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AGENDA
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
CELINA COUNCIL CHAMBERS
112 N. COLORADO ST.
TUESDAY, JANUARY 6, 2026
12:00 PM

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

II. OPEN FORUM

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

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

III. EXECUTIVE SESSION:

As authorized by Section 551.071 of the Texas Government Code, the Regular Meeting may be convened into Closed Executive Session for the purpose of seeking confidential legal advice from the CEDC Attorney on any agenda item listed herein. (Closed to Public as provided in the Texas Government Code.)

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

1. Discussion regarding an incentive application received from a business prospect generally located at 3740 FM 1385.
2. Discussion regarding an incentive application received for a development generally located at the NWC of Punk Carter Pkwy and S. Coit Rd.
3. 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.

IV. PRESENTATION:

- A. Staff Updates

V. ACTION ITEM:

- A. Regular CEDC Board Meeting Minutes - December 2, 12:00pm
- B. Consider and act to approve an Amended and Restated Economic Development and Performance Agreement with Celina Pop, LLC.
- C. Consider and act upon a Resolution adopting the Development Navigator Program.

VI. WORKSESSION:

- A. 2025 CEDC year in review. (Satarino)
- B. FY 25 year-end financial update. (Satarino)
- C. Discussion regarding the 2026 Joint Meeting between the CEDC Board and City Council. (Satarino)

VII. ADJOURNMENT:

“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 three (3) business days prior to the scheduled time of said meeting.”

Staff Liaison

City Council Chambers 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.



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

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

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

Members Present:

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

Members Absent:

- Treasurer Shane Lambert

II. OPEN FORUM

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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 12:02 PM.

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 amendment to a economic development agreement for a business generally located at 322 W. Walnut St.
2. Discussion regarding an amendment to an economic development agreement for a business generally located at 300 N. Oklahoma Dr.
3. 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.

The CEDC Board reconvened into open session at 12:38 PM.

IV. PRESENTATION:

A. Staff Updates

Due to a power outage, the item was postponed to the February 3, 2026 meeting.

V. WORKSESSION:

A. Discussion regarding the CEDC Development Navigator Program. (Satarino)

Anthony Satarino spoke regarding the item.

Ty Behringer spoke regarding the item.

VI. ACTION ITEM:

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

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

B. Consider and act upon an Amendment to the Celina Economic Development Corporation's (CEDC) Budget which was adopted and approved by Council for fiscal year beginning October 1, 2025, and ending September 30, 2026, and make appropriations for each project, and account, by adopting an amended 2025-2026 budget for the CEDC reallocating funds between accounts. (Satarino)

Upon a motion by Board Member Ryan Wilcox and a second by Board Member Cody Hunter, the Board voted six (6) for and none (0) opposed to approve an Amendment to the Celina Economic Development Corporation's (CEDC) 2025-2026 budget and to reallocate funds between accounts. The motion carried 6-0.

VII. ADJOURNMENT:

President Bissett adjourned the meeting at 1:04 PM.

President

Date



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ECONOMIC
DEVELOPMENT

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December 2 Minutes

Open Session
January 6, 2026





Questions?



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Economic Development
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: January 6, 2026
Re: Consider and act to approve an Amended and Restated Economic Development and Performance Agreement with Celina Pop, LLC. (Satarino)

Action Requested:

Consider and act to approve an Amended and Restated Economic Development and Performance Agreement with Celina Pop, LLC. (Satarino)

Background Information:

The Amended and Restated Economic Development and Performance Agreement between the City of Celina, the Celina Economic Development Corporation (CEDC), and Celina Pop, LLC (Developer) establishes an economic development incentive under Chapter 380 of the Texas Local Government Code. The Developer agrees to construct a louvered pergola consisting of a minimum of 550 square feet and walk-in freezer consisting of a minimum of 200 square feet at 322 W. Walnut Street, Suite 110, Celina, Texas. In return, the City and CEDC agree 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 agrees to reimburse the Developer \$25,000 for Qualified Expenditures, disbursed as follows:

- \$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 City agrees to pay the Developer annual grant payments as provided below based upon the Sales and Use Tax reported in the Sales Tax Report provided by the Developer. The City agrees to contribute a maximum of \$25,000 over the four-year period.

Tax Year	Percentage of Sales and Use Tax Revenue Reimbursed
1	100%
2	100%
3	100%
4	100%

The CEDC agrees to reimburse the Developer up to \$25,000 for Qualified Expenditures, which include development and infrastructure costs. These funds will 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 Developer has requested a 6-month extension to complete construction by October 31, 2026, obtain a certificate of occupancy, and maintain a minimum of 20 full-time equivalent jobs through the term of the agreement. Additionally, the Developer is required to submit documentation verifying at least \$220,000 in Qualified Expenditures consisting of \$160,000 for the construction and or installation of a covered outdoor patio consisting of a louvered pergola, and a minimum of \$60,000 for the walk-in freezer-related infrastructure improvements by October 31, 2026.

Legal Review:

The CEDC Attorney has reviewed the attached Amended and Restated Economic Development and Performance Agreement.

Supporting Documents:

1. EDCB - Action - Heyday Celina Patio Enhancement Grant Amendment
2. Celina EDC - Amended and Restated Chapter 380 and Performance Agreement - Celina Pop LLC_12222025

Financial Consideration:

The CEDC agrees to reimburse the developer for qualified expenditures for an amount not to exceed \$25,000.

Staff Recommendation:

Staff recommends approval.



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Heyday Celina – Patio Enhancement Grant Amendment

Open Session
January 6, 2026





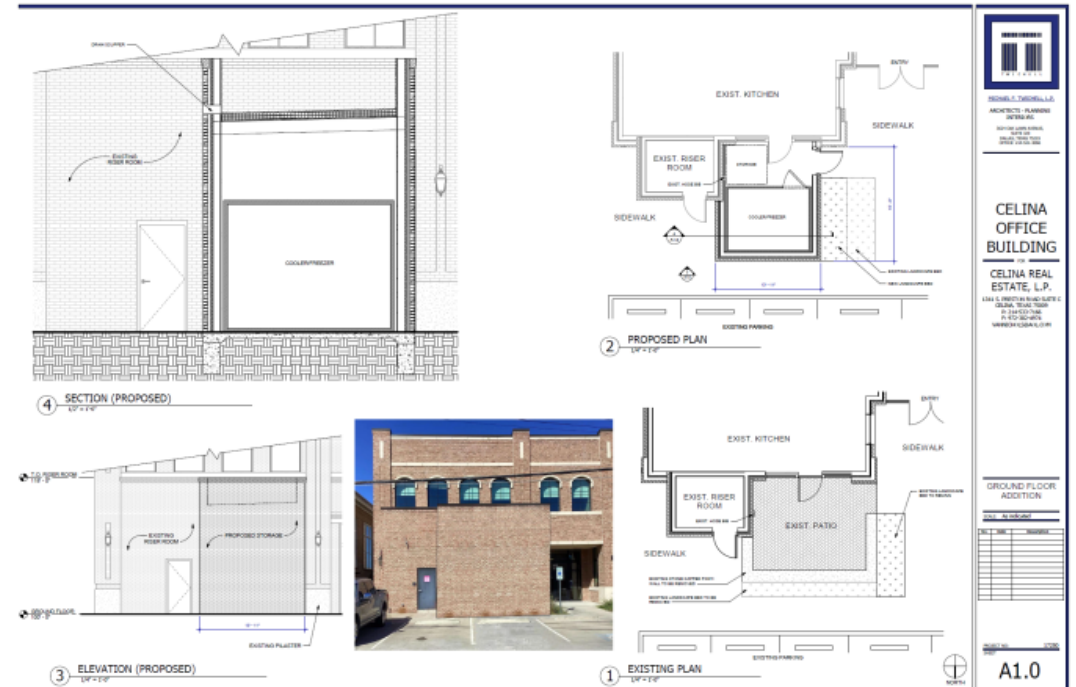
Background

- May 2025 - CEDC Board and City Council approved an Economic Incentive Agreement for patio enhancements with Celina Pop, LLC (Heyday Celina).



Terms of the Agreement

- Developer must construct a covered outdoor patio (louvered pergola) and walk-in freezer as part of the expansion.
- Minimum Private Investment: Developer must spend at least \$220,000 in Qualified Expenditures
 - \$160,000 minimum for patio/pergola
 - \$60,000 minimum for walk-in freezer improvements





Terms of the Original Agreement

- Expenditures must be completed by April 30, 2026.
- Certificate of Occupancy: Developer must obtain a CO for the expanded facility by April 30, 2026.
- Operation Requirements: Facility must open and operate continuously through the agreement term ending April 30, 2030.
- Job Creation: Developer must maintain at least 20 full-time equivalent positions at the property, verified annually starting July 1, 2026.
- City Incentives: Up to \$25,000 reimbursement for Qualified Expenditures.
- CEDC Incentives: Up to \$25,000 reimbursement for Qualified Expenditures.



