensure key economic development leaders also update their LinkedIn personal profiles with customized LinkedIn cover photos showcasing the new brand.
- Create a short video that introduces the new economic development and downtown brands' key messaging and value proposition. This video should be effective in ensuring local stakeholders understand the brand positioning but it can also be used as a tool to introduce Celina's downtown to outside prospects, including potential visitors and site selectors.
- Organize a deskside briefing with the Celina Record to share/reinforce the Celina Economic Development's goals for the city and how the new brand positioning will play a role in telling its story effectively among key target audiences.
- Importantly, avoid a grand "ta-da" unveil in a centralized fashion either virtually or in-person. Focus on slowly implementing the brand across marketing channels, always alongside communicating the important role the brand (beyond the logo) will play in furthering advancing and bettering the community through economic development.

**These tactics should take place in the few months following the close of this project.*

Tactics

Part Two: Regional Visitation

The Path to Increasing Regional Visitation

- As Celina begins implementing the brand externally to achieve its core economic objectives, an initial focus is to build recognition among consumers in the Dallas–Fort Worth metroplex.
- Within Celina’s planned budget, it’s most effective path to achieving this objective is through:
 - **Regional public (media) relations**
 - **Ongoing paid media and influencer partnerships**
- The following slides outline recommendations in each of the above areas across the initial years of the marketing program.

Regional Public Relations

- Celina is an important piece of Dallas–Fort Worth’s rapid growth, and it should be part of the story being told around how that growth is being managed. This story has both regional and national components. For now, this portion of the plan focuses on media relations within the region.
- The Celina team should implement a public relations campaign among regional media, offering stories around how the city is becoming a hot spot in several ways: for relocators, but also for weekend visitors from across the region.
- An economic development leader should tell this story and discuss all of the past/current and future investments (including the brand) being made to ensure Celina is part of the conversation.
- In the future, as more initiatives receive funding, break ground or officially open, it should engage regional media via stories under embargo, sneak peek tours, ribbon cuttings, and more. The more regional media visit Celina, the more awareness it builds with prospective regional visitors or even businesses looking to relocate or expand within the region.

Target Regional Media

- Celina should target a variety of regional media, including but not limited to:



The Dallas Morning News

Star-Telegram FORT WORTH

FORT WORTH BUSINESS PRESS

STAR LOCAL MEDIA

aldíadallas

Regional Paid Media

- Regarding its regional objectives, Celina must balance the strong visibility and credibility resulting from periodic earned media with a focused paid media strategy, which produces a more consistent recognition leading to more top-of-mind awareness.
- North Star recommends a paid media mix involving:
 - Digital display and paid social media
 - Social media influencers and content creators
 - Select out-of-home (OOH) advertising

Digital Display & Paid Social Media

- Celina should continue to leverage its 'Life in Celina, TX' social media pages to promote the city as a destination among young-to-middle-age families in the northern half of the Dallas-Fort Worth metroplex.
- With paid social campaigns already running, it should expand the paid strategy to target the above people and areas within the metroplex regularly across the year.
- The content strategy should build awareness of Celina as an ideal weekend trip, featuring:
 - Key upcoming events and activities
 - "Man-on-the-street" interviews about what makes Celina (and certain events) special
 - Things to do in Celina on a Saturday or Sunday
 - Short videos that highlight various businesses in Downtown Celina
 - Notable AirBnBs in Celina
- Celina should also consider running regional digital display ads that provide the ability to retarget audiences who engage with Celina content. These ads should also be built around a content strategy that positions Celina as a "must" weekend visit for families in the Dallas-Fort Worth metroplex, leveraging the new brand's look-and-feel.

Influencers & Content Creators

- In addition to more traditional forms of paid media, Celina should engage influencers and content creators in the Dallas–Fort Worth market.
- The objectives of this engagement opportunity are two–fold: Celina raises more awareness of its weekend trip offerings, and it can involve local businesses by offering discounts and incentives through influencers.
- These content partnerships would primarily involve several Dallas–Fort Worth–based influencers and content creators visiting Celina on a Saturday or Sunday and visiting various assets that Celina has to offer—notably, its downtown as a whole, and the businesses and events that are present within downtown.
- Celina may focus on influencers and content creators that reach a broad set of audiences, with an emphasis on young–to–middle–age families. The following slide establishes initial recommendations, which can be built further in the activation period.

Target Influencers & Content Creators

MARKETING PLAN



kyrahenry_  [Follow](#) [Message](#) [+](#) [...](#)

877 posts 315K followers 1,449 following



stephaniecamillee [Follow](#) [Message](#) [+](#) [...](#)

605 posts 224K followers 3,472 following



dfw.topsites  [Follow](#) [Message](#) [+](#) [...](#)

480 posts 239K followers 696 following



malloryleerichardson  [Follow](#) [Message](#) [+](#) [...](#)

1,525 posts 350K followers 2,344 following



neelykins  [Follow](#) [Message](#) [+](#) [...](#)

3,257 posts 230K followers 4,103 following

Select OOH Advertising

- Celina should also consider the implementation of select out-of-home (OOH) advertising to complement its digital marketing efforts aimed at attracting regional visitation. If implemented, this OOH advertising should run only 1-2 times per year ahead of key events and activities appealing to young-to-middle-age families.

OOH Advertising Targets*:

- Billboards on high-traffic corridors on the northern half of the Dallas-Fort Worth metroplex, including US-75, Sam Rayburn Tollway, and Dallas North Tollway
- Shopping centers and family destinations in nearby communities, such as Stonebriar Centre (Frisco), Legacy West (Plano) and Downtown McKinney

**North Star can support Celina with a complete media plan with specific pricing and timing during the activation period.*

Tactics

Part Three: Developer & Site Selector Engagement

Site Selectors & Developers: Getting on Their Radar

- Celina Economic Development expressed a need to “be on the map” when it comes to key developers and site selectors. Opportunities are vast for a wide range of industries, particularly for high-end, mixed-use entertainment corridors, as well as office/corporate headquarter corporations.
- This portion of the marketing plan focuses on building the profile and visibility of Celina as an economic destination among site selectors and developers. North Star recommends activating in the following areas.
 - **Development of key collateral and other marketing material**
 - **Strategic public (media) relations at a national level**
 - **Engagement and networking opportunities with site selectors**

Creative Assets for Day One

- It is critical for Celina to possess a variety of creative assets to effectively tell its story to decision makers in the site selection arena. Early in plan execution, North Star recommends developing the following materials, leveraging the new brand identity.
 - One-page fact sheet on the Celina economy
 - Target industry one-pagers
 - An economic development two-pocket folder with inserts dedicated to the distinct strengths of Celina:
 - Gigabit capacity
 - Background on incentive opportunities
 - Available talent and workforce
 - Advantageous location
 - Quality of life

National Public Relations

- As one of the country's fastest-growing communities, Celina has the notoriety and credibility to be part of the economic and place making conversations at a national media level.
- On an ongoing basis, Celina should build relationships with key national reporters that cover a variety of topics from the U.S. economy and economic development to site selection and Celina's key industries.
- The goal is to serve as a resource for these reporters and ultimately earn coverage on the growth and ongoing evolution of Celina, including its role in the Dallas-Fort Worth economy.
- Importantly, national media is a marathon, not a sprint, and pays big dividends over time. The program requires constant focus and attention to not only cultivate stories over time, but also to pounce when an immediate opportunity in the news presents itself.
- The following slides offer a peek into national media angles and targets that the program should implement.

National Angles & Targets

MARKETING PLAN

Angle	Detail
From Farm to Fast Growth: How Celina is Becoming Texas' New Hot Spot for Families	Celina is one of the fastest-growing cities in the U.S., transforming from a small agricultural town into a thriving suburb and industry hub. Here's how they took advantage of Dallas-Fort Worth's stretching borders.
Celina: Downtown as an Economic Engine	Celina's downtown is the latest case study in how the right mix of strategic investments and historic preservation serves as an economic catapult that attracts both visitors and business.

Sample
Targets:



THE WALL STREET JOURNAL.



Bringing the Media to Celina

- In addition to pitching stories about Celina, the team should invite target reporters to Celina to experience the city for themselves.
- These “Media FAM Tour” trips should include a full schedule of visits and interviews with key stakeholders relevant to the reporter’s editorial focus. For example, trips often include:
 - A driving tour of the city
 - Interviews with city and economic development leadership
 - Visits to key businesses and community assets
- These trips are effective as many reporters in the site selection and economic development space make them, and they are strong relationship builders. They frequently result in coverage in the weeks and months following the visit.

Site Selectors Guild

- To begin building its visibility and profile among site selectors, North Star recommends that Celina join the Site Selectors Guild, the leading association for professional site selection consultants, as a Guild Partner.
- The Guild Partner Program offers economic development organizations (EDOs) enhanced access to site selection consultants through intimate, partner-only networking events, and ultimately aims to build strong working relationships between economic development professionals and the industry's top site selection consultants.
- Benefits:
 - Attend small partner-only networking events with site selectors four (4) times per year.
 - Sponsor and attend the Annual Conference and Fall Forum
 - Participate in Guild research and thought leadership programs
 - Listed on the Site Selectors Guild website
- Becoming a Guild Partner is a strong first step toward building key relationships and being part of the consideration set among top site selectors in the U.S.

