



Life Connected.

AGENDA
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
CELINA COUNCIL CHAMBERS
112 N. COLORADO ST.
TUESDAY, JULY 7, 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 Project Kingsmen 2.0.
2. Discussion regarding Project Cypress.
3. Discussion regarding Project Latera.

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 EDC Board Meeting Minutes - June 2nd, 12:00pm

VI. **WORKSESSION:**

- A. Discussion regarding the Downtown Center retail store.
- B. Review of the Fiscal Year 2026-2027 CEDC Budget

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.



Life Connected.

MINUTES
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
CELINA COUNCIL CHAMBERS
112 N. COLORADO ST.
TUESDAY, JUNE 2, 2026
12:00 PM

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

President Bissett called the meeting to order at 12:03 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:

None

II. OPEN FORUM

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

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

III. EXECUTIVE SESSION:

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

The CEDC Board convened into executive session 12:04pm.

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

- 1. Discussion regarding Project Kingsmen 2.0.
2. Discussion regarding Project Highland.
3. Discussion regarding Project Cypress.
4. Discussion regarding The Village at Ownsby Farms.

- 5. Discussion regarding Project Latera.

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

The CEDC Board reconvened into open session at 1:06pm.

IV. PRESENTATION:

- A. Staff Updates

Melissa Thomas spoke regarding the item.

Anthony Satarino spoke regarding the item.

V. ACTION ITEM:

- A. Consider and act to approve an Economic Development and Performance Agreement with ATRH, LLC.

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 an Economic Development and Performance Agreement with ATRH, LLC. The motion carried 6-0.

- B. Regular EDC Board Meeting Minutes - May 5, 12:00pm.

Upon a motion by Board Member Ryan Wilcox 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 - May 5, 12:00pm. The motion carried 6-0.

VI. WORKSESSION:

- A. Fiscal Year 2026-2027 CEDC Budget Review.

Anthony Satarino spoke regarding the item.

VII. ADJOURNMENT:

President Bissett adjourned the meeting at 1:25pm.

President

Date



Life Connected.

Economic Development
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From: Anthony Satarino, Executive Director of Economic Development
CC:
Initiated Economic Development Corporation
by:
Date: July 7, 2026
Re: Discussion regarding the Downtown Center retail store.

Action Requested:

N/A

Background Information:

Staff is seeking Board direction to proceed with issuing a Request for Proposal (RFP) for the operation and management of the Downtown visitor center & retail destination, which will be located within the new Downtown Center. The proposed model would partner with an experienced private retail operator to manage the daily retail operations while the Celina EDC oversees the visitor center experience, Downtown programming and branding. This approach allows the City to leverage private-sector retail expertise while minimizing operational risk and staffing requirements.

The presentation outlines the vision for creating a destination that serves as the official visitor center for the City of Celina and Downtown, while also functioning as a retail store featuring official Celina merchandise and local vendor products. The proposed financial model includes vendor-funded inventory, staffing, and operations, with a revenue-sharing component that would be reinvested into Downtown marketing, visitor programming, and activations. Staff is also presenting the proposed evaluation criteria and project timeline, with an anticipated RFP release in late July, vendor selection in the fall, and a grand opening in conjunction with the Downtown Center in February 2027.

Legal Review:

N/A

Supporting Documents:

1. CEDC - Worksession - Downtown Visitor and Retail Center

Financial Consideration:

N/A

Staff Recommendation:

N/A



CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

Downtown Visitor Center & Retail Destination

Worksession
July 7, 2026





Why Are We Here?

- Seeking Board input for issuance of a Request for Proposal (RFP) for the operation and management of a Downtown visitor center and retail destination located within the new Downtown Center.
- The goal is to identify a qualified private operator to manage the retail operation while partnering with the Celina EDC to create a premier visitor experience.



Vision – More Than a Retail Store

Primary Purpose:

- Official visitor center for Downtown Celina and the City of Celina

Destination Features:

- Visitor information
- Official Celina merchandise
- Local business promotion
- Downtown activation
- Community programming
- Interactive visitor experiences

Overall Goal:

- Create a destination that encourages residents and visitors to explore Celina.



Why an RFP vs. Staff Operated

- The RFP allows the EDC to identify an experienced retail operator, reducing the day-to-day oversight of staff.
- **Benefits Include:**
 - ✓ Professional retail management
 - ✓ Reduced operational risk
 - ✓ Vendor-funded inventory
 - ✓ Vendor-funded staffing
 - ✓ Vendor-managed e-commerce
 - ✓ Community partnerships
 - ✓ Downtown activation



Roles & Responsibilities

City will allocate a position to oversee vendor responsibilities and coordinate visitor center functions.