Proposed Amendment

- Expenditures must be completed by October 31, 2026. (6-month extension)
- Certificate of Occupancy: Developer must obtain a CO for the expanded facility by October 31, 2026. (6-month extension)
- Operation Requirements: Facility must open and operate continuously through the agreement term ending October 31, 2030. (6-month extension)
- Job Creation: Developer must maintain at least 20 full-time equivalent positions at the property, verified annually starting January 1, 2027. (6-month extension)
- City Incentives: Up to \$25,000 reimbursement for Qualified Expenditures. (No change)
- CEDC Incentives: Up to \$25,000 reimbursement for Qualified Expenditures. (No change)
- Staff recommends approval.



Questions?

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

This **AMENDED AND RESTATED 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 **CELINA POP 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 a covered outdoor patio consisting of a louvered pergola and walk-in freezer (hereinafter referred to as the “Qualified Expenditures”) for the retail development to be generally located at 322 W. Walnut Street, Suite 110, 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 **October 31, 2030**, 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 Amended and Restated 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 Celina Pop LLC, a Texas limited liability company, its successors and assigns, whose address for the purposes of this Agreement is 1627 Lilac Lane, 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 expansion of the Celina Pop restaurant development constructed on the Property, and consisting of a minimum of **550** square feet of patio space and **200** square feet of walk-in freezer 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 322 W. Walnut Street, Suite 110, Celina, Texas 75009.
- (l) **Qualified Expenditures.** The words “Qualified Expenditures” mean those costs associated

with the construction and or installation of a covered outdoor patio consisting of a louvered pergola and infrastructure improvements related to the walk-in freezer installed on the Property, as depicted in **Exhibit B** 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) **Sales and Use Tax.** The words “Sales and Use Tax” or “Sales and Use Taxes” mean the City’s municipal sales and use tax, at the rate of one percent (1.0%), pursuant to section 321.103(a) of the Texas Tax Code, as amended.
- (n) **Sales Tax Report.** The words “Sales Tax Report” mean Sales Tax Report as defined in Section 4(e).
- (o) **State Comptroller.** The words “State Comptroller” mean the Office of the Texas Comptroller of Public Accounts, or any successor agency.
- (p) **Term.** The word “Term” means the term of this Agreement as specified in Section 2 of this Agreement.
- (q) **Type A Sales and Use Tax Revenue.** The words “Type A Sales and Use Tax Revenue” mean the economic development sales and use tax revenue, at the rate of one-half of one percent (0.50%), generated for use by the CEDC.

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.** 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 B** of this Agreement, in a minimum amount of **Two Hundred Twenty Thousand and No/100 Dollars (\$220,000.00)**, consisting of a minimum of **One Hundred Sixty Thousand and No/100 Dollars (\$160,000.00)** for the construction and or installation of a covered outdoor patio consisting of a louvered pergola, and a minimum of **Sixty Thousand and No/100 Dollars (\$60,000.00)** for the walk-in freezer related infrastructure improvements by **October 31, 2026**.
- (b) **Certificate of Occupancy.** Developer covenants and agrees to, after complying with all City Regulations, obtain or cause to be obtained by **October 31, 2026**, 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 **October 31, 2026**, and through the Term of this Agreement. Further, Developer covenants and agrees to keep the Facility open during normal operating hours.
- (e) **Reporting of Sales and Use Tax; Type A Sales and Use Tax Revenue; Mixed-Beverage Sales Tax.** 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, and mixed-beverage sales tax and mixed-beverage gross receipts tax as a result of the operation of the Facility 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 **November 30, 2026**, for the reporting period of **July 1, 2026 to September 30, 2026**, and quarterly thereafter.
- (f) **Job Creation and Retention.** Developer covenants and agrees by **October 31, 2026**, and during the Term of this Agreement to employ and maintain a minimum of **20** Full-Time Equivalent Employment Positions working at the Property. Developer covenants and agrees beginning on **January 1, 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 **January 1, 2027**, and annually thereafter during the Term of this Agreement, there will be a total of **four (4)** 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.

- (g) **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.
- (h) **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.
- (i) **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”).
- (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) **Financial Assistance.** 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 **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** as follows:
 - (1) **Twelve Thousand Five Hundred and No/100 Dollars (\$12,500.00)** upon Developer’s receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement; and
 - (2) **Twelve Thousand Five Hundred and No/100 Dollars (\$12,500.00)** upon the one (1) year anniversary of Developer’s receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement.
- (b) **Program Grant Payments.**
 - (1) **Sales and Use Tax.** The City covenants and agrees to pay Developer Program Grant Payments as provided below based upon the Sales and Use Tax reported in the Sales Tax Report provided by Developer to the City pursuant to Section 4(e) of this Agreement. Such payments shall be made annually upon reviewing the Sales Tax

Report described in Section 4(e) of this Agreement, and confirming its accuracy with the State Comptroller, including any audit adjustments and received by the City from the State Comptroller's office less the State Comptroller's administrative fee. The Program Grant Payments shall be based upon the following percentages:

Tax Year	Percentage of Sales and Use Tax Revenue Reimbursed
1	100%
2	100%
3	100%
4	100%

The City covenants and agrees to make the payment to Developer within thirty (30) days following the receipt of the latter of: (1) the Sales Tax Report specified in Section 4(e) of this Agreement for each year; and (2) the Sales and Use Tax revenue from the State Comptroller's office for the applicable year. Nothing in this Agreement shall require the City to make payment from revenue sources other than from the Sales and Use Tax revenue. In no event shall the aggregate total of Sales and Use Tax provided by this Section 5(b)(1) of this Agreement by City to Developer exceed **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)**.

- (c) **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 **Twenty-Five Thousand and No/100 Dollars (\$25,000.00)** 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) **Twelve Thousand Five Hundred and No/100 Dollars (\$12,500.00)** upon Developer's receipt of a certificate of occupancy consistent with Section 4(b) of this Agreement; and
 - (2) **Twelve Thousand Five Hundred and No/100 Dollars (\$12,500.00)** upon the one (1) 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:

Telephone: (972) 382-3455

if to Developer:

Celina Pop LLC
1627 Lilac Lane
Celina Texas 75009
Attn: Michael McGowan, Owner
Telephone: 469-364-0557

- (h) **Revenue Sharing Agreement.** The Parties designate this Agreement as a revenue sharing agreement, thereby entitling the City and CEDC to request Sales and Use Tax information and Type A Sales and Use Tax Revenue information from the State Comptroller, pursuant to section 321.3022 of the Texas Tax Code, as amended.
- (i) **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.
- (j) **Time is of the Essence.** Time is of the essence in the performance of this Agreement.
- (k) **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.
- (l) **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.
- (m) **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.

- (n) **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.
- (o) **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).
- (p) **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.
- (q) **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:

CELINA POP LLC,
a Texas limited liability company,

By: _____
Michael McGowan, Owner
Date Signed: _____

Exhibit A

[Depiction of the Facility]



Exhibit B

[Qualified Expenditures]

Scope & Cost

Product or Service	Amount
Patio Cover	101.400
Motorized Shade	33.657
Concrete Work	4.200
Stairway Remodel	14.875
Back Structure	34.710
Plumbing Work	19.750
Electrical Work	10.890
Fence Work	1.450
TOTAL: 220,932.00	



Life Connected.

Economic Development
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: January 6, 2026
Re: Consider and act upon a Resolution adopting the Development Navigator Program.

Action Requested:

Consider and act upon a Resolution adopting the Development Navigator Program.

Background Information:

The Celina EDC Development Navigator Program is a non-regulatory, incentive-based initiative intended to strengthen communication, coordination, and collaboration between the development community, City departments, and the Celina Economic Development Corporation. The program is designed to provide selected commercial development projects with proactive guidance, facilitation, and advocacy as they move from concept to completion, while fully preserving the authority of the City of Celina and its Planning, Engineering, Fire, and Public Works departments over all regulatory approvals. By offering early engagement, clearer process navigation, and structured points of contact, the program aims to reduce uncertainty, minimize delays, and support timely, high-quality development outcomes that align with Celina's strategic growth priorities.

The Development Navigator Program will be administered by the Celina Economic Development Corporation and implemented as a pilot initiative, with participation limited to ensure staff capacity and effective project support. Projects will be evaluated based on strategic alignment, economic impact, feasibility, developer profile, and opportunities for community integration. The program also establishes a formal feedback loop between developers, City departments, and the EDC to identify recurring challenges and opportunities for process improvement. Program performance and outcomes, including development timelines, investment levels, and developer feedback, will be tracked and reported to the Board on a regular basis in accordance with the framework.

Legal Review:

N/A

Supporting Documents:

1. Celina EDC Development Navigator Program Final
2. RESOLUTION NO. _____ - Development Navigator Program
3. CEDC - Action - CEDC Development Navigator Program

Financial Consideration:

There are no financial obligations being considered at this time.

Staff Recommendation:

Staff recommends approval.