Inbound FAM Tours

- A key strategy for build relationships and Celina's profile among site selection consultants involves getting consultants' boots on the ground. FAM tours are a highly effective tactic to get corporate location decision influencers in-market and educated on target industry capability and preparedness.
- Celina should coordinate an annual, inbound familiarization (FAM) tour with a shortlist of (4-5) site consultants that takes place over two to three days. It should structure an itinerary that demonstrates the area's key advantages, is a memorable experience for the participants and nurtures relationships with the attending 4-5 site selection consultants.
- The first step involves establishing a targeted list of site selectors to invite based on their target industry focus. From there, the team should conduct all outreach and manage travel arrangements with the site selectors.
- It should also provide a briefing book to key Celina participants that details the tour itinerary and provides bios and background information on each site selector.
- Celina must also manage follow-up communications after the tour and conduct a post-FAM tour survey to inform the planning and effectiveness of future trips.

SEO Strategy

- Given Celina's presence in a fast-growing and in-demand state, a smart SEO strategy will elevate Celina's story by increasing the city's visibility with developers and other business/site selection decision-makers. It should pursue the following.
- Conduct an SEO audit to inform the ongoing optimization of the Celina website in the eyes of search engines. These will help uncover technical improvements and a keyword and content strategy moving forward.
- Execute technical improvements leveraging the audit findings. These improvements may include fixing duplicate meta titles and descriptions, correcting external links with non-descriptive or no anchor text, adding metadata or revising metadata to be more SEO-friendly and more.
- Revise several website pages to improve ranking ability with search engines. This work should involve revising content to include important supporting keywords and terms needed to rank for target keyword(s), revising/adding metadata, adding needed internal and/or external linking, and revising content to be Google-friendly.
- Bridge content gaps and further improve search rankings by posting at least six (6) blog posts annually.

Budget Allocation

Budget Allocation

Year 1: Getting Started

MARKETING PLAN

Activity	Budget Level
Brand Introduction & Value Proposition Video	\$25,000
Local & Regional Public (Media) Relations	\$40,000
Paid Media: Regional Digital/Social	\$20,000
Paid Media: Influencer Partnerships	\$10,000
Initial Creative Asset Development	\$25,000
Site Selectors Guild Partner Program	\$2,500
SEO Audit & Initial Technical Improvements	\$17,500
Total:	\$140,000

Budget Allocation

Year 2: Ramping Up

MARKETING PLAN

Activity	Budget Level
Regional & National Public (Media) Relations	\$70,200
Media Visits (2 Annually)	\$3,000
Paid Media: Regional Digital/Social	\$30,000
Paid Media: Influencer Partnerships	\$20,000
Paid Media: Regional OOH	\$15,000
Additional Creative Asset Development	\$10,000
Site Selectors Guild Partner Program	\$2,500
Site Selector FAM Tour (Professional Services Fee + Expenses)	(\$25,000 + \$20,000)
Ongoing SEO Improvements, Page Optimization & Reporting	\$36,000
Total:	\$231,700

Budget Allocation

Year 3: Aggressive Marketers

MARKETING PLAN

Activity	Budget Level
Regional & National Public (Media) Relations	\$84,000
Media Visits (2 Annually)	\$3,000
Paid Media: Regional Digital/Social	\$50,000
Paid Media: Influencer Partnerships	\$30,000
Paid Media: Regional OOH	\$25,000
Additional Creative Asset Development	\$10,000
Site Selectors Guild (Partner Program + Annual Conference Sponsor)	(\$2,500 + \$10,000)
Site Selector FAM Tour (Professional Services Fee + Expenses)	(\$25,000 + \$20,000)
Ongoing SEO Improvements, Page Optimization & Reporting	\$36,000
Total:	\$295,500

Year One Timeline

Timeline Breakdown by Tactic

MARKETING PLAN

Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Finalize plan & responsibilities	Shaded														
Brand video		Shaded	Shaded	Shaded											
Initial creative asset dev.		Shaded	Shaded	Shaded	Shaded										
Local/regional PR				Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded
Paid media implementation*						Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	Shaded	
Site Selectors Guild Partner				Shaded											
SEO audit & initial improvements			Shaded	Shaded	Shaded	Shaded									

**Shading represents potential period; exact timing dependent on complete media plan (budget/chosen tactics)*

Key Performance Indicators

Key Performance Indicators

Regional Visitation:

- Benchmarking and ongoing changes in overnight Airbnb stays
- Increases in 'Life in Celina' social media following and engagement (likes/reactions, shares, story views)
- Earned media hits by depth of article, extent of Celina official quoted, tier of media, readership/viewership
- Advertising equivalency of earned media
- Paid media engagement (impressions, clicks, conversions, etc.)
- Engagement with codes or promotions offered through regional influencers
- Brand barometer score every 2-3 years

Site Selector & Developer Engagement:

- Earned media hits by depth of article, extent of Celina official quoted, tier of media, readership/viewership
- Advertising equivalency of earned media
- Number of reporter visits to Celina and resulting coverage
- Increases in Celina Economic Development LinkedIn following and engagement (likes/reactions, reposts, etc.)
- Number of reporter visits to Celina and resulting coverage
- Paid media engagement (impressions, clicks, conversions, etc.)
- New relationships and leads from Site Selectors Guild involvement
- Response and acceptance rate of site selectors re: inbound FAM tours, and resulting site inquiries
- Changes in website traffic and search authority due to SEO program

Key Messaging

Celina's story, *The Texas You Were Promised*, is both an emotional promise and a pragmatic offering. The messaging here combines heartfelt authenticity with measurable readiness. Celina delivers both. Use this messaging consistently, and always back up the claims with action and proof. When the story is true, and the evidence is visible, the decision to choose Celina becomes obvious.

Core Positioning

KEY MESSAGING

Celina delivers “*The Texas You Were Promised,*” wide-open opportunity with honest deals, authentic community character, and the infrastructure to scale. Here, businesses grow in an environment where character and connection still drive progress.

Why it matters:

Celina uniquely combines rapid, strategic growth with small-town trust and quality of life, a rare investor-friendly place where development is built on relationships, not just spreadsheets.

321

What does “The Texas You Were Promised?” Mean?

KEY MESSAGING

- **Ready for Opportunity** – shovel-ready sites, plenty of space to scale, value, and modern infrastructure (fiber, utilities, tollway access)
- **Trust & Value: Honest Partnerships** – collaborative local government, a team ready to help you make it happen, and an environment built on relationships and fair deals
- **People & Place: Life that Fits** – a skilled regional talent base, top-rated schools, authentic community culture, and a downtown (Texas Squared) that amplifies lifestyle recruiting
- **Harnessed Momentum: Grow with Roots** – fast growth with intentional planning that preserves a better way of life and of doing things

322

Audience-Specific Messaging

KEY MESSAGING

National Developers & Site Selectors

Primary Needs: *Speed, certainty, scalability*

Top 3 Messages:

- **Shovel-ready land and room to scale**
- **Infrastructure built for growth**
- **Partnership that performs**

Celina is where projects break ground without drama-ready sites, modern infrastructure, and a local team that treats development as a partnership. It's the Texas you were promised, wide open opportunity with a handshake.

Corporate HQ/Regional Offices

Primary Needs: *Talent attraction/retention, quality of life, predictable costs, connectivity*

Top 3 Messages:

- **Recruit and keep top talent**
- **Operationally efficient** (infrastructure + proximity to DFW)
- **Connected and supportive**

Move your operations and your people to a place that delivers on promises: a healthy talent pipeline, lifestyle benefits for families, and operational reliability. It's the Texas you were promised, big opportunity with a better life.

323

Audience-Specific Messaging

KEY MESSAGING

Small Business Owners & Retailers

Primary Needs: *Local demand, community support, ease of entry, marketing reach*

Top 3 Messages:

- **Customers are here**
- **Neighbors first**
- **Practical support**

Bring your dream to a city that will welcome it—a growing population, a downtown that celebrates local shops, and a community that shows up for small businesses. True connections and support, it's the Texas you were promised.

Young Family Weekend Visitors

Primary Needs: *easy to plan and reach, affordable, safe, unique, fun*

Top 3 Messages:

- **Easy and memorable**
- **Hometown traditions families will love**
- **Close, convenient, and welcoming**

Want a weekend that's easy, authentic, and fun for kids and grownups? Celina serves up true Texas charm, safe play spaces, great food, and hometown moments just a short drive away. Come experience Texas Squared.

EVALUATION

Evaluation

How Is The Brand Performing?

Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace, and tracking studies to measure a brand's performance over time. These methods of evaluation should be used once a visual brand identity has been established based on the strategic brand platform.