Vendor Responsibilities

- Operate daily retail store
- Hire and manage staff
- Procure merchandise
- Maintain inventory
- Manage online store
- Fulfill orders
- Customer service
- Event merchandise
- Monthly reporting

EDC Responsibilities

- Visitor center management
- Downtown programming
- Brand oversight/marketing
- City coordination
- Local merchant showcase
- Manage volunteers



Visitor Experience

Retail Store Will Serve As:

- Visitor center
- Downtown information hub
- Official merchandise store
- Community gathering space
- Business spotlight
- Tourism resource
- Event headquarters

Potential Experiences Include:

- Book signings
- Podcast studio
- Pop-ups
- Custom embroidery
- Hat bar
- Visitor kiosk



Merchandise Strategy

Official Celina-Centric Merchandise

➤ Potential Products Include:

- Apparel
- Hats
- Drinkware
- Children's merchandise
- Plush
- Coffee table books
- Candles
- Home decor

➤ Local Vendor Partnerships:

- Examples:
 - Local artists
 - Regional makers
 - Boutique collaborations



Financial Model

Vendor Responsibilities:

- Inventory investment
- Staffing
- POS system
- E-commerce
- Additional fixtures
- Space provided at no charge

Potential Revenue (City/EDC):

- 10–20%

Funds Reinvested Into:

- Marketing
- Pop-up events
- Downtown activations
- Visitor programming



Proposed Evaluation Criteria

CATEGORY	WEIGHT
Company Experience	35
Management Team	25
Vision & Visitor Experience	30
Local Commitment	10
Bonus Points	+5