CELINA NAVIGATOR

Celina EDC Development Navigator Program

Internal Program Guide — Draft for EDC Board Review

Program Overview

The Development Navigator Program is a strategic initiative of the Celina Economic Development Corporation (EDC) that strengthens communication, support, and collaboration between the development community and the City of Celina. Designed to complement Planning, Engineering, Fire, and Public Works, the program offers selected commercial projects proactive guidance, advocacy, and facilitation to move efficiently from concept to completion. Its goal is to ensure developers not only navigate the permitting process successfully but also become well-integrated parts of the community from the start. In addition, the program establishes a structured feedback loop between developers, City departments, and the EDC — helping identify challenges, refine internal processes, and continuously enhance the overall development experience in Celina.

Program Goals

The Development Navigator Program is an economic development tool focused on:

1. **Accelerating Projects:** Reduce uncertainty, streamline processes, increase access to resources, and get commercial developments on the ground faster.
2. **Enhance Developer Experience:** Provide clarity, predictability, and confidence to businesses investing in Celina.
3. **Integrating Community:** Connect developers with the Celina Chamber of Commerce, local businesses, civic organizations, sponsorships, and volunteer opportunities.
4. **Economic Incentive:** Provide support to projects aligned with Celina’s growth priorities through financial and/or non-financial means.
5. **PR & Reputation:** Highlight Celina’s proactive, business-friendly approach at conferences, trade shows, and in outreach.
6. **Relationship Building:** Establish relationships and open dialogue opportunities to escalate development-related challenges to the appropriate city liaison.

Program Scope and Structure

- The program will be administered by the EDC, with Ty Behringer, Business Development Associate, serving as the primary EDC liaison.
- Developers must apply by completing the application shown in **Exhibit A** and be selected. Selection ensures staff capacity is maintained and projects receive high-impact guidance.
- The EDC will coordinate with Planning, Engineering, Fire, and Public Works to maintain open communication channels and ensure smooth project flow.
- The EDC Board will approve metrics for the program.

Program Nature

- This is an incentive program, not a regulatory process.

- The Navigator Program provides advocacy, guidance, and facilitation, but does not override nor replace the City’s authority.
- The EDC does not override or alter any part of the official development process — it enhances the developer experience and encourages timely, high-quality outcomes.

Selection Metrics & Eligibility

Projects will be evaluated on qualitative and strategic factors, including:

Project Selection Criteria:

Category	Criteria	Rationale
Strategic Alignment	Commercial project supports master plan, target industries, or key growth areas	Ensures resources support high-impact, priority developments
Community Integration	Potential for sponsorships, volunteer programs, or local partnerships	Early engagement strengthens the local ecosystem
Developer Profile	Small or first-time developers	Encourages participation from developers who may need guidance
Economic Impact	Job creation, tax base growth, or additional investment	Maximizes measurable outcomes for Celina
Feasibility & Commitment	Completeness of proposal, financial readiness, realistic timeline	Ensures resources are focused on viable projects

Development Navigator Program – Key Benefits

- **Expedited Delivery:** Streamlined guidance reduces back-and-forth, gets projects on the ground faster, and fuels economic growth.
- **Stronger Developer Confidence:** Demonstrates Celina’s commitment to partnership and predictability, encouraging reinvestment and long-term relationships.
- **Developer Voice:** Establishes structured surveys and forums that give developers a direct voice.

- **Enhanced Community Connection:** Facilitates early engagement with local organizations, events, and business networks — reinforcing Celina’s relationship-driven, business-friendly ecosystem.
- **Public Relations & Brand Impact:** Positions Celina as a development-ready city and supports its brand promise.
- **Economic Growth & Recruitment Value:** Serves as a tangible example of Celina’s proactive approach to development, strengthening outreach efforts at trade shows, conferences, and recruitment events.
- **Internal Accountability:** uncovers recurring challenges for further evaluation.

Performance & Reporting

The EDC will track program status and outcomes.

- Monthly status update to the EDC Board.
- Annual update on program outcomes.
- Number of projects selected and total investment value.
- Average time from application to final approval (baseline vs. Navigator projects).
- Developer satisfaction surveys, forums, and close-out meetings.
- Jobs created and square footage developed.
- Community partnerships or sponsorships resulting from Navigator engagement.

This data will inform potential program expansion and future resource needs.

Future Growth & Scalability

The program will be launched as a pilot to manage volume and demonstrate impact. If successful, it could evolve into a dedicated full-time position, similar to peer programs in cities such as Allen, Plano, and Frisco.

The pilot phase will also test best practices in communication, cross-department coordination, and developer feedback loops.

***(anticipated)* Frequently Asked Questions (FAQ)**

1. Why do we need this program? Isn't this what Planning, Engineering, Fire, and Public Works already does?

Planning, Engineering, Fire, and Public Works ensures compliance and code adherence. The Navigator Program focuses on economic development — helping developers navigate the system more efficiently, align with community goals, and connect to local opportunities. It's an *enhancement*, not a replacement.

2. How do we ensure the EDC isn't interfering with the regulatory process?

The Navigator acts as an advocate, not an ombudsman, influencing development outcomes. Planning, Engineering, Fire, and Public Works retain full control of approvals.

3. How will projects be selected, and how do we ensure fairness?

Selection is by EDC invitation or application. Metrics include alignment with strategic goals, investment level, job creation potential, and community contribution. Selection decisions and results will be reported quarterly to maintain transparency.

4. Can staff handle the additional workload?

Yes. Ty Behringer will serve as the liaison, and the EDC will limit the number of active projects to ensure quality over quantity.

5. How will we measure success?

Performance will be measured through:

- Reduced processing timelines for Navigator projects.
- Developer satisfaction and repeat investment.
- Capital investment, job creation, and community engagement outcomes.
- Qualitative feedback from City staff and partner departments.

6. Is this a financial incentive?

No. It is an intangible incentive — a service-based value-add. Developers gain access to proactive guidance and community connection as part of their participation.

7. How does this impact Planning, Engineering, Fire, and Public Works staff?

Positively. The program reduces backtracking and resubmittals by preparing developers earlier in the process. It enhances communication, encourages collaboration, and creates central point of reference.

8. How does this program support Celina's brand and marketing?

This is a key PR and recruitment tool. It reinforces Celina's reputation as a forward-thinking, developer-friendly community. When showcased at conferences, it demonstrates that Celina offers not just opportunity — but *partnership*.

9. Is this a permanent program?

Initially, the program will operate as a pilot. Data and outcomes from the first year will guide whether it becomes a permanent function or evolves into a full-time position within EDC or a joint City initiative.

10. Does this require Council action or policy change?

No formal Council action is required at this stage. The EDC has authority to administer this as a program initiative. Coordination with the City Manager, Planning, Engineering, Fire, and Public Works ensures alignment and accountability.

Exhibit A

(Development Navigator Program Application)



Celina EDC Development Navigator Program

Application Form

Section 1 — Applicant Information

Developer / Company Name: _____

Primary Contact Person: _____

Title: _____

Phone: _____

Email: _____

Mailing Address: _____

Website (if applicable): _____

Section 2 — Project Information

Project Name / Working Title: _____

Project Address / Location: _____

Project Type (Commercial Mixed-Use Residential Industrial Other: _____)

Brief Project Description:

Total Estimated Investment (\$): _____

Estimated Start Date: _____

Estimated Completion Date: _____

Section 3 — Project Eligibility & Strategic Alignment

1. How does your project align with Celina’s master plan or target growth areas?

2. Describe your project’s expected economic impact (e.g., jobs created, tax base growth, investment).

3. How will your project engage or integrate with the local community (e.g., sponsorships, partnerships, volunteer efforts)?

4. Describe your team’s experience with similar projects.

5. Are you a small or first-time developer in Celina? (Yes No)

Section 4 — Feasibility & Readiness

Project Status (Concept Pre-Development Under Review Under Construction)

Key Milestones Achieved: _____

Primary Point of Contact with City Staff (if any): _____

Estimated Timeline to Certificate of Occupancy: _____

Section 5 — Requested Navigator Support

(Check all that apply)

Development process guidance

Department coordination

Site selection assistance

Business/community connections

EDC strategic support/incentive evaluation

Other: _____

Section 6 — Acknowledgment

The Development Navigator Program is an incentive-based support initiative administered by the Celina Economic Development Corporation (EDC). Participation does not alter or override any part of the official development process or regulatory requirements.

Signature: _____

Name & Title: _____

Date: _____

Submission Instructions

Submit this completed application to:

Celina Economic Development Corporation

Attn: Development Navigator Program

Email: navigator@celinaedc.com | Phone: 469-525-1002

RESOLUTION NO. _____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CELINA ECONOMIC DEVELOPMENT CORPORATION, A TYPE A ECONOMIC DEVELOPMENT CORPORATION, ADOPTING THE CELINA EDC DEVELOPMENT NAVIGATOR PROGRAM; ESTABLISHING PROGRAM AUTHORITY, ADMINISTRATION, AND REPORTING; AND PROVIDING FOR AN 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 desires to enhance Celina’s reputation as a business-friendly, development-ready community by improving coordination, predictability, and support for qualified commercial development projects; and

WHEREAS, the Development Navigator Program is designed as a non-regulatory, incentive-based initiative to provide proactive guidance, facilitation, and advocacy to selected development projects, while preserving the full authority of the City of Celina and its departments over all regulatory approvals; and

WHEREAS, the program will complement, but not replace or interfere with, the roles of the City’s Planning, Engineering, Fire, and Public Works departments by improving early communication and supporting timely, high-quality project delivery; and

WHEREAS, the Development Navigator Program establishes a structured feedback loop between developers, City departments, and the CEDC to help identify process improvements and enhance the overall development experience in Celina; and

WHEREAS, the Board of Directors has reviewed the Development Navigator Program, including program goals, scope, structure, eligibility criteria, performance metrics, and the Application Form attached as Exhibit A;

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 adopt the Celina EDC Development Navigator Program, 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 January, 2026.