Ideally, two basic questions will be answered when there is visible implementation of your brand in the community: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in consumer action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the community.

To begin the process of brand evaluation, North Star has set up a schedule to discuss Celina's brand progress. This schedule begins immediately after the delivery of your BrandPrint.

- Immediately – North Star recommends building your databases and keeping them current. This ensures future success measurements can be calculated. These leads will be the best data start point for future brand evaluation.
- One year – North Star will conduct an assessment call to outline a plan for determining brand performance moving forward. Celina will be contacted to determine specific measurement goals, including re-measuring awareness and perception of the community among intended audiences.

Evaluation

As stated previously, North Star will consult with the community at the proposed times to evaluate your specific needs. Keep in mind that many of the research pieces in your BrandPrint were created to act as benchmarks by which future improvements can be measured. Based on what we now know of the community, likely recommendations for success measurements at Celina's one-year mark may include:

- Online Community Survey
- Community Brand Barometer
- Consumer Awareness and Perception Study

Evaluation

ONLINE COMMUNITY SURVEY

Purpose

The purpose of the Online Community Survey is to gain a quantitative measure of the community's perceptions of Celina.

Methodology + Results

This qualitative survey is fielded online and is open to all residents of the community. The study measures the following:

- Overall top-of-mind perceptions of Celina
- Strengths and weaknesses of Celina
- Resident suggestions on what is missing in Celina
- Measurements of Celina's quality of life indicators

Positive resident perceptions are a strong indicator of brand success. Successful brand implementation will energize the resident base, making them more likely to think of the community in a positive light.

Timing

The Online Community Survey should be conducted biannually. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Evaluation

Purpose

The Community Brand Barometer measures the strength of Celina's brand according to:
Resident satisfaction/advocacy with the brand as a place to live, work, and visit
Brand satisfaction/advocacy relative to the nation

Methodology + Results

The methodology for the Brand Barometer has been carefully developed and determined to be statistically significant. Participants answer three questions:

- Would you recommend living in Celina to a friend or colleague?
- Would you recommend visiting Celina to a friend or colleague?
- Would you recommend conducting business in Celina to a friend or colleague?

Resident advocacy is one of the strongest measures of brand success. Successful brand implementation will energize the resident base, making them more likely to recommend their community to others.

Timing

The Community Brand Barometer should be conducted biannually. The first Brand Barometer should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Evaluation

CONSUMER AWARENESS + PERCEPTION STUDY

Purpose

The purpose of this study is to gain insight into external consumer awareness, visitation, and perceptions of Celina.

Methodology + Results

This quantitative survey is fielded online outside of Celina borders in order to obtain an outsider's perspective. The survey measures:

- Overall top-of-mind perceptions of Celina and immediate competitors
- Consumer visitation trends (frequency and nature of visitation)
- Consumer visitation drivers (business, leisure, friends and family)
- Strengths and weaknesses of Celina identified within community attributes
- Consumer suggestions on what is missing in Celina
- Measurements of Celina's delivery of hospitality
- Measurements of Celina's quality of life indicators

Timing

The CAP Study should be conducted every 3-5 years. The first survey should be conducted no sooner than two years from brand introduction (when there is visible implementation of your brand in the community).

Thank You, Celina!



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From:
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: October 7, 2025
Re: Consider and act upon an Amendment to an Economic Development and Performance Agreement with BARM Group, Inc. (Satarino)

Action Requested:

Consider and act upon an Amendment to a Performance Agreement with BARM Group, LLC. (Satarino)

Background Information:

The agreement between the City of Celina, the Celina Economic Development Corporation (CEDC), and The BARM Group, LLC (Developer), approved in March 2025, established an economic development incentive under Chapter 380 of the Texas Local Government Code. The Developer agreed to construct a Stella's Ice Cream retail facility at 206 N. Louisiana, Celina, Texas, with a minimum of 1,611 square feet. In return, the City and CEDC agreed to provide financial assistance totaling up to \$75,000, contingent upon the Developer meeting construction deadlines, operational commitments, and job creation requirements.

The City of Celina agreed to reimburse the Developer \$50,000 for infrastructure and improvements, disbursed as follows:

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

The CEDC agreed to reimburse the Developer up to \$25,000 for qualified expenditures, which include development and infrastructure costs. These funds would be disbursed in two phases:

- \$12,500 upon obtaining a certificate of occupancy for the facility.
- \$12,500 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

The agreement states that a Certificate of Occupancy must be obtained by August 31, 2025.

The Developer must maintain a minimum of nine full-time equivalent jobs through December 31, 2027. Additionally, the Developer is required to submit documentation verifying at least \$391,323 in construction costs and \$75,000 in qualified expenditures. The Agreement includes reporting requirements on sales tax revenue and job creation, with provisions for repayment if the Developer fails to meet obligations.

The Developer requests to amend the Agreement to extend the CO deadline to December 31, 2025. The Developer experienced unforeseen challenges during the development process which delayed their construction timeline. The Developer currently has a TCO and anticipates receiving a CO before the end of October 2025.

Legal Review:

The CEDC Attorney has reviewed the attached Amendment.

Supporting Documents:

1. EDCB - Action - Stellas Amendment
2. Celina - Celina EDC - First Amendment to Chapter 380 and Performance Agreement - The Barm Group _10012025

Financial Consideration:

The CEDC agrees to reimburse the Developer up to \$25,000 for qualified expenditures, which include development and infrastructure costs. These funds would be disbursed in two phases:

- \$12,500 upon obtaining a certificate of occupancy for the facility.
- \$12,500 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

Staff Recommendation:

Staff recommends approval.



Stella's Ice Cream Amendment to an Incentive Agreement

**Open Session
CEDC Regular Board Meeting
October 7, 2025**



Background

- ~~September 2024 – CEDC Staff received partial incentive application~~
- ~~October 2024 – BARM Group, LLC presented to Downtown Commission~~
- ~~November 2024 – CEDC Staff presented to CEDC Board~~
- ~~December 2024 – CEDC Staff discussed incentive deal points with CEDC Board~~
- ~~February 2025 – BARM Group, LLC presented to CEDC Board~~
- ~~March 2025 – Incentive Agreement approved by CEDC Board and City Council~~
- October 2025 – CEDC Board and Council to consider an amendment to the Incentive Agreement

Location



Proposed Facade



Current Progress



Current Progress



Current Progress

- Stella's Ice Cream had their ribbon cutting on 10/2 and their grand opening on 10/4

Approved Incentive Structure

- Renovate a 1,611 square foot facility
- Must prove a minimum of \$391,323 in capital improvements
- Must prove a minimum of \$75,000 in qualified improvements
- Obtain certificate of occupancy by August 31, 2025
- Must maintain a minimum of 9 FTE
- **CEDC contribute \$25,000** in grant funds towards façade improvements.
 - \$12,500 upon obtaining C/O
 - \$12,500 upon 1-year anniversary of obtaining C/O
- **City contribute \$50,000** in grant funds towards façade improvements.
 - \$25,000 upon obtaining C/O
 - \$25,000 upon 1-year anniversary of obtaining C/O

Requested Amendment

- The Developer is requesting the CEDC Board and City Council consider an Amendment to the Incentive Agreement to extend the CO performance date to December 31, 2025.
 - Received a TCO on September 18, 2025.

Questions?

**FIRST AMENDMENT
TO
CHAPTER 380 ECONOMIC DEVELOPMENT AGREEMENT
AND PERFORMANCE AGREEMENT**

This **FIRST AMENDMENT TO CHAPTER 380 ECONOMIC DEVELOPMENT AGREEMENT AND 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”); and **THE BARM GROUP, INC.**, a Texas corporation (hereinafter referred to as the “Developer”):

RECITALS:

WHEREAS, on or about March 11, 2025, the City, CEDC and Developer entered into the original Chapter 380 Economic Development Agreement and Performance Agreement (hereinafter referred to as the “Original Agreement”) regarding financial assistance to construct and operate the Stella’s Ice Cream retail facility to be generally located at 206 N. Louisiana, Celina, Texas; and

WHEREAS, the City, CEDC and Developer now desire to amend Section 4(b) of the Original Agreement to extend the completion, certificate of occupancy date and related dates to December 31, 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 City, CEDC and Developer 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(a) of the Original Agreement is hereby amended to read as follows:

“(a) **Facility and Qualified Expenditures.** Developer covenants and agrees to complete construction of the Facility by **December 31, 2025**. Developer covenants and agrees to submit to the City and CEDC invoices, receipts, or other documentation in a form acceptable to the City and CEDC for the construction of the Facility located on the Property in a minimum amount of **Three Hundred Ninety-One Thousand Three Hundred Twenty-Three and No/100 Dollars (\$391,323.00)** by **December 31, 2025**. In addition, Developer covenants and agrees

to submit to the CEDC invoices, receipts, or other documentation in a form acceptable to the CEDC for the Qualified Expenditures made to the Property in a minimum amount **Seventy-Five Thousand and No/100 Dollars (\$75,000.00)** by **December 31, 2025.**”

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

“(b) **Certificate of Occupancy.** Developer covenants and agrees to, after complying with all City Regulations, obtain or cause to be obtained by **December 31, 2025**, a certificate of occupancy from the City of Celina, Texas, for the Facility located on the Property.”