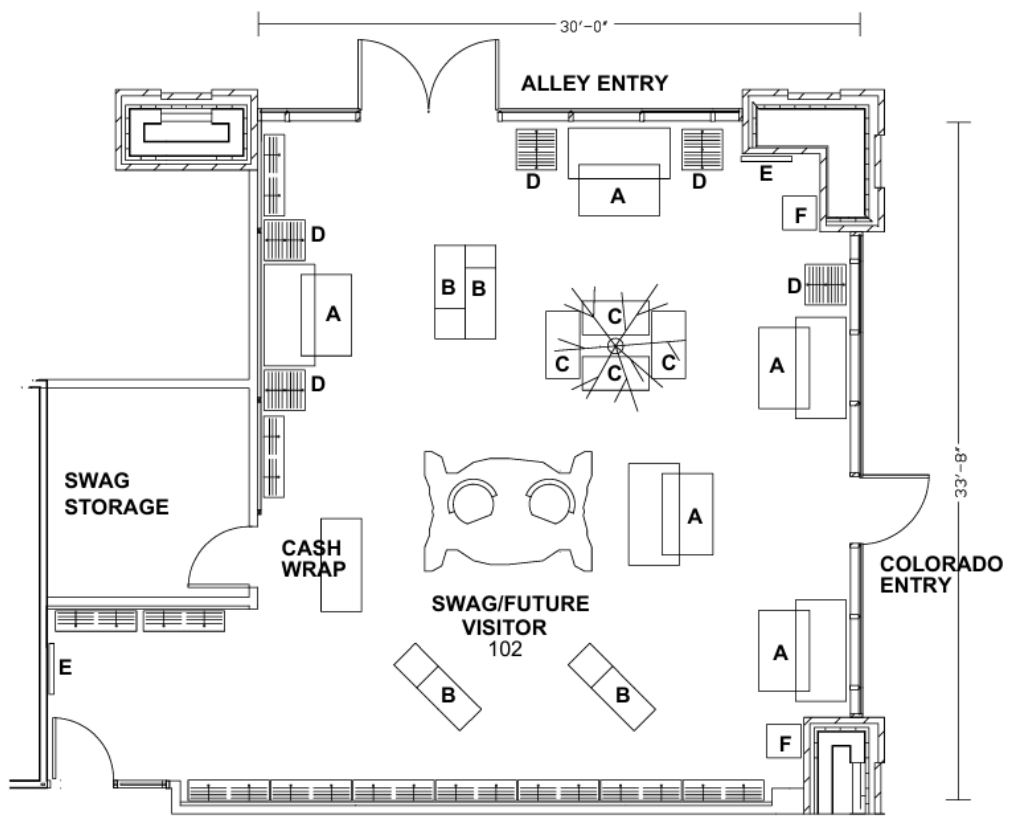


Project Timeline

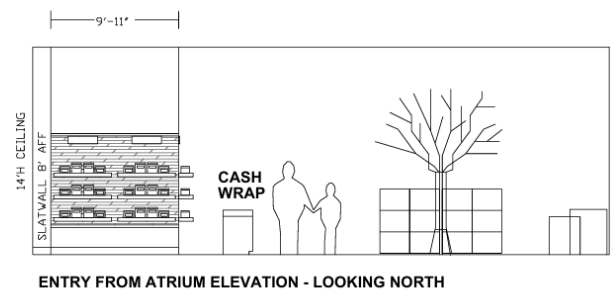
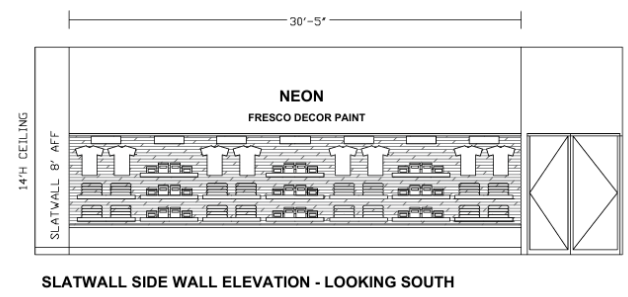
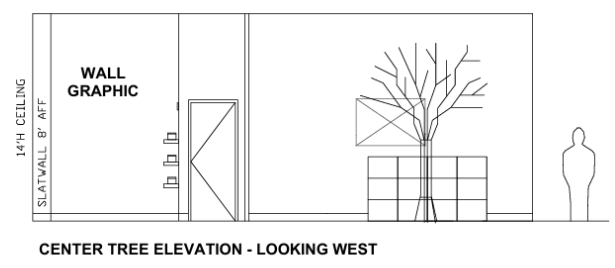
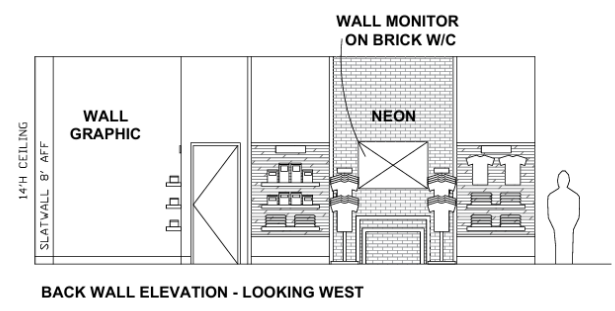
- **July 14**
City Council Feedback
- **July 31**
RFP Released
- **August**
Proposal Review
- **September**
Vendor Interviews
- **October**
Selection
- **November**
Vendor Awarded
- **January 2027**
Store Buildout
- **February 1, 2027**
Grand Opening with Downtown Center



Layout



(11 total) VENDORS WITH 4'W DISPLAY ON SLATWALL
 (20+ total) VENDORS @ HANGING / SHELVING FIXTURES





Questions?



Life Connected.

Economic Development
City of Celina, Texas

Memorandum

To: **Celina Economic Development Corporation Board of Directors**
From: Anthony Satarino, Executive Director of Economic Development
CC:
Initiated Economic Development Corporation
by:
Date: July 7, 2026
Re: Review of the Fiscal Year 2026-2027 CEDC Budget

Action Requested:

No action is being requested at this time.

Background Information:

The second review of the CEDC FY27 budget includes the following:

- Sales tax revenue.
- Sales tax contra revenue accounts.
- Operating expenses.
- Priority operating expenses.
- Cash flow analysis.
- Investment strategy.
- 5-year budget forecast.

Following CEDC Board feedback, the final proposed FY27 budget will be considered for approval at the August 4th CEDC Board meeting and the September 8th City Council meeting.