Clint Bissett, President

ATTEST:

Cindy Peters, Secretary

Exhibit A

[Celina EDC Development Navigator Program]



CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

CEDDC Development Navigator Program



CELINA
NAVIGATOR





Program Overview

- Strategic EDC initiative enhancing communication between developers and the City
- Complements Planning, Engineering, Fire, and Public Works departments with proactive guidance and support
- Provides advocacy and facilitation to move projects from concept to completion
- Helps projects navigate permitting efficiently and effectively
- Ensures developments integrate seamlessly into the community
- Creates a structured feedback loop to improve processes and developer experience
- Strengthens collaboration across City departments and the development community





Program Scope and Structure

- The program will be administered by the Celina EDC, with Ty Behringer, Business Development Associate, serving as the primary liaison.
- Developers must apply by completing the application and be selected by the EDC. Selection ensures staff capacity is maintained and projects receive high-impact guidance.
- The EDC will coordinate with Planning, Engineering, Fire, and Public Works departments to maintain open communication channels and ensure smooth project flow.
- The EDC Board will approve metrics for the program





Program Nature

- This is an incentive program, not a regulatory process.
- The Navigator Program provides advocacy, guidance, and facilitation, but does not override or replace the authority of Planning, Engineering, Fire, or Public Works departments.
- The EDC does not override or alter any part of the official development process — it enhances the developer experience and encourages timely, high-quality outcomes.





Program Goals

- **Accelerating Projects:** Reduce uncertainty, streamline processes, and get developments on the ground faster.
- **Enhance Developer Experience:** Provide clarity, predictability, and confidence to businesses investing in Celina.
- **Integrating Community:** Connect developers with the Celina Chamber of Commerce, local businesses, civic organizations, sponsorships, and volunteer opportunities.
- **Strategic Incentives:** Reward projects aligned with Celina's growth priorities with focused EDC support.
- **Operational Stability:** Manage capacity by selecting projects strategically; pilot program may grow into a full-time role if successful.
- **PR & Reputation:** Highlight Celina's proactive, business-friendly approach at conferences, trade shows, and in outreach.
- **Process Improvement and Reinforcement:** Establish relationships between developers, City departments, and the EDC to identify bottlenecks, clarify expectations, pinpoint successes and continuously refine Celina's development processes.



Selection Metrics and Eligibility

Category	Metric/ Criteria	Rationale
Strategic Alignment	Project supports master plan, target industries, or key growth areas	Ensures resources support high-impact, priority developments
Community Integration	Potential for sponsorships, volunteer programs, or local partnerships	Early engagement strengthens the local ecosystem
Developer Profile	Small or first-time developers	Encourages participation from developers who may need guidance
Economic Impact	Job creation, tax base growth, or additional investment	Maximizes measurable outcomes for Celina
Feasibility & Commitment	Completeness of proposal, financial readiness, realistic timeline	Ensures resources are focused on viable projects



Selection Metrics and Eligibility

Ongoing Program Evaluation Metrics

- Number of projects successfully navigated to Certificate of Occupancy– provide hours of time worked
- Average reduction in timeline from concept to Certificate of Occupancy
- Developer satisfaction survey (quality of guidance, responsiveness, clarity)
- % of projects actively engaging in community partnerships or volunteer initiatives
- Staff capacity utilization (ensuring operational sustainability)





Performance and Reporting

The EDC will track program outcomes and report results quarterly to the EDC Board and City leadership. Metrics may include:

- Number of projects selected and total investment value.
- Average time from application to final approval (baseline vs. navigator projects).
- Developer feedback opportunities.
- Jobs created and square footage developed.
- Community partnerships or sponsorships resulting from Navigator engagement.
- This data will inform potential program expansion and future resource needs.





Key Benefits

- **Accelerated Project Delivery:** Streamlined guidance reduces back-and-forth, gets projects on the ground faster, and fuels economic growth.
- **Stronger Developer Confidence:** Demonstrates Celina’s commitment to partnership and predictability, encouraging reinvestment and long-term relationships.
- **Process Improvement and Reinforcement:** Creates a feedback loop between developers, City departments, and the EDC by way of surveys and roundtables to identify bottlenecks, clarify expectations, and continuously refine Celina’s development processes.
- **Enhanced Community Connection:** Facilitates early engagement with local organizations, events, and business networks — reinforcing Celina’s relationship-driven, business-friendly reputation.
- **Economic Growth & Recruitment Value:** Serves as a tangible example of Celina’s proactive approach to development, strengthening outreach efforts at trade shows, conferences, and recruitment events.
- **Public Relations & Brand Impact:** Positions Celina as a development-ready city and supports its brand promise: “We don’t just process permits — we partner with you.”



Next Steps

- Staff will coordinate with Development Services to present to City Council.
- Staff recommends approval.





Questions?



Life Connected.

Economic Development
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: January 6, 2026
Re: 2025 CEDC year in review. (Satarino)

Action Requested:

N/A

Background Information:

The past year marked a period of strong momentum and strategic progress for the Celina Economic Development Corporation. As Celina continues its rapid growth, the EDC remained focused on balancing expansion with intentional planning—ensuring that development supports long-term economic health, quality of life, and fiscal sustainability.

Throughout the year, the EDC advanced several high-impact projects, strengthened key partnerships, and refined its strategic approach to business attraction, retention, and workforce alignment. We also continued to elevate Celina’s profile within the region, positioning the community as a competitive, business-ready destination while remaining aligned with the City’s broader vision.

This year emphasized laying a strong foundation through improved systems, strengthened relationships, and clearer policies to support future growth. The organization’s work increasingly reflects a maturing economic development program that is proactive rather than reactive, data-driven rather than anecdotal, and aligned with long-term outcomes.

Legal Review:

N/A

Supporting Documents:

1. EDCB - Worksession Year-In-Review
2. 2025 CEDC YEAR IN REVIEW

Financial Consideration:

N/A

Staff Recommendation:

N/A



CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

Year in Review

Open Session
January 6, 2025



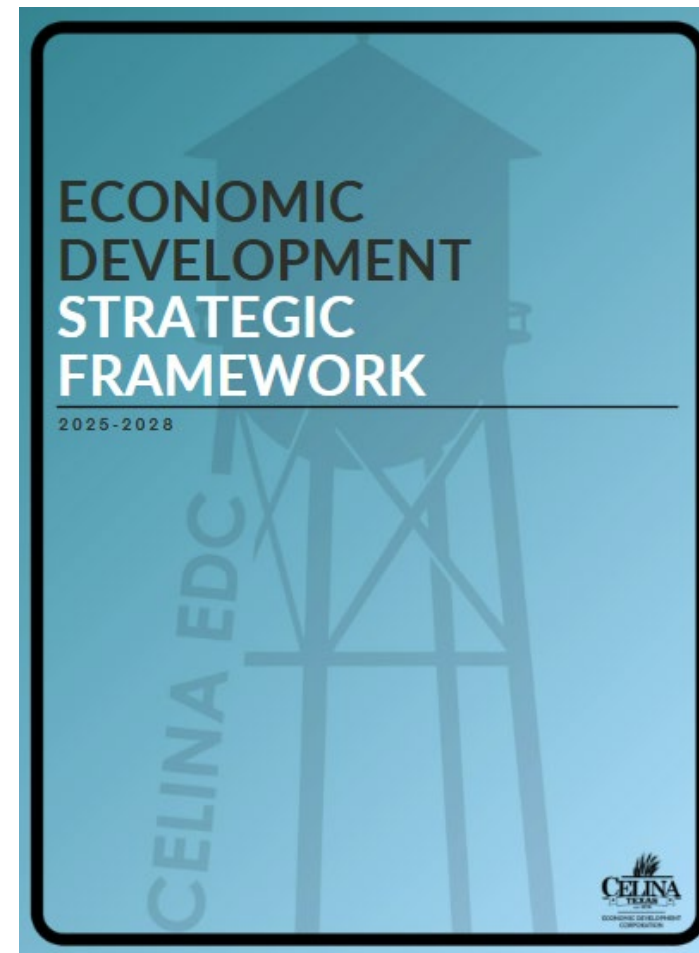


Shaping a Path Forward



Economic Development Strategic Framework

- Adoption of 2025-2028 Economic Development Strategic Framework:
 - Vision and Mission
 - Strategy
 - Focus Areas
 - Target Business Sectors
 - Delivery Systems
 - Priority Project





Building the Foundation



Growing the Team

The Celina EDC added one new position and reclassified two others to ensure we have the right structure to achieve the goals outlined in our Strategic Framework.