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

“(e) **Reporting of Sales and Use Tax and Type A Sales and Use Tax Revenue.** Developer covenants and agrees to provide to the City and EDC, on a quarterly basis, a copy of the financial report that is being submitted to the State Comptroller relating to the remission of all local sales and use taxes collected at the Property as a result of the operation of the Project and the total quarterly sales occurring at the Property (“Sales Tax Report”). The sales and uses taxes to be included within said Sales Tax Report include the Sales and Use Tax, and the Type A Sales and Use Tax Revenue collected at the Property at the current rate of one and one-half percent (1.5%), and remitted by the State Comptroller to the City. Additionally, Developer covenants and agrees to obtain any third party’s consent for the State Comptroller’s office to release the annual reported figures along with any State audit adjustments to the City and EDC. The City and EDC hereby agrees to keep this information “Confidential” consistent with the Section 321.3022(f) of the Texas Tax Code, and to the extent allowed by law. The first Sales Tax Report from the Developer shall be due by **April 15, 2026**, for the reporting period of **January 1, 2026 to March 31, 2026**, and quarterly thereafter.”

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

“(f) **Job Creation and Retention.** Developer covenants and agrees by **January 1, 2026**, and during the Term of this Agreement to employ and maintain a minimum of 9 Full-Time Equivalent Employment Positions working at the Property. Developer covenants and agrees beginning on **January 1, 2026**, and during the Term of this Agreement, Developer shall deliver to the City and CEDC an annual compliance verification signed by a duly authorized representative of Developer that shall certify the number of Full-Time Equivalent Employment Positions, and shall disclose and certify the average wage for all Full-Time Equivalent

Employment Positions (the “Annual Compliance Verification”). The Developer covenants and agrees beginning on **January 1, 2026**, and annually thereafter during the Term of this Agreement, there will be a total of **two (2)** Employment Positions working at the Property. Annual Compliance Verifications due and submitted to the City and CEDC covering the Full-Time Equivalent Employment Positions created and maintained during the Term of this Agreement. All Annual Compliance Verifications shall include quarterly IRS 941 returns, or Texas Workforce Commission Employer Quarterly Reports.”

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. 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. Developer warrants and represents that the individual executing this First Amendment on Developer’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 Developer.
- (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 OF CELINA, TEXAS,
A Texas home-rule municipality

Ryan Tubbs, Mayor
Date Signed: _____

ATTEST:

Ashley Owens, City Secretary

CEDC:

CELINA ECONOMIC DEVELOPMENT CORPORATION,
a Texas non-profit corporation

By: _____
Clint Bissett, President
Date Signed: _____

DEVELOPER:

THE BARM GROUP, INC.,
a Texas corporation,

By: _____
Russell Moffett, Vice President
Date Signed: _____



Life Connected.

EDC
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From:
CC: Anthony Satarino, Executive Director of Economic Development
Initiated Economic Development Corporation
by:
Date: October 7, 2025
Re: Consider and act upon an Economic Development and Performance Agreement with CJS Family Properties, LLC. (Satarino)

Action Requested:

Consider and act upon an Economic Development and Performance Agreement with CJS Family Properties, LLC

Background Information:

The agreement between the City of Celina, the Celina Economic Development Corporation (CEDC), and CJS Family Properties, LLC (Developer) establishes an economic development incentive under Chapter 380 of the Texas Local Government Code. The Developer agrees to renovate and construct an addition for a total of 4,342 square feet to an existing building generally located at 139 N. Ohio Street by adding a second story office space and first floor retail. In return, the City and CEDC agree to provide financial assistance totaling up to \$150,000, contingent upon the Developer meeting construction deadlines, operational commitments, and job creation requirements.

The City of Celina agrees to reimburse the Developer \$75,000 for Qualified Expenditures, disbursed as follows:

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.
- \$25,000 on the two-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

The CEDC agrees to reimburse the Developer up to \$75,000 for Qualified Expenditures, which includes development and infrastructure costs. These funds will be disbursed in two phases:

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.
- \$25,000 on the two-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

The Developer must complete construction by July 31, 2027, obtain a certificate of occupancy, and maintain a minimum of eight full-time equivalent jobs through October 30, 2030. Additionally, the Developer is required to submit documentation verifying at least \$750,000 in Qualified Expenditures.

Following any action from the CEDC Board, the agreement will go to City Council on October 14th.

Legal Review:

The CEDC Attorney has reviewed the attached agreement.

Supporting Documents:

1. EDCB - Action - Project Buckeye
2. Celina EDC - Chapter 380 Agreement and Performance Agreement - CJS Family Properties LLC_10012025

Financial Consideration:

The City of Celina agrees to reimburse the Developer \$75,000 for Qualified Expenditures, disbursed as follows:

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.
- \$25,000 on the two-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

The CEDC agrees to reimburse the Developer up to \$75,000 for Qualified Expenditures, which includes development and infrastructure costs. These funds will be disbursed in two phases:

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.
- \$25,000 on the two-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

Staff Recommendation:
Staff recommends approval.



Economic Development and Performance Agreement with CJS Family Properties, LLC

**Open Session
CEDC Regular Board Meeting
October 7, 2025**



Locatio

139 North Ohio Street

n



Locatio

139 North Ohio Street

n



Background

- **March 2025:**
 - Notified of building purchase on 139 N Ohio St
- **April 2025:**
 - DRC Meeting re: 139 N Ohio Street
- **May 2025:**
 - CEDC met with investor to discuss challenges
 - CEDC staff met with Fire Marshal re: property
- **June 2025:**
 - Received application on 139 N Ohio St
- **July 2025:**
 - CEDC staff met with investor on remaining items needed to assess support; revised building plans and application received.
- **August 2025:**
 - CEDC Board reviewed the incentive application
- **September 2025:**
 - Applicant presented their project to the CEDC Board

Craig A. Saunders, CFP®, ChFC®,

MBA

Financial Advisor

Ameriprise Financial Services, LLC.

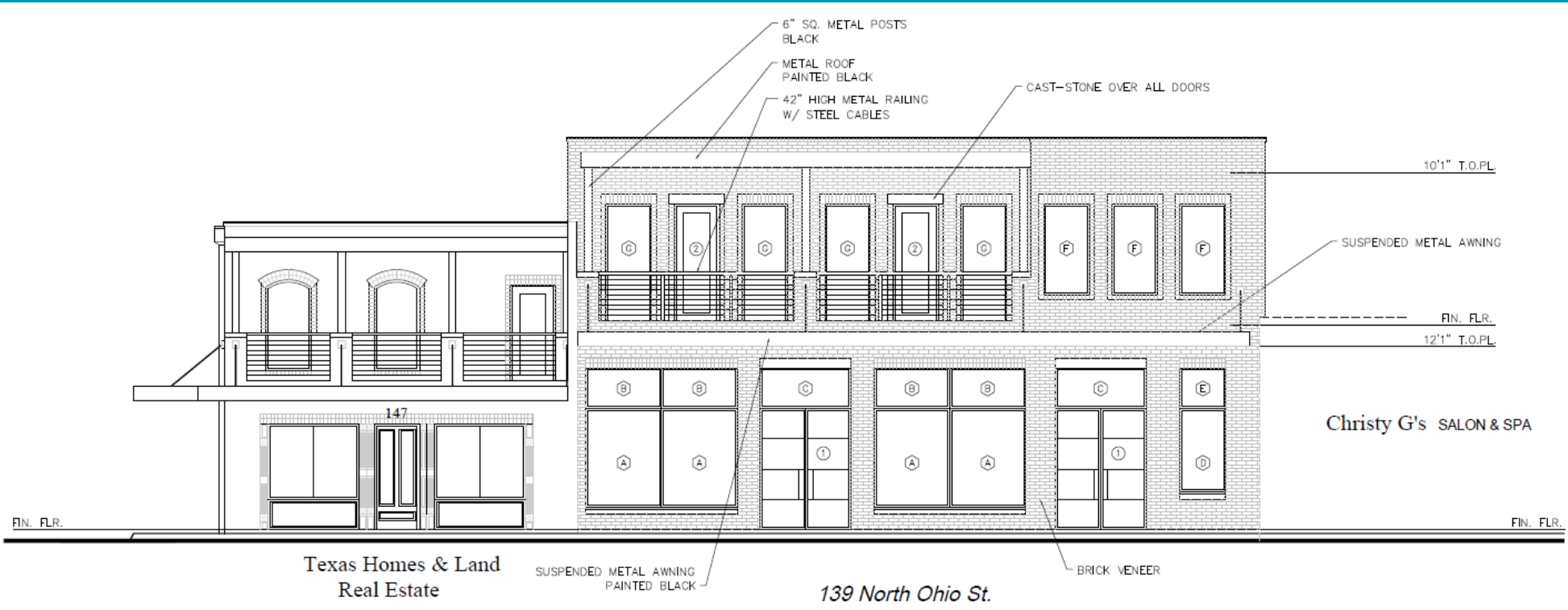
705 E 1st Street

Prosper, Texas 75078



A Celina resident currently operating out of Prosper, Texas, this project will relocate his office to Celina and add additional leasable office and first-floor retail space.