Legal Review:

N/A

Supporting Documents:

1. FY 27 Budget board print out
2. CEDC - Worksession - Budget

Financial Consideration:

N/A

Staff Recommendation:

N/A

FY 25 & FY 26 Budget

FY 27 Proposed Budget

	FY 25 Actual		FY 26 Approved		FY 26 Amended		FY 26 Estimated		FY 27 Proposed	
		% of income		% of income		% of income		% of income		% of income
Income										
REVENUE										
4100 · SALES TAX REVENUE	\$ 2,907,044.36	98.29%	\$ 3,368,430.00	105.22%	\$ 3,368,430.00	105.22%	\$ 3,368,430.00	107.35%	\$ 4,274,178.00	120.18%
4401 · CONTRA SALES TAX	\$ (21,864.72)	-0.74%	\$ (182,500.00)	-5.70%	\$ (182,500.00)	-5.70%	\$ (205,099.86)	-6.54%	\$ (657,750.00)	-18.49%
4402 · DOWNTOWN TIRZ #11	\$ (76,565.00)		\$ (110,000.00)		\$ (110,000.00)		\$ (96,274.51)		\$ (133,398.09)	-3.75%
4400 · INTEREST INCOME	\$ 119,214.94	4.03%	\$ 75,540.00	2.36%	\$ 75,540.00	2.36%	\$ 40,670.88	1.30%	\$ 23,406.08	0.66%
4799 · MISCELLANEOUS REVENUE	\$ 29,809.57	1.01%	\$ 50,000.00	1.56%	\$ 50,000.00	1.56%	\$ 30,000.00	0.96%	\$ 50,000.00	1.41%
Total REVENUE	\$ 2,957,639.15	100.00%	\$ 3,201,470.00	100.00%	\$ 3,201,470.00	100.00%	\$ 3,137,726.51	100.00%	\$ 3,556,435.99	100.00%
Total Income	\$ 2,957,639.15		\$ 3,201,470.00	100.00%	\$ 3,201,470.00	100.00%	\$ 3,137,726.51	100.00%	\$ 3,556,435.99	100.00%
Expenses										
PAYROLL										
Total PAYROLL	\$ 763,778.90	25.82%	\$ 959,472.38	29.97%	\$ 959,472.38	29.97%	\$ 948,606.63	30.23%	\$ 1,058,802.40	29.77%
LEGAL & PROFESSIONAL SERVICES										
Total LEGAL & PROFESSIONAL SERVICES	\$ 46,155.20	1.56%	\$ 48,000.00	1.50%	\$ 48,000.00	1.50%	\$ 39,902.00	1.27%	\$ 43,000.00	1.21%
UTILITIES										
Total UTILITIES	\$ 89,478.64	3.03%	\$ 83,882.55	2.62%	\$ 83,882.55	2.62%	\$ 83,882.55	2.67%	\$ 67,830.00	1.91%
GENERAL & ADMINISTRATIVE										
Total GENERAL & ADMINISTRATIVE	\$ 837,430.60	28.31%	\$ 1,365,287.00	42.65%	\$ 1,365,287.00	42.65%	\$ 1,309,424.96	41.73%	\$ 1,048,477.21	29.48%
DEBT SERVICE										
6950 · DEBT SERVICE	\$ 593,901.03	20.08%	\$ 594,137.00	18.56%	\$ 594,137.00	18.56%	\$ 594,778.00	18.96%	\$ 595,990.00	16.76%
Total DEBT SERVICE	\$ 593,901.03	20%	\$ 594,137.00	19%	\$ 594,137.00	19%	\$ 594,778.00	19%	\$ 595,990.00	17%
Total OPERATING EXPENDITURES	\$ 2,330,744.37		\$ 3,050,778.93		\$ 3,050,778.93		\$ 2,976,594.14		\$ 2,814,099.60	
Operational Net Savings (15-25%)	\$ 626,894.78		\$ 150,691.07		\$ 150,691.07		\$ 161,132.37		\$ 742,336.39	
	21.20%		4.71%		4.71%		5.14%		20.87%	
OTHER NON-OPERATING SOURCES (USES):										
INFRASTRUCTURE PROJECTS	\$ -		\$ -		\$ (1,250,000.00)		\$ (1,250,000.00)		\$ -	
LAND ACQUISITION/SALE	\$ (2,000,000.00)		\$ (1,000,000.00)		\$ (1,000,000.00)		\$ (1,000,000.00)		\$ (1,000,000.00)	
Total NON-OPERATING SOURCES (USES):	\$ (2,000,000.00)		\$ (1,000,000.00)		\$ (2,250,000.00)		\$ (2,250,000.00)		\$ (1,000,000.00)	
Total FUND EXPENDITURES	\$ 4,330,744.37		\$ 4,050,778.93		\$ 5,300,778.93		\$ 5,226,594.14		\$ 3,814,099.60	
Net Income	\$ (1,373,105.22)		\$ (849,308.93)		\$ (2,099,308.93)		\$ (2,088,867.63)		\$ (257,663.61)	
Beginning Working Capital - October 1	\$ 4,323,546		\$ 2,950,439.00		\$ 2,950,439.00		\$ 2,950,439.00		\$ 861,571.37	
Ending Working Capital - September 30	\$ 2,950,439		\$ 2,101,130.07		\$ 851,130.07		\$ 861,571.37		\$ 603,907.76	



CELINA
ECONOMIC
DEVELOPMENT

The Texas you were promised.