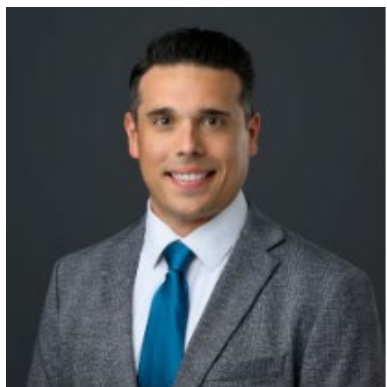
- The Director of Community Development and Downtown Services
- Special Projects Manager
- Business Intelligence Analyst

Each of these positions help strengthen our commitment to downtown revitalization, enhance how we tell Celina's story, and expand our capacity for data, analytics, and performance tracking. These updates position the EDC to better support businesses and residents, market the community more proactively, and maintain strong transparency as projects grow in number and complexity.



New Staff and Reclassifications

- Anthony Satarino – Executive Director
- Melissa Thomas – Director of Marketing and Tourism
- Andy Buffington – Director of Community Development and Downtown Services (New Position)
- Stephanie Tucker – Special Projects Manager (Reclass)
- Ty Behringer – Business Development Associate
- Josh McCarroll – Business Intelligence Analyst (Reclass)



Anthony Satarino



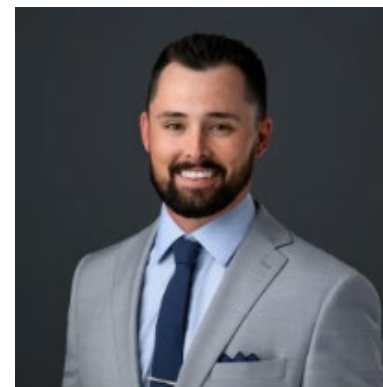
Melissa Thomas



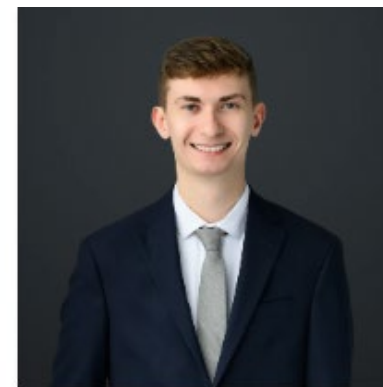
Andy Buffington



Stephanie Tucker



Ty Behringer



Joshua McCarroll



Staff Development

- Staff participated in various programs and conferences to continue building their skills:
 - Leadership Celina
 - OU Economic Development Institute
 - Certified Destination Management Executive Program
 - TEDC Basic Economic Development Course
 - TEDC Sales Tax Workshop
 - TEDC Mid-Year Conference
 - TEDC Annual Conference
 - TML Economic Development Conference
 - Collin County Days



Strategic Partnerships



Why do we need partnerships?

The Celina EDC partners with and sponsors many local groups because strong community relationships directly support long-term economic growth. By investing in the Greater Celina Area Chamber of Commerce, nonprofits, civic organizations, and business associations, the EDC helps cultivate a vibrant local ecosystem where businesses feel supported, residents feel connected, and new opportunities can take root. These partnerships expand the EDC's reach, strengthen collaboration, amplify community events, and create the kind of engaged, welcoming environment that attracts employers, talent, and investment.



CEDC's Commitment to Community Partners

- Collin College Foundation - \$3,000
- Rodeo Celina Foundation - \$2,500
- Celina Garden Club - \$500
- Celina Education Foundation - \$1,700
- Celina Police Association - \$2,500
- Texas Tastemakers Event- \$13,390
- Downtown Celina Golf Tournament / Kick-Off - \$9,020+
- Helping Hands of Celina - \$1,000
- Anderlin Arts - \$500
- Troubadour Festival - \$10,000



Regional Partners

Dallas Regional Chamber



- Serves as a regional economic engine that promotes the Dallas–Fort Worth area to businesses, strengthens the region’s competitiveness, and supports local communities through research, advocacy, and workforce initiatives. For EDCs, the DRC acts as a strategic partner that amplifies local efforts, attracts new prospects, and provides tools that help communities better position themselves for growth.
 - Generates and distributes relocation/expansion leads to local EDCs.
 - Provides data, research, and regional marketing materials for business recruitment.
 - Supports workforce and talent pipeline initiatives that benefit local employers.
 - Offers advocacy on statewide policies that improve the business climate.
 - Creates networking opportunities with investors, site selectors, and corporate leaders.

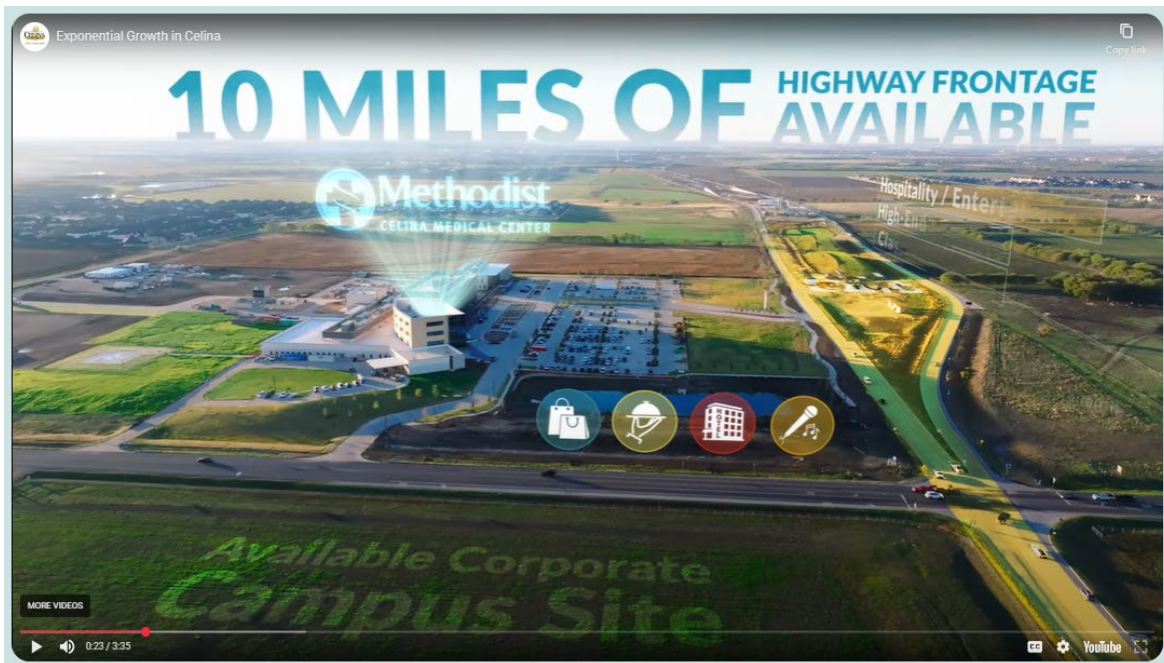


Sharing Our Story



2025 CEDC Highlight Video

- Updated in March 2025
- Summarizes Celina's regional appeal, commercial projects, and future development opportunities
- A business development and marketing tool utilized at all trade shows and events





2025 Marketing Initiatives

- Neon Cloud video creation, filming, and launch
- DFW Marketing Team (Dallas Regional Chamber)
- ICSC Red River Exhibitor
- ICSC Partner Event
- North Star site visits and focus groups
- Business Roundtable
- Monthly EDC “In the Know” videos
- Texas Tastemakers Festival
- ICSC Las Vegas Exhibitor
- Interface North Texas Exhibitor
- Branding video with Tim Urban
- North Star photoshoot
- Shop Local campaigns
- Ad placements – digital, banner, and print
- Troubadour Festival Sponsor



Networking and Building Awareness



Events

- Jan. 7 - Weitzman 35th Annual Survey and Forecast
- Jan. 23 - Bisnow Retail Kickoff – Trends and Expectations
- Jan. 29-31 - ICSC Red River
- Feb. 6 - Bisnow DFW Market Forecast
- Feb. 21 – Focus North Texas
- Feb. 25-26 – Entertainment Evolution Experience
- Mar. 6 – DWF State of the Market
- Mar. 8 – Collin College Stetson and Stilettos
- Mar. 26 - Perry Homes – VIP Agent Event
- Mar. 30-April 2 – Collin County Days
- April 17 – Downtown Commission Retreat
- April 27- May 1 – OUEDI Kansas City
- May 8 – Small Business Reception
- May 18-20 – ICSC Las Vegas
- June 4 – Taylor Morrison Luncheon
- June 18-20 - TEDC Mid-Year Conference
- June 26 – Celina Young Professionals Mixer
- July 7 – CISD Teacher Breakfast (General)
- July 15 – Castle Rock Realtor Event
- July 16 – REMAX – DFW Frisco Starwood Luncheon
- July 29 – CISD Teacher Breakfast (CTE)
- July 30 – Texas Main Street Site Visit
- Aug. 4 – Retail Live
- Aug. 26 – Monument Realty Event
- Sept. 9 – Interface North Texas – Retail/Mixed Use
- Sept. 9 – Realto Appreciation at Terramania
- Sept. 16-17 – IC3 Life Sciences/Healthcare Innovation Summit
- Sept. 25 - NTCCIM Luncheon
- Sept. 26 – Hispanic Business Alliance Luncheon
- Oct. 10 - DBJ Collin County Growth Summit
- Oct. 21 – Weitzman Bus Tour
- Oct. 21 – Griffin Swinnerton – P3 Summit
- Oct. 23 - Bisnow Collin County State of the Market
- Oct. 23 – CGA – Economic Development
- Oct. 29-31 – TEDC Annual Conference
- Nov. 8 – Chamber Banquet
- Nov. 12 – Downtown Heritage Tour
- Dec. 18 – Celina Community Builders



Downtown Celina



CEDDC Key Collaborations

- **Strategic Coordination & Planning**

- Aligning initiatives with the Downtown Manager and Downtown Commission under the *Economic Vitality* pillar of the Four-Point Main Street Approach.
- Coordinating policy guidance, commission feedback, and daily implementation to support both short-term needs and long-term objectives for downtown.
- Positioning downtown for sustainable growth through market awareness and strategic planning.