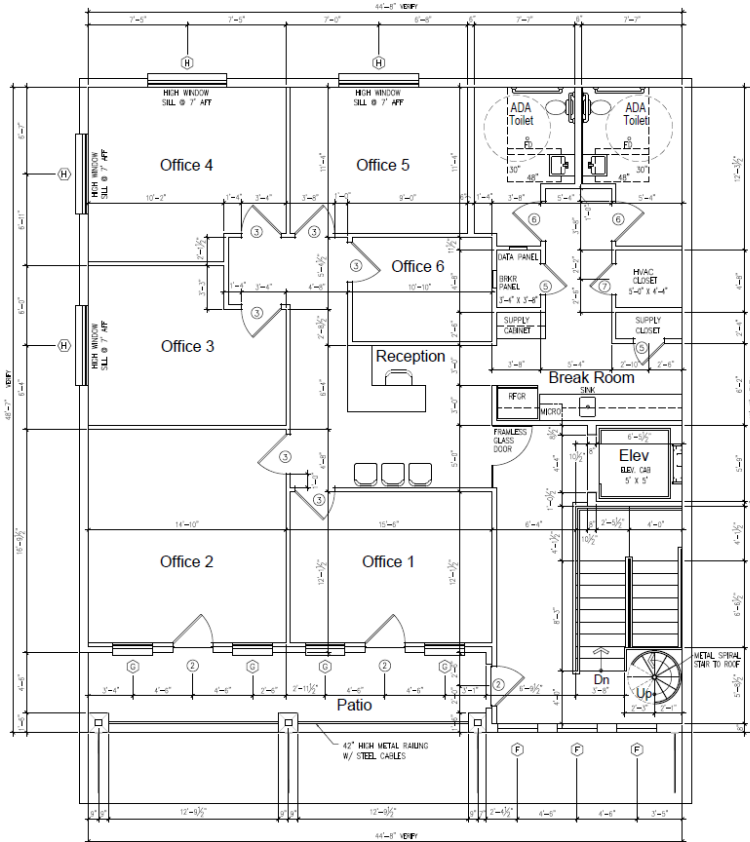
139 North Ohio



FRONT (WEST) ELEVATION CONCEPT

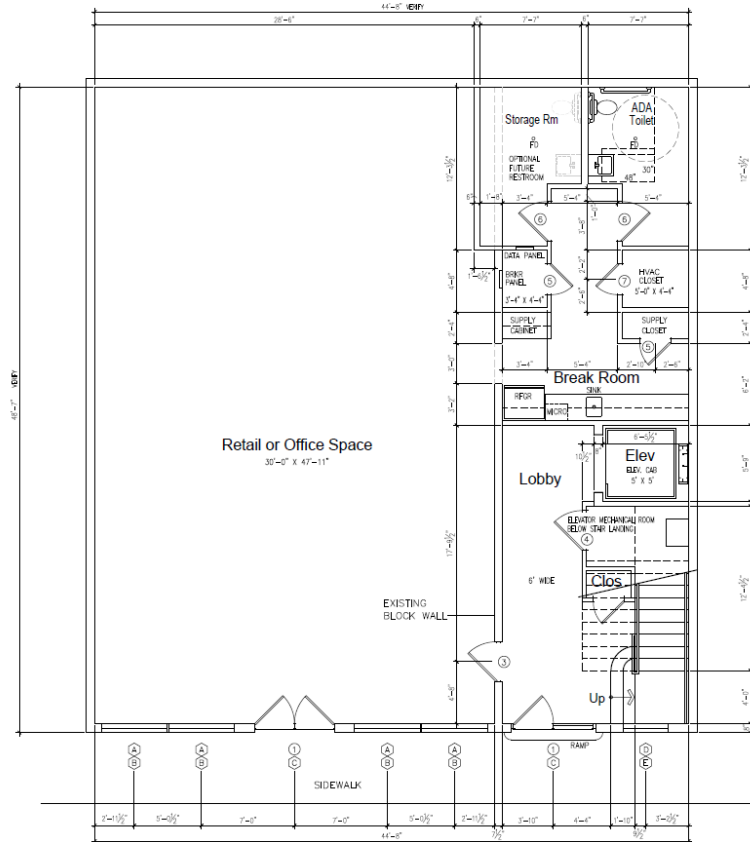
SCALE: 1/4" = 1'-0"

139 North Ohio Street



SECOND FLOOR CONCEPT PLAN

SCALE: 1/4" = 1'-0"



North Ohio Street

FIRST FLOOR CONCEPT PLAN

SCALE: 1/4" = 1'-0"

AREA CALCULATIONS

FIRST FLOOR =	2,140 sf
SECOND FLOOR =	2,023 sf
2ND FLOOR PATIO =	179 sf
TOTAL AREA =	4,342 sf



ECONOMIC DEVELOPMENT CORPORATION

139 North Ohio

Preliminary Capital Improvement Cost: ~~1,750,000~~ **750,000**

Street

Scope of Work:

- Complete renovation and remodel
- Addition of a second story
- Installation of a limited use/limited application elevator
- Installation of a fire sprinkler system
- Connect to existing 4" water line at the rear of the building
- Install a new sewer line to replace the shared cast-iron sewer currently running from adjacent businesses

139 North Ohio Street

Preliminary Capital Improvement Cost: \$750,000

RE: connect to existing 4" water line at the rear of the building; install a new sewer line to replace the shared cast-iron sewer currently running from adjacent businesses.

The EDC is working with the Fire Marshal and Engineering to assess water flow capacity from the existing line to support the building's sprinkler system, based on the added square footage.

139 North Ohio Street

- Investor Support Request – 25% Contribution
- Preliminary Capital Improvement Costs : \$750,000
- Support Requested: \$187,500

Property Enhancements: Full remodel including second-story addition, fire suppression system, and new sewer line; **Employment Impact: Upper Level:** 6 office suites supporting 8–10 professional jobs (estimates); **Ground Floor Retail:** Estimated 2–4 retail staff; **Economic Contribution:** Increased sales tax from retail operations, Growth in Real and Business Personal Property tax base, Enhanced downtown vibrancy and infrastructure.

Agreement Deal

The City of Celina agrees to reimburse the Developer \$75,000 for Qualified Expenditures, disbursed as follows:

Points

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.
- \$25,000 on the two-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

The CEDC agrees to reimburse the Developer up to \$75,000 for Qualified Expenditures, which includes development and infrastructure costs. These funds will be disbursed in two phases:

- \$25,000 upon obtaining a certificate of occupancy for the facility.
- \$25,000 on the one-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.
- \$25,000 on the two-year anniversary of receiving the certificate of occupancy, provided the facility remains in operation.

Agreement Deal

Performance Metrics:

- Office and retail spaces must remain in active use for the full term of the incentive agreement.
- Employment levels (8 FTE's) must meet or exceed the projected job creation estimates.
- Capital improvement costs (\$750,000) must be clearly identified, with compliance verified through submission and approval of itemized receipts.

Points

Questions?

Next Steps:

- Agreement consideration in October for City Council

**CHAPTER 380 ECONOMIC DEVELOPMENT AGREEMENT
AND PERFORMANCE AGREEMENT**

This **CHAPTER 380 ECONOMIC DEVELOPMENT AGREEMENT AND PERFORMANCE AGREEMENT** 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”), and **CJS FAMILY PROPERTIES, LLC**, a Texas limited liability company (hereinafter referred to as “Developer”), is made and executed on the following recitals, terms and conditions.