FY 27 Budget Review

Worksession

July 7, 2026



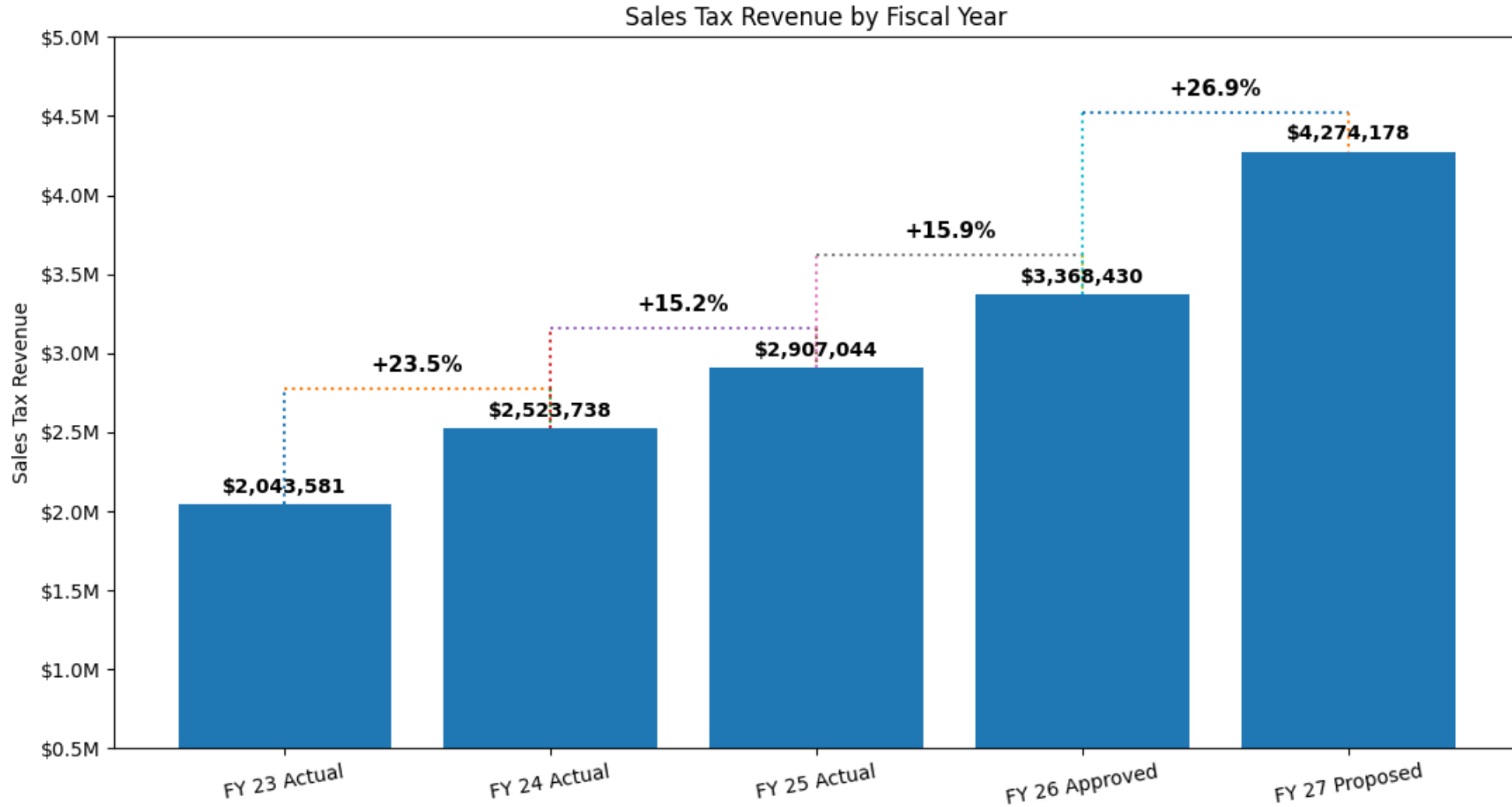


Overview

- Today is a second review of the FY27 budget which includes:
 - Sales tax revenue.
 - Sales tax contra revenue accounts.
 - Operating expenses.
 - Priority operating expenses.
 - Cash flow analysis.
 - Investment strategy.
 - 5-year budget forecast.