- **Business Retention & Expansion (BRE)**

- Serving as a direct resource for existing downtown merchants to support their ongoing success.
- Conducting outreach to identify barriers, opportunities, and operational needs affecting local businesses.
- Using stakeholder input and data-driven insights to shape economic strategies and strengthen the downtown business climate.

- **Business Recruitment & Tenant Mix Optimization**

- Attracting new businesses that complement the historic square and enhance the overall downtown experience.
- Curating a balanced tenant mix that meets evolving market demands and supports a thriving commercial district.

- **Events, Activations & Economic Impact**

- Managing key downtown events that drive foot traffic, increase merchant visibility, and reinforce the area's identity as a destination.
- Leveraging signature programs—**Texas Tastemakers**, **Troubadour**, and others—as platforms that showcase local businesses and draw new audiences.
- Integrating event strategy with long-range development goals to translate community engagement into measurable economic impact.



Downtown Patio Enhancement Grants

- A standardized framework for evaluating and supporting historic downtown business merchants seeking to expand their place of business by adding patio space.
 - Strengths economic development by enhancing business sales and foot traffic.
 - Promotes an indoor/outdoor experience for patrons, encouraging a vibrant downtown.
 - Encourages placemaking efforts that contribute to the historic and aesthetic appeal of downtown.
 - Provides structured financial assistance opportunities based on business performance and economic impact.



Texas Tastemakers Festival

The inaugural festival had delicious cuisine featuring 20 local restaurants, a culinary tasting experience provided by H-E-B, wine, craft beer and spirits, a VIP area with elevated food and fun, fantastic live music, local businesses, and plenty of fun Texas branded activations!

- Approximately 2,000 attendees
- 14 local restaurants were represented
- Facebook/Instagram Ads:
 - 618,972 Impressions
 - 29,400 Clicks
- Digital Ads:
 - 41,937 Impressions
- Facebook event had 2,400 followers

HERE EVERYTHING'S BETTER

TEXAS TASTEMAKERS Festival
PRESENTED BY H-E-B

PRESENTED BY **H-E-B**

MARCH 22ND
12PM - 6PM
DOWNTOWN CELINA

Experience the Texas Tastemakers Festival, proudly presented by H-E-B! Enjoy delicious cuisine, craft beer, wine, and spirits, plus live music and exciting activations in Downtown Celina! Get your tickets now!

DOWNTOWN CELINA
TEXAS
Life Connected.

CELINA TEXAS
Life Connected.

SCAN ME! >>>

LIMITED VIP TICKETS AVAILABLE!

SBG Hospitality



Troubadour Festival

Troubadour Festival is a one-day outdoor event that combines Texas BBQ and live country music featuring 30+ top BBQ restaurants from across Texas.

- Offering unlimited samples for certain ticket types.
- Live performances all day on two stages, highlighting Texas country, Red Dirt, Americana, and Southern rock artists.
- It's one of the largest BBQ-and-country events in Texas.
- The CEDC, in partnership with the Downtown Commission, manned a booth to encourage patrons to utilize the shuttles to visit Downtown Celina.





Downtown Golf Tournament Tee-Up Party

- In partnership with the Downtown Golf Tournament, the CEDC hosted a Tee-Up Party located at Little Wooden Penguin on October 13, 2025, to provide an opportunity for community stakeholders to interact with staff and volunteers while showcasing Downtown Celina.
- 70+ attendees





\$205,155

CEDC contribution towards Downtown initiatives





\$7,000,000+

Private investment in Downtown Celina





Business Support Initiatives



Local Business Support Program

- The LBSP was created to address growing pressures on local businesses, align economic development efforts, and fill gaps in resources that small businesses and entrepreneurs in Celina consistently identified.
- The Program is built around four strategic focus areas:
 - Business Retention and Local Spending
 - Workforce Support and Solutions
 - Business Startup and Education
 - Marketing and Visibility
- The final design integrates a variety of support mechanisms, including a small business directory, one-on-one consulting, workforce partnerships with Collin and Grayson Colleges, data tools like Placer.ai and SizeUp, and marketing campaigns to strengthen Celina's local business identity.
- The program's long-term implementation will combine city, state, and private-sector funding, leveraging grants, sponsorships, and in-kind partnerships to sustain initiatives.



A decorative graphic on the left side of the slide, consisting of a vertical stack of five stylized, overlapping leaf shapes. Each leaf is outlined in a light teal color and has a simple, rounded shape. The leaves are arranged in a slightly curved, upward-pointing sequence.

The Texas you were promised.



Strategic Branding

- Adopted in November 2025
- Supports key goals in the 2025–2028 Economic Development Strategic Framework:
 - Business recruitment
 - Destination development
 - Enhanced communication with residents, visitors, and investors
- The dual-branding approach allows CEDC Staff to support economic growth across corridors and separate Downtown to highlight its role as a cultural and economic anchor.



The Texas you were promised.



Texas Squared.



Planning Initiatives



CEDC-Owned Property

- The CEDC has contracted Norris Design to provide professional land planning consultancy services to assist in developing a single, highest-and-best-use master plan for the approximately 31-acre EDC-owned tract located along S Oklahoma Drive, entryway to Historic Downtown Celina.
- The scope of the project will shape the site into a walkable, safe, mixed-use destination with elements including, but not limited to:
 - Retail and dining establishments
 - Office spaces
 - Option for limited housing (urban living and/or townhomes)
 - Entertainment venues
 - Outdoor public spaces/parks
 - Integrated and adaptable mixed-use components





Strategic Positioning, Land Use Alignment, And Target Industry Development Study

A comprehensive study to develop strategies that position Celina as a top location for investment in key target industries, ensuring land use, zoning, and infrastructure along the Dallas North Tollway corridor align with market demand and future growth opportunities.

- **Target Industry Analysis & Strategic Positioning**
 - Refine Celina's target industries and develop strategies to attract and retain key users.
- **Land Use, Zoning, and Policy Alignment**
 - Evaluate current zoning and land use along the DNT corridor; identify gaps and recommend policy or zoning adjustments to support mixed-use, office, commercial, and corporate development.
- **Site Identification & Development Readiness Assessment**
 - Inventory and map priority parcels; assess infrastructure availability, constraints, and opportunities; classify sites by readiness for short-, mid-, and long-term development.
- **Economic Impact & Scenario Modeling**
 - Model alternative land use and zoning scenarios to compare job creation, tax revenue, and fiscal outcomes; includes multifamily demand analysis as part of mixed-use projections.
- **Final Reports, Visual Deliverables and Presentations**
 - Produce comprehensive reports, maps, visuals, and economic models, and present findings to City Council and CEDC, including an executive summary and supporting graphics.