WHEREAS, the City desires to provide, pursuant to Chapter 380 of the Texas Local Government Code an incentive to Developer to develop the Property as defined below; and

WHEREAS, the City possesses the legal and statutory authority under Chapter 380 of the Texas Local Government Code to make loans or grants of public funds for the purposes of promoting local economic development and stimulating business and commercial activity within the City of Celina, Texas; and

WHEREAS, the City has determined that a grant of funds to the Developer will serve the public purpose of promoting local economic development, with the development and diversification of the economy of the State and City, will eliminate unemployment and underemployment in the State and City, and will enhance business and commercial activity within the City of Celina, Texas; and

WHEREAS, the City has concluded and hereby finds that this Agreement clearly promotes economic development in the City of Celina, Texas, and, as such, meets the requisites under Chapter 380 of the Texas Local Government Code, and further, is in the best interests of the City and the Developer; and

WHEREAS, the City has concluded and hereby finds that this Agreement clearly promotes economic development in the City of Celina, Texas, and, as such, meets the requirements of Article III, Section 52-a of the Texas Constitution by assisting in the development and diversification of the economy of the State, by eliminating unemployment or underemployment in the State, and by the development or expansion of commerce within the State; and

WHEREAS, the Celina Economic Development Corporation (hereinafter referred to as the “CEDC”) is a Type A economic development corporation, created pursuant to Chapter 504 of the Texas Local Government Code, as amended; and

WHEREAS, Section 501.103 of the Texas Local Government Code, in pertinent part, defines the term “project” to mean “expenditures that are found by the board of directors to be required or suitable for infrastructure necessary to promote or develop new or expanded business enterprises, limited to: (1) streets and roads, rail spurs, water and sewer utilities, electric utilities, or gas utilities, drainage, site improvements, and related improvements; (2) telecommunications

and Internet improvements . . .”; and

WHEREAS, Section 501.158 of the Texas Local Government Code prohibits the provision of a direct incentive unless CEDC enters into an Agreement with Developer providing at a minimum a schedule of additional payroll or jobs to be created or retained by CEDC’s investment; a schedule of capital investments to be made as consideration for any direct incentives provided by CEDC to Developer; and a provision specifying the terms and conditions upon which repayment must be made should Developer fail to meet the agreed to performance requirements specified in this Agreement; and

WHEREAS, Developer has applied to the City and CEDC for financial assistance necessary to construct and renovate an existing building by constructing a second story and consisting of first floor retail development and second story office space (hereinafter referred to as the “Qualified Expenditures”) to be generally located at 139 N. Ohio Street, Celina, Texas (hereinafter referred to as the “Property”); and

WHEREAS, the CEDC’s Board of Directors have determined the financial assistance to be provided to Developer pursuant to this Agreement is consistent and meets the definition of “project” as that term is defined in Section 501.103 of the Texas Local Government Code; and the definition of “cost” as that term is defined by Section 501.152 of the Texas Local Government Code; and

WHEREAS, Developer agrees and understands that Section 501.073(a) of the Texas Local Government Code requires the City Council of the City of Celina, Texas, to approve all programs and expenditures of the CEDC, and accordingly this Agreement is not effective until City Council has approved this project at a City Council meeting called and held for that purpose.

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 City, CEDC, and Developer agree as follows:

SECTION 1. FINDINGS INCORPORATED.

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

SECTION 2. TERM.

This Agreement shall be effective as of the Effective Date, as defined herein, and shall continue thereafter until **December 31, 2037**, unless terminated sooner under the provisions hereof.

SECTION 3. DEFINITIONS.

The following words shall have the following meanings when used in this Agreement.

- (a) **Act.** The word “Act” means Chapters 501 to 505 of the Texas Local Government Code, as amended.
- (b) **Agreement.** The word “Agreement” means this Chapter 380 Economic Development Agreement and Performance Agreement, together with all exhibits and schedules attached to this Agreement from time to time, if any.
- (c) **CEDC.** The term “CEDC” means the Celina Economic Development Corporation, a Texas non-profit corporation, its successors and assigns, whose corporate address for the purposes of this Agreement is 302 W. Walnut Street, Celina Texas 75009.
- (d) **City.** The word “City” means the City of Celina, Texas, a Texas home rule municipality, whose corporate address for the purposes of this Agreement is 142 N. Ohio Street, Celina Texas 75009.
- (e) **City Regulation.** The word “City Regulation” means any ordinance, rule, regulation, standard, policy, order, guideline, master plans, or other City-adopted or City-enforced requirement, as amended and adopted by the City for uniform application throughout the corporate limits, and as are applicable to the Property and development of the Facility.
- (f) **Developer.** The word “Developer” means CJS Family Properties, LLC, a Texas limited liability company, its successors and assigns, whose address for the purposes of this Agreement is 139 N. Ohio Street, Celina Texas 75009.
- (g) **Effective Date.** The words “Effective Date” mean the date of the latter to execute this Agreement by and between the Developer, City, and the CEDC.
- (h) **Event of Default.** The words “Event of Default” mean and include any of the Events of Default set forth below in the section entitled “Events of Default.”
- (i) **Facility.** The word “Facility” means the retail and office space development to be constructed on the Property and consisting of 1,410 square feet of first floor retail and 2,932 square feet of second story office and first floor shared space, as generally depicted in *Exhibit A* of this Agreement, which is attached hereto and is incorporated herein for all purposes.
- (j) **Full-Time Equivalent Employment Position.** The words “Full-Time Equivalent Employment Position” or “Full-Time Equivalent Employment Positions” mean and include a job requiring a minimum of One Thousand Nine Hundred Twenty (1,920) hours of work averaged over a twelve (12) month period.
- (k) **Property.** The word “Property” means 139 N. Ohio Street, Celina, Texas 75009.
- (l) **Qualified Expenditures.** The words “Qualified Expenditures” mean those costs associated

with the construction and renovation of an existing building by constructing a second story and consisting of first floor retail development and second story office space, located on the Property, as depicted in *Exhibit A* of this Agreement, and those expenses which otherwise meet the definition of “project” as that term is defined in Section 501.103 of the Act, and meet the definition of “cost” as that term is defined in Section 501.152 of the Act.

- (m) **Term.** The word “Term” means the term of this Agreement as specified in Section 2 of this Agreement.

SECTION 4. AFFIRMATIVE COVENANTS OF DEVELOPER.

Developer covenants and agrees with the City and CEDC that, while this Agreement is in effect, it shall comply with the following terms and conditions:

- (a) **Qualified Expenditures and Facility.** Developer covenants and agrees to commence construction of the Facility by **January 31, 2026**. Developer covenants and agrees to complete construction of the Facility by **July 31, 2027**. Developer covenants and agrees to submit to the City and CEDC paid invoices, paid receipts, or other paid documentation in a form acceptable to the City and CEDC for the Qualified Expenditures made to the Property, as depicted in *Exhibit A* of this Agreement, in a minimum amount of **Seven Hundred Fifty Thousand and No/100 Dollars (\$750,000.00)**, by **July 31, 2027**.
- (b) **Certificate of Occupancy.** Developer covenants and agrees to, after complying with all City Regulations, obtain or cause to be obtained by **July 31, 2027**, a certificate of occupancy from the City of Celina, Texas, for the Facility located on the Property. If such invoices, receipts, or other documentation are incomplete or insufficient for City and the CEDC to verify the Qualified Expenditures, City and/or CEDC shall notify Developer, and Developer shall promptly supply any missing or necessary additional information necessary to verify the Qualified Expenditures.
- (c) **Development.** The Facility shall be constructed and operated in accordance the plans provided in *Exhibit A*, and any site plan, building elevations, or landscape plans approved by the City. Developer agrees that materials and finish-out used for the Facility shall be substantially similar to such plans. Developer agrees that construction shall be in conformance with the most recently adopted building codes of the City and that building permit applications will be reviewed under such codes. The development and use of the Property shall comply with all applicable City Regulations, including but not limited to the Celina Comprehensive Zoning and Subdivision Ordinances, as amended.
- (d) **Operate Facility.** Developer agrees to maintain and operate the Facility located on the Property by **August 1, 2027**, and through the Term of this Agreement. Further, Developer covenants and agrees to keep the Facility open during normal operating hours.
- (e) **Job Creation and Retention.** Developer covenants and agrees by **October 31, 2027**, and during the Term of this Agreement to employ and maintain a minimum of eight (8) Full-

Time Equivalent Employment Positions working at the Property. Developer covenants and agrees beginning on **October 31, 2027**, and during the Term of this Agreement, Developer shall deliver to the City and CEDC an annual compliance verification signed by a duly authorized representative of Developer that shall certify the number of Full-Time Equivalent Employment Positions, and shall disclose and certify the average wage for all Full-Time Equivalent Employment Positions (the “Annual Compliance Verification”). The Developer covenants and agrees beginning on **October 31, 2027**, and annually thereafter during the Term of this Agreement, there will be a total of **four (4)** annual compliance verifications. Annual Compliance Verifications due and submitted to the City and CEDC covering the Full-Time Equivalent Employment Positions created and maintained during the Term of this Agreement. All Annual Compliance Verifications shall include quarterly IRS 941 returns, or Texas Workforce Commission Employer Quarterly Reports.