Overview: Sales Tax Revenue





Overview: Sales Tax Contra

- The EDC has sales tax reimbursements with the following retailers:
 - Walmart
 - Costco
 - Home Depot
 - Lowe's
 - Joe East Enterprises and Safe and Secure LLC
- The contra sales tax account holds the accrued reimbursement of sales tax as the revenue is earned each month.
- Each year reimbursement is made within 30 days after the final calendar year payment is received and verified by the EDC. For example, sales made in December 2026 will be received in February. After verification, the EDC will issue 50% reimbursement in March for the calendar year January-December for the prior year.
- The EDC projects a contra sales tax account of (\$657,750.00) in FY27.
- The Downtown TIRZ #11 sales tax contribution from the EDC is also a contra revenue account. The estimated payment in FY27 is (\$133,398.09).
- Although the proposed sales tax revenue for FY27 is \$4,274,178, the EDC will only recognize total income of \$3,556,435.99.



Overview: Operating Expenses

Proposed Operating Expenses for FY27

- Total Payroll of \$1,058,802.40 and increase of 10.35% over the prior year.
 - Proposed addition of 1 FT entry level position in FY27.
- Total Legal & Professional Services of \$43,000 a decrease of 10.21% of the prior year.
- Total Utilities of \$67,830 a decrease of 19.14% over the prior year.
 - Decrease in rent to match current market rate and comparable office types.
- Total General & Administrative of \$1,048,477.21 a decrease of 23.20% over the prior year.
 - Decrease in special projects and incentives. Will be discussed in detail later in presentation.
 - Marketing Events account collapsed into Marketing/Advertising. No increase (decrease) to marketing funds in FY27.



Overview: Operating Expenses

Proposed Operating Expenses for FY27 Cont.

- Total Debt Service of \$595,990.

Total Operating Expenses / Operational Net Savings

- Total operating expenses of \$2,814,099.60 a decrease of 7.76% over the prior year.
- Proposed operational net savings of 20.87%. Target is 15% per CEDC fiscal policy.
 - Operational net savings shows that 20.87% of total income is flowing to fund balance and not allocated towards operations.



Overview: Non-Operating Sources (Uses)

Non-Operating Sources (Uses)

- \$1M obligation in FY27 for land purchase note payable.
- The CEDC is exploring options for a land sale in FY27. Any transaction occurring in FY27 would increase fund balance as a non-operating source of funds.

Total Fund Expenditures

- Total proposed fund expenditures of \$3,814,099.60 a decrease of 28.05% over the prior year.
 - Operating Expenses of \$2,814,099.60
 - Non-Operating Expenses of \$1,000,000

Net Income

- Total proposed net income of (\$257,663.61) an 87.73% increase over the prior year.



Priority Operating Expenses

- Due to lean cash flows and fund balance in the fall, the following accounts are proposed to be reduced:
 - Incentives
 - Special Projects
- If non-operating sources of funds (land sale) was completed in FY27, these accounts could be increased for the following reasons:
 - Incentives increased to account for new grants, incentives, or infrastructure projects payable in FY27. (\$50k-\$100k)
 - Special Projects increased to account for a Downtown Economic Development Strategy as identified as a priority at the 2026 Joint City Council/CEDC Board Meeting. (\$50k-\$100k)
 - All other additional funds would be added to fund balance.



Investment Strategy

Banking/Interest Income

- The CEDC uses Lamar Bank for savings and promontory accounts.
- We currently earn 2.27% interest. EDC's average 2-3% in North Texas.
- Staff recommends waiting to explore other banks for higher rates until fund balance is built up.
- Staff is pursuing a line of credit as an extra precaution while fund balance is lean.

Other Investments

- Potential investment revenue in FY27 from land sale.



5-Year Forecast

- Staff prepared a 5-year forecast of revenues and expenses to account for the following:
 - Demonstrate fiscal responsibility by growing fund balance and operational net savings YOY.
 - 5-year staffing plan.
 - Allocating fund balance to larger infrastructure projects, incentives, and capital investments.
 - Allocating fund balance to future land acquisitions.
- The 5-year forecast will be updated each year to account for:
 - Trends in sales tax revenue.
 - Future debt services payments.
 - Non-operating sources (uses).



Questions?