2025 Project Overview



Business Development

- **2025 Leads: 95**
 - Leads are early-stage opportunities where a business, broker, developer, or site selector has expressed interest.
- **2025 Prospects: 19**
 - Prospects are leads that have been vetted and confirmed as legitimate opportunities.
 - Real timeline
 - Submitted incentive applications
 - Conducted site visits
 - Drafted pro forma numbers
- **2025 Committed Projects: 3**
 - Execution of an incentive agreement
 - Announcements



Compliance

Incentive Agreement Payouts 2025

- 3-D Dance payment 2/2 - \$15,000
- The Wick payment 2/4 – \$25,000
- Granny’s Bakery payment 2/4 - \$25,000
- Stella’s Ice Cream payment 1/2 - \$12,500
- Trinity Celina LLC (Costco Infrastructure) payment 1/2 - \$1,250,000
- EWS Local (Local Spirits) payment 3/3 - \$25,000
- Joe East (a-1/browning) sales tax reimbursement - \$26,776.47

Economic Development Agreements Executed in 2025

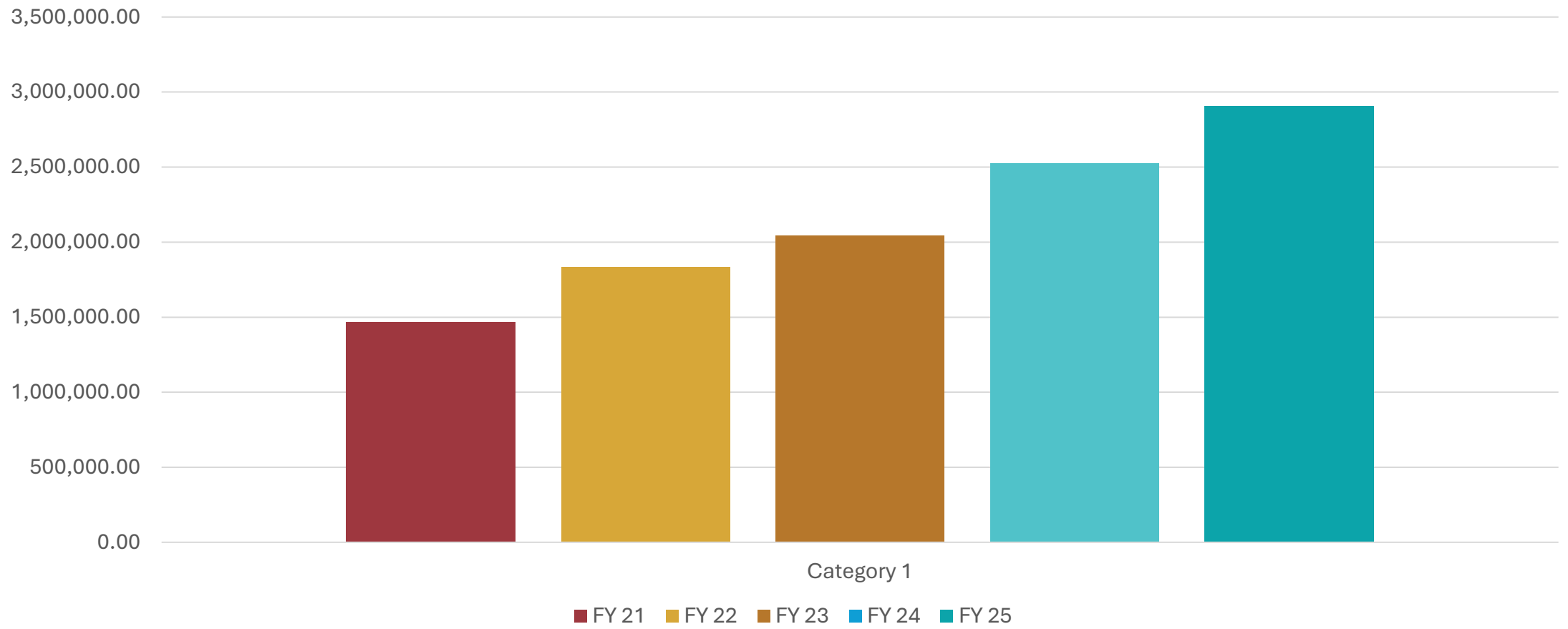
- Stella’s Ice Cream - \$75,000 Total Incentive - March
- Nowhere Bar - \$50,000 Total Incentive - May
- Heyday Patio Extension - \$75,000 Total Incentive - May



Commercial Growth



Sales Tax Growth





Commercial Growth

- Total commercial space added: 303,225 SF
- Total New Businesses Added: 37
- Businesses coming soon: 51





Opportunities and Challenges



Opportunities

- One of the fastest growing cities in the nation
- Proximity to metroplex and regional success
- Major corridors – Dallas North Tollway, Outer Loop, Preston Rd.
- Upcoming grand openings – Lowe's, Walmart, Home Depot, Costco
- Expansion of retail
- Healthcare presence
- Public safety
- Strengthen partnerships
- Increase of resources to local businesses





Challenges

- Water availability
- Infrastructure
- Lack of EDC-owned property
- Lag in sales tax collection
- Access to amenities
- Shovel-ready sites
- Sales tax leakage





Software Updates



Software Updates

Placer.ai

- Placer.ai helps EDCs by providing real-time movement, demographic, and spending insights that reveal who is visiting the community, how people behave, and where opportunities for business growth or investment exist.

Zoho CRM

- Zoho CRM helps EDCs by organizing leads, prospects, and projects in one system, streamlining outreach and follow-up, and improving tracking, reporting, and accountability across business recruitment and retention efforts.

SizeUp

- SizeUp helps EDCs by giving small businesses easy access to market research—like competitor analysis, customer demographics, and industry benchmarks—so they can make informed decisions and strengthen the local economy.



Looking to the Future



2026 at a Glance

- Staff will begin releasing marketing for the Local Business Support Program to attract its first participants.
- The Development Navigator Program will be launched and begin offering support to select businesses.
- A consultant will be selected to conduct a strategic positioning, land use alignment, and target industry development study.
- Identification of potential land purchases
- Joint CEDC and City Council Meeting
- Draft CEDC Strategic Plan
- Completion of CEDC-owned property master planning
- Lowe's Grand Opening
- Walmart Grand Opening
- Home Depot Grand Opening



2026 at a Glance

- Celina Swag Shop





150th Anniversary - CEDC Initiatives

- **Legacy Passport Program**

Quarterly, theme-based passport campaigns that encourage residents to visit local businesses and heritage sites. Participants complete activities to be entered to win \$150 gift cards, with strong merchant partnerships and promotions.

- **Legacy Spotlights**

A monthly storytelling series highlighting “150 Years of...” Celina’s people, businesses, culture, football, education, and other defining elements. Content is shared through digital platforms and in-person displays to celebrate the community’s legacy.

- **Business Participation Program**

Local businesses offer “150 Specials” — curated pricing, items, or services tied to Celina’s 150th anniversary. Specials are featured on Atrium walls, social media, and campaign materials to drive visibility and foot traffic.

- **Celina Heritage QR Walking Tour**

Discreet plaques placed at historic locations link visitors to short stories, archival photos, and audio recordings via QR codes. A rotating monthly “Featured Stop” creates cross-promotions that drive traffic between heritage sites and nearby shops.

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Thank You

2025 Year-in-Review



Executive Summary

The past year marked a period of strong momentum and strategic progress for the Celina Economic Development Corporation. As Celina continues its rapid growth, the EDC remained focused on balancing expansion with intentional planning—ensuring that development supports long-term economic health, quality of life, and fiscal sustainability.

Throughout the year, the EDC advanced several high-impact projects, strengthened key partnerships, and refined its strategic approach to business attraction, retention, and workforce alignment. We also continued to elevate Celina’s profile within the region, positioning the community as a competitive, business-ready destination while remaining aligned with the City’s broader vision.

This year emphasized laying a strong foundation through improved systems, strengthened relationships, and clearer policies to support future growth. The organization’s work increasingly reflects a maturing economic development program that is proactive rather than reactive, data-driven rather than anecdotal, and aligned with long-term outcomes.



Strategic Focus & Organizational Progress

A primary focus this year was strengthening the EDC’s strategic foundation. This included refining internal processes, aligning priorities with City leadership, and ensuring that staff time and resources were focused on initiatives with the greatest long-term return.

Key areas of emphasis included:

- Aligning economic development efforts with infrastructure, land use, and workforce planning
- Enhancing coordination with City departments to support development readiness
- Strengthening relationships with regional, state, and utility partners
- Improving how the EDC tracks, communicates, and measures impact

The EDC also continued to evolve its role as a trusted advisor—supporting elected officials, Board members, developers, and business leaders with timely data, market insight, and clear communication. This shift has increased credibility and positioned the organization as a central player in Celina’s growth strategy,



Business Development, Projects & Investment Activity

This year saw continued progress across business attraction, expansion, and redevelopment activity. The EDC engaged with a wide range of prospects spanning retail, office, industrial, and mixed-use sectors—reflecting Celina’s growing market appeal.

Notable outcomes included:

- Advancement of multiple commercial and mixed-use developments
- Continued engagement with national and regional brands
- Support for site selection, due diligence, and incentive discussions
- Ongoing collaboration with developers on entitlement and timing considerations

While not every project resulted in an immediate announcement, the pipeline strengthened considerably. The EDC’s focus on relationship-building and realistic timelines has helped ensure that projects entering the pipeline are better aligned with market conditions and community expectations.



Downtown Focus & Placemaking Efforts

In addition to physical development, the EDC supported efforts that strengthen downtown as a destination. Events, business openings, and increased foot traffic continue to reinforce downtown's role as a community gathering place and economic engine. These efforts contribute not only to sales tax and local business success, but also to Celina's broader brand and quality of life.

Looking ahead, downtown will remain a long-term focus area. The EDC's role will continue to center on strategic guidance, partnership-building, and ensuring that growth enhances—not erodes—the character and vibrancy that define Downtown Celina.



Partnerships & Community Engagement

Partnerships remained a cornerstone of the EDC's success this year. The organization worked closely with regional economic development entities, workforce partners, utilities, educational institutions, and the private sector to advance shared goals.