- (f) **Performance Conditions.** Developer agrees to make, execute and deliver to the City and/or CEDC such other promissory notes, instruments, documents and other agreements as the City or CEDC or its attorneys may reasonably request to evidence this Agreement.
- (g) **Performance.** Developer agrees to perform and comply with all terms, conditions, and provisions set forth in this Agreement and in all other instruments and agreements between Developer, City, and CEDC.
- (h) **Prohibited Uses:** Developer covenants and agrees during the Term of this Agreement that unless otherwise approved by the City and the CEDC, and only in the event that the zoning on the Property allows such uses, that the following uses shall not be allowed in any portion of the Facility: alternative financial services, sexually oriented business, body art facilities, smoke shops, drug or vice paraphernalia, gaming or slot machines (excluding arcades) lewd merchandise sales, pawn shops and outdoor storage/display (the “Prohibited Uses”).
- (i) **Groundbreaking and Opening Ceremonies.** Developer agrees to provide for participation of the governing bodies of the City and CEDC in the ceremonial groundbreaking and opening (e.g., ribbon-cutting) of the Facility, and to allow City and CEDC to market such ceremonies.
- (j) **Celina Chamber of Commerce.** Developer shall be a member of the Celina Chamber of Commerce during the term of this Agreement. The City and the CEDC shall have the right to market the Facility as part of its updates to the community regarding economic development of the City.

SECTION 5. AFFIRMATIVE COVENANTS OF THE CITY.

City covenants and agrees with the CEDC and Developer that, while this Agreement is in effect, it shall comply with the following terms and conditions:

- (a) **Program Grant Payments.** City covenants and agrees to submit reimbursement for Qualified Expenditures made by the Developer pursuant to Section 4(a) of this Agreement,

in the amount of **Seventy-Five Thousand and No/100 Dollars (\$75,000.00)** as follows:

- (1) **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** upon Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement;
 - (2) **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** upon the one (1) year anniversary of Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement; and
 - (3) **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** upon the two (2) year anniversary of Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement.
- (b) **Performance.** City agrees to perform and comply with all terms, conditions, and provisions set forth in this Agreement.

SECTION 6. AFFIRMATIVE COVENANTS OF CEDC.

CEDC covenants and agrees with the City and Developer that, while this Agreement is in effect, it shall comply with the following terms and conditions:

- (a) **Financial Assistance for Qualified Expenditures.** CEDC covenants and agrees to submit to Developer reimbursement for Qualified Expenditures made by the Developer pursuant to Section 4(a) of this Agreement, in an amount not to exceed the lesser of **Seventy-Five Thousand and No/100 Dollars (\$75,000.00)** or the aggregate amount of said paid invoices, paid receipts, or other paid documentation submitted by the Developer to CEDC. Said financial assistance shall be paid as follows:
 - (1) **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** upon Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement;
 - (2) **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** upon the one (1) year anniversary of Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement; and
 - (3) **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** upon the two (2) year anniversary of Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement.
- (b) **Performance.** CEDC agrees to perform and comply with all terms, conditions, and provisions set forth in this Agreement and in all other instruments and agreements by and between the Developer, City, and CEDC.

SECTION 7. CESSATION OF ADVANCES.

If the City or CEDC has made any commitment to provide any financial assistance to Developer, whether under this Agreement or under any other agreement, the City or CEDC shall have no obligation to advance or disburse the financial assistance if: (i) Developer becomes insolvent, files a petition in bankruptcy or similar proceedings, or is adjudged bankrupt; or (ii) an Event of Default occurs.

SECTION 8. EVENTS OF DEFAULT.

Each of the following shall constitute an Event of Default under this Agreement:

- (a) **General Event of Default.** Failure of Developer, City or CEDC to comply with or to perform any other term, obligation, covenant or condition contained in this Agreement is an Event of Default.
- (b) **False Statements.** Any warranty, representation, or statement made or furnished to the City and/or CEDC by or on behalf of Developer under this Agreement that is false or misleading in any material respect, either now or at the time made or furnished is an Event of Default.
- (c) **Insolvency.** Developer's insolvency, appointment of receiver for any part of Developer's property, any assignment for the benefit of creditors of Developer, any type of creditor workout for Developer, or the commencement of any proceeding under any bankruptcy or insolvency laws by or against Developer is an Event of Default.
- (d) **Ad Valorem Taxes and Impositions.** Developer allows its ad valorem taxes, assessments, use and occupancy taxes, charges, excises, license and permit fees, or other charges owed to the City or the State of Texas for any property or business owned by Developer, to become delinquent and fails to timely and properly follow the legal procedures for protest and/or contest of such imposition and to cure such failure within thirty (30) days after written notice thereof from the City or CEDC and/or Collin County Central Appraisal District is an Event of Default.
- (e) **Building Permit Revoked.** If any applicable building permits required for the Facility and issued by the City are revoked or expire, and Developer fails to make reasonable efforts to obtain new permits, as determined by the City or CEDC, and such default is not cured by Developer within thirty (30) days after written notice thereof.
- (f) **Lawsuits.** Developer's filing of any lawsuit against the City or CEDC is an Event of Default

SECTION 9. EFFECT OF AN EVENT OF DEFAULT.

In the event of default under Section 8 of this Agreement, the non-defaulting party shall give written notice to the other party of any default, and the defaulting party shall have thirty (30) days to cure said default. Should said default remain uncured as of the last day of the applicable

cure period, and the non-defaulting party is not otherwise in default, the non-defaulting party shall have the right to immediately terminate this Agreement, enforce specific performance as appropriate or maintain a cause of action for damages caused by the event(s) of default. In the event, Developer defaults and is unable or unwilling to cure said default within the prescribed time period, the amounts provided by the City and CEDC to Developer pursuant to Sections 5(a) and (b) and 6(a) of this Agreement shall become immediately due and payable by Developer to the CEDC and City.

SECTION 10. INDEMNIFICATION.

- (a) **TO THE EXTENT ALLOWED BY LAW, DEVELOPER AGREES TO RELEASE, DEFEND, INDEMNIFY, AND HOLD HARMLESS THE CITY AND CEDC (AND ITS OFFICERS, AGENTS, AND EMPLOYEES) FROM AND AGAINST ALL CLAIMS OR CAUSES OF ACTION FOR INJURIES (INCLUDING DEATH), PROPERTY DAMAGES (INCLUDING LOSS OF USE), AND ANY OTHER LOSSES, DEMAND, SUITS, JUDGMENTS AND COSTS, INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES, IN ANY WAY ARISING OUT OF, RELATED TO OR RESULTING FROM ITS PERFORMANCE UNDER THIS AGREEMENT, OR CAUSED BY ITS NEGLIGENT ACTS OR OMISSIONS (OR THOSE OF ITS RESPECTIVE OFFICERS, AGENTS, EMPLOYEES, OR ANY OTHER THIRD PARTIES FOR WHOM IT IS LEGALLY RESPONSIBLE) IN CONNECTION WITH PERFORMING THIS AGREEMENT.**
- (b) Except for the City and CEDC's obligations to provide the financial assistance as set forth in this Agreement, the City and CEDC, and its past, present, and future officers, employees, contractors, and agents assume no responsibilities or liabilities to Developer, or any third parties in connection with the Facility and/or the Property, and Developer hereby waives any and all claims against the City and CEDC for any injury to persons or damage to property in connection therewith. Developer acknowledges and agrees that there shall be no personal recourse to the directors, officers, employees, or agents of the City or CEDC, who shall incur or assume no liability in respect of any claims based upon or relating to this Agreement. It is understood and agreed between the parties that Developer, in satisfying the conditions of this Agreement, has acted independently, and the City and CEDC assume no responsibilities or liabilities to third parties in connection with these actions.

SECTION 11. MISCELLANEOUS PROVISIONS.

The following miscellaneous provisions are a part of this Agreement:

- (a) **Amendments.** This Agreement constitutes the entire understanding and agreement of the parties as to the matters set forth in this Agreement. No alteration of or amendment to this Agreement 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.

Attn: Craig Saunders, Managing Member
Telephone: (469) 506-1950

- (h) **Severability.** If a court of competent jurisdiction finds any provision of this Agreement to be invalid or unenforceable as to any person or circumstance, such finding shall not render that provision invalid or unenforceable as to any other persons or circumstances. If feasible, any such offending provision shall be deemed to be modified to be within the limits of enforceability or validity; however, if the offending provision cannot be so modified, it shall be stricken and all other provisions of this Agreement in all other respects shall remain valid and enforceable.
- (i) **Time is of the Essence.** Time is of the essence in the performance of this Agreement.
- (j) **Undocumented Workers.** Developer certifies that the Developer does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. If during the Term of this Agreement, Developer is convicted of a violation under 8 U.S.C. § 1324a(f), Developer shall repay the amount of the public subsidy provided under this Agreement plus interest, at the rate of six percent (6%), not later than the 120th day after the date the City and/or CEDC notifies Developer of the violation.
- (k) **Form 1295 Certificate.** The Developer agrees to comply with Texas Government Code, Section 2252.908 and in connection therewith, the Developer agrees to go online with the Texas Ethics Commission to complete a Form 1295 Certificate and further agrees to print the completed certificate and execute the completed certificate in such form as is required by Texas Government Code, Section 2252.908 and the rules of the Texas Ethics Commission and provide to the City, at the time of delivery of an executed counterpart of this Agreement, a duly executed completed Form 1295 Certificate.
- (l) **Non-Boycott of Israel Provision.** In accordance with Chapter 2271 of the Texas Government Code, a Texas governmental entity may not enter into an agreement with a business entity for the provision of goods or services unless the agreement contains a written verification from the business entity that it: (1) does not boycott Israel; and (2) will not boycott Israel during the term of the agreement. Chapter 2271 of the Texas Government Code does not apply to a (1) a company that is a sole proprietorship; (2) a company that has fewer than ten (10) full-time employees; or (3) the contract has a value of less than One Hundred Thousand Dollars (\$100,000.00). Unless Developer is not subject to Chapter 2271 of the Texas Government Code for the reasons stated herein, the signatory executing this Agreement on behalf of Developer verifies that Developer does not boycott Israel and will not boycott Israel during the Term of this Agreement.
- (m) **Prohibition on Contracts with Certain Companies Provision.** In accordance with Section 2252.152 of the Texas Government Code, the Parties covenant and agree that Developer is not on a list maintained by the State Comptroller's office prepared and maintained pursuant to Section 2252.153 of the Texas Government Code.

- (n) **Report Agreement to Comptroller’s Office.** City covenants and agrees to report this Agreement to the State Comptroller’s office within fourteen (14) days of the Effective Date of this Agreement, in accordance with Section 380.004 of the Texas Government Code, as added by Texas House Bill 2404, 87th Tex. Reg. Session (2021) (effective September 1, 2021).

- (o) **Verification Against Discrimination of Firearm or Ammunition Industries.** Pursuant to Texas Government Code Chapter 2274, (as added by Texas Senate Bill 19, 87th Tex. Reg. Session (2021) (effective September 1, 2021)) unless otherwise exempt, if the Developer employs at least ten (10) fulltime employees and this Agreement has a value of at least \$100,000 that is paid wholly or partly from public funds of the City, the Developer represents that: (1) the Developer does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and (2) the Developer will not discriminate during the Term of the Agreement against a firearm entity or firearm trade association.

- (p) **Verification Against Discrimination Developer Does Not Boycott Energy Companies.** Pursuant to Texas Government Code Chapter 2274, (as added by Texas Senate Bill 13, 87th Tex. Reg. Session (2021) (effective September 1, 2021)) unless otherwise exempt, if the Developer employs at least ten (10) fulltime employees and this Agreement has a value of at least \$100,000 that is paid wholly or partly from public funds of the City, the Developer represents that: (1) the Developer does not boycott energy companies; and (2) the Developer will not boycott energy companies during the Term of this Agreement.

[The Remainder of this Page Intentionally Left Blank]

DEVELOPER ACKNOWLEDGES HAVING READ ALL THE PROVISIONS OF THIS AGREEMENT, AND DEVELOPER AGREES TO ITS TERMS. THIS AGREEMENT IS EFFECTIVE AS OF THE EFFECTIVE DATE AS IS PROVIDED HEREIN.

CITY:

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

Ryan Tubbs, Mayor
Date Signed: _____

ATTEST:

Ashley Owens, City Secretary

CEDC:

***CELINA ECONOMIC DEVELOPMENT
CORPORATION,***
a Texas non-profit corporation

By: _____
Clint Bissett, President
Date Signed: _____

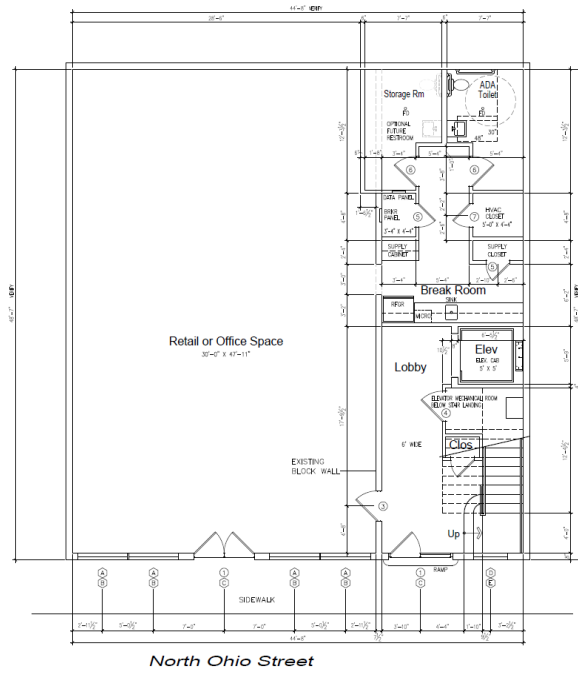
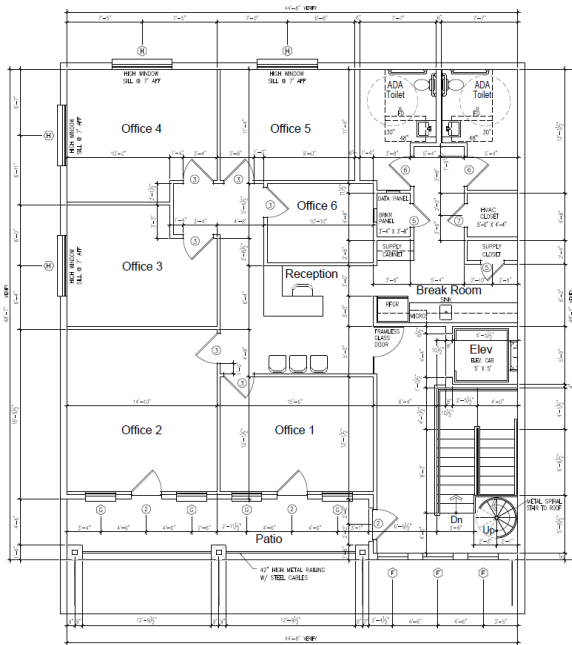
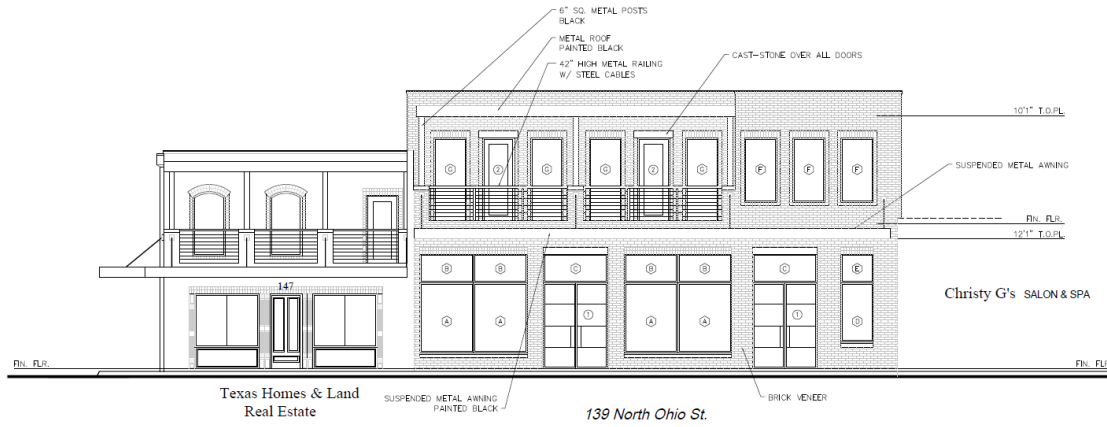
DEVELOPER:

CJS FAMILY PROPERTIES, LLC,
a Texas limited liability company,

By: _____
Craig Saunders, Managing Member
Date Signed: _____

Exhibit A

[Concept Plan]





Life Connected.

**ECONOMIC DEVELOPMENT CORPORATION REGULAR MEETING
BOARD OF DIRECTORS
112 N COLORADO ST
TUESDAY, SEPTEMBER 2, 2025
12:00 PM
MINUTES**

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

President Bissett called the meeting to order at 12:00 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 551.074 of Texas Government Code to discuss or deliberate personal matters to evaluate performance and duties, of a public officer or employee.

1. Discussion regarding Executive Director Performance Review and Contract.

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

- 1. Discussion regarding EDC-Owned Property.

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 development generally located at 201 W. Walnut St.
- 2. Discussion regarding Project Ruby.

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 1:05pm.

Upon a motion by Board Member Cody Hunter and a second by Board Member Rocky Hussman, the Board voted seven (7) for and none (0) opposed to approve the Executive Director Performance Review and Contract as presented in executive session. The motion carried 7-0.

IV. PRESENTATION:

- A. Presentation regarding the redevelopment of 139 N. Ohio St. (Saunders)

Craig Saunders spoke regarding the item.

- B. Staff Updates

Anthony Satarino, Melissa Thomas, Andy Buffington, and Joshua McCarroll spoke regarding the item.

V. ACTION ITEM:

- A. Regular EDC Board Meeting Minutes - August 5, 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 EDC Board Meeting Minutes - August 5, 12:00pm. The motion carried 7-0.

VI. ADJOURNMENT:

President Bissett adjourned the meeting at 1:35 PM.

President

Date