Key partnership and engagement efforts included:

- Regional collaboration to support workforce and infrastructure readiness
- Ongoing coordination with developers, brokers, and site selectors
- Participation in marketing and outreach efforts that elevate Celina's visibility
- Support for community events and initiatives that reinforce quality of place



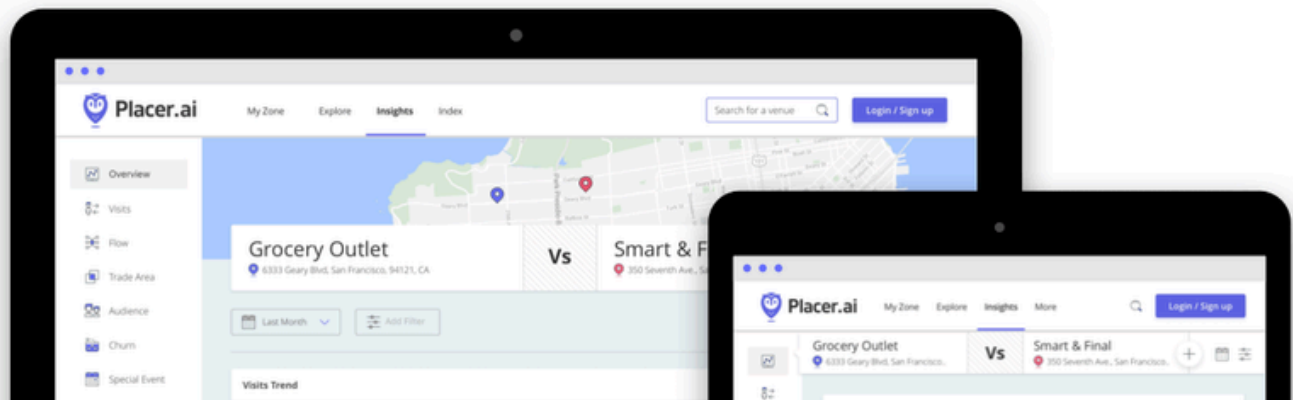
Local Business Support Program

This year, the Celina Economic Development Corporation adopted the Local Business Support Program (LBSP), a comprehensive initiative focused on strengthening existing businesses and supporting long-term economic resilience. The program was presented to and supported by both the EDC Board and City Council, ensuring alignment with community priorities.

The LBSP was developed through a stakeholder-led process, guided by a steering committee that included representatives from the EDC Board, City Council, the Chamber of Commerce, Downtown Commission, and local business leaders. Over nearly a year, this group helped shape the program's vision, structure, and focus areas.

The program framework centers on business retention and local spending, workforce support, business startup and education, and marketing and visibility—creating a coordinated approach to supporting businesses at every stage.

With the framework now adopted, 2026 will mark the launch and implementation year, shifting the effort from planning to execution and ensuring local businesses remain a key part of Celina's continued growth.



Compliance, Systems & Technology

This year, the Celina Economic Development Corporation strengthened its operational foundation by focusing on compliance and the strategic use of data and software tools to support responsible growth.

From a compliance perspective, the EDC emphasized ensuring that economic development agreements are properly structured, executed, and monitored. Working closely with legal counsel and City staff, the organization focused on clear performance requirements and accountability to ensure projects deliver the intended public benefit.

In parallel, the EDC continued investing in software and data platforms to improve project management, analysis, and decision-making. Key tools utilized include:

- CRM system to track business outreach, prospects, and active projects
- SizeUp for business intelligence, benchmarking, and small business analysis
- Placer.ai for location analytics, foot traffic data, and market insights
- ZacTax to evaluate fiscal impacts and support informed incentive and policy decisions



The Texas you were promised.



Texas Squared.

Marketing & Branding

This year, the Celina Economic Development Corporation received approval to implement a dual branding strategy designed to clearly articulate the EDC's role and the distinct identity of Downtown Celina, culminating in a nearly year-long branding study.

The EDC launched a new organizational brand—"The Texas You Were Promised"—to support economic development, business recruitment, and external outreach. This brand reflects Celina's long-term vision and is used in communications with site selectors, developers, and strategic partners.

At the same time, a distinct downtown brand—"Texas Squared"—was introduced to promote Downtown Celina as a destination. This branding supports placemaking, local businesses, and downtown-focused marketing efforts, reinforcing downtown's role as the heart of the community.

Together, this dual branding approach allows the EDC to market Celina strategically—supporting business attraction through the EDC brand while strengthening downtown identity and engagement through Texas Squared.



Challenges, Lessons Learned & Market Realities

Like many fast-growing communities, Celina faces a set of evolving challenges. Market volatility, rising development costs, infrastructure timing, and workforce availability all influenced project pacing and decision-making throughout the year.

Key lessons and realities included:

- The importance of aligning infrastructure timing with development expectations
- Increased selectivity from developers and lenders
- The need for clear, consistent communication with stakeholders
- Growing competition from peer communities for high-quality projects

Rather than viewing these as obstacles, the EDC treated them as opportunities to refine strategy. By remaining disciplined and realistic, the organization avoided short-term decisions that could compromise long-term outcomes.



Looking Ahead

As we look to the coming year, the EDC is well-positioned to build on the progress made. The focus will remain on quality growth, strategic partnerships, and long-term value creation.

Key priorities moving forward include:

- Advancing priority development sites
- Continuing to strengthen the business pipeline
- Supporting infrastructure and workforce alignment
- Enhancing data, metrics, and reporting to the Board
- Maintaining strong alignment with City leadership and community goals

The work completed this year has laid a solid foundation for the next phase of Celina's economic development story. On behalf of the EDC staff, I want to thank the Board for its continued guidance, support, and commitment to the community's future.

Respectfully submitted,

Anthony Satarino, AICP
Executive Director
Celina Economic Development Corporation



Life Connected.

Economic Development
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: January 6, 2026
Re: FY 25 year-end financial update. (Satarino)

Action Requested:

N/A

Background Information:

The CEDC Fiscal Year 2024-2025 budget closes in the fall once sales tax revenues are received from the comptroller's office. The year-end FY25 budget included the following:

Actual Revenue: \$2,907,044

Budget: \$2,563,450

Actual Expenses: \$4,407,310

Budget: \$4,582,850

Net Income: (\$1,373,107)

Budget: (\$1,964,400)

Beginning Fund Balance: \$4,323,546

Ending Fund Balance: \$2,950,441

Legal Review:

N/A

Supporting Documents:

1. EDCB - Worksession - Year-end financials

Financial Consideration:

N/A

Staff Recommendation:

N/A



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Year-End FY 25 Financial Update

Open Session
January 6, 2025





Background

- The CEDC's FY 25 budget ended September 30, 2025.
- Due to the timing of revenue received from the comptroller's office, the FY books close after the final revenue payment is received (November-December).



Revenues

- The CEDC FY 25 actual sales tax revenue collections totaled \$2,907,044.
 - Budgeted revenue was \$2,563,450.
 - Difference **\$343,594.**
- Total income for FY 25 totaled \$3,034,203.
 - Income includes:
 - \$119,214 in interest income.
 - \$29,809 in miscellaneous revenue (event sponsorships).
 - (\$21,864) in contra sales tax (sales tax reimbursement agreements).



Expenses

- FY 25 CEDC actual expenses totaled \$4,407,310.
 - Budgeted expenses were \$4,582,850.
 - Difference (-\$175,540).
- Key expenditures include:
 - Debt Service - \$593,901.
 - First loan payment for land purchase - \$2,000,000.



Net Income

- FY 25 CEDC actual net income totaled (\$1,373,107).
 - Budgeted net income (\$1,964,400).
 - Difference **\$591,293**.



Fund Balance

- Beginning fund balance for FY 25 was \$4,323,546.
- Ending fund balance for FY 25 was \$2,950,441.



Questions?



Life Connected.

Economic Development
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: January 6, 2026
Re: Discussion regarding the 2026 Joint Meeting between the CEDC Board and City Council. (Satarino)

Action Requested:

Discussion regarding the 2026 Joint Meeting between the CEDC Board and City Council. (Satarino)

Background Information:

Staff will brief the Board on the purpose, format, and desired outcomes for the February 9th Joint Meeting between City Council and the Celina Economic Development Corporation Board. The Joint Meeting is intended to build upon last year's shared priorities and move the conversation from broad alignment to clearer definition, direction, and next steps. The February 9th Joint Meeting will be moderated by Rich Allen, consistent with last year's joint session.

Legal Review:

N/A

Supporting Documents:

1. CEDC - Worksession - Joint Meeting

Financial Consideration:

No financial obligations are being considered at this time.

Staff Recommendation:

N/A



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2026 Joint Meeting





Meeting Overview

- February 9, 2026 from 4:00 – 6:00 PM
- Located at Celina Police Headquarters Community Room
- Moderated by Rich Allen
- Continuation of the 2025 Joint Meeting
 - Status update of the Strategic Framework
 - Downtown strategy
 - Target business industries
 - Corridor planning



Feedback

- Staff seeks Board feedback on:
 - Desired outcomes for the February 9th meeting
 - Key questions the Board would like Council to address
 - Any additional items that should be included in the Joint Meeting structure

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Thank you