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CITY SECRETARY  
DALLAS. TEXAS

## City of Dallas

1500 Marilla Street, Room 6ES  
Dallas, Texas 75201

## Public Notice

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POSTED CITY SECRETARY  
DALLAS, TX



### Economic Development Committee

August 3, 2020  
1:00 PM

## **2020 CITY COUNCIL APPOINTMENTS**

<b>COUNCIL COMMITTEE</b>	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Blewett (VC), Gates, McGough, Narvaez, Resendez, West	<b>ENVIRONMENT AND SUSTAINABILITY</b> Narvaez (C), Atkins (VC), Blackmon, Blewett, Gates
<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> Gates (C), Mendelsohn (VC), Arnold, Bazaldua, Kleinman, Narvaez, Thomas	<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> West (C), Thomas (VC), Arnold, Blackmon, Kleinman, Mendelsohn, Resendez
<b>PUBLIC SAFETY</b> McGough (C), Arnold (VC), Bazaldua, Blewett, Medrano, Mendelsohn, Thomas	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Arnold (C), Gates (VC), Atkins, Narvaez, West
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Kleinman (C), Medrano, (VC), Atkins, Bazaldua, Blewett, McGough, West	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Thomas (C), Resendez (VC), Blackmon, Kleinman, Medrano
<b>AD HOC JUDICIAL NOMINATING COMMITTEE</b> McGough (C), Blewett, Mendelsohn, Narvaez, West	<b>AD HOC LEGISLATIVE AFFAIRS</b> Johnson (C), Blackmon (VC), Atkins, Gates, Mendelsohn
<b>AD HOC COMMITTEE ON COVID-19 ECONOMIC RECOVERY AND ASSISTANCE</b> Thomas (C), Blackmon, Atkins, Bazaldua, Kleinman, Medrano, West	<b>AD HOC COMMITTEE ON COVID-19 HUMAN AND SOCIAL RECOVERY AND ASSISTANCE</b> McGough (C), Mendelsohn, Arnold, Blewett, Gates, Narvaez, Resendez

(C) – Chair, (VC) – Vice Chair

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

This Economic Development Committee meeting will be held by videoconference. The meeting will be broadcast live on Spectrum Cable Channel 95 and online at [bit.ly/cityofdallastv](https://bit.ly/cityofdallastv)

The public may also listen to the meeting as an attendee at the following videoconference link:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=e353c90d115b1f5ee3a3e434730548b97>

## Call to Order

## MINUTES

1. [20-1406](#) Approval of the June 1, 2020 Economic Development Committee Meeting Minutes

**Attachments:** [Minutes](#)

## BRIEFING ITEMS

- A. [20-1407](#) Hensley Field Reuse and Redevelopment Master Plan  
[Peer Chacko, Director, Planning and Urban Design]

**Attachments:** [Presentation](#)

## BRIEFING MEMORANDUMS

- B. [20-1412](#) City of Dallas Public Improvement Districts (PIDs) - Setting Annual Assessment Rates for 2020 and Adopting 2021 Service Plans; Upcoming Agenda Items: August 26, 2020 Call for Public Hearing & September 9, 2020 Hold Public Hearing and Set Assessment Rates  
[Courtney Pogue, Director, Office of Economic Development]

**Attachments:** [Memo](#)

- C. [20-1413](#) Proposed Expansion of Neighborhood Empowerment Zone (NEZ) No. 10  
[Kevin Spath, Assistant Director, Office of Economic Development]

**Attachments:** [Memo](#)

- D. [20-1414](#) Small Business Continuity Fund Update and Program Statement Revision  
[Courtney Pogue, Director, Office of Economic Development]

**Attachments:** [Memo](#)

**EXECUTIVE SESSION BRIEFING ITEMS**

- E.     [20-1410](#)     Deliberate the offer of a financial or other incentive to a business prospect ("Project X") that the City seeks to locate/relocate within the City and with which the city is conducting economic development negotiations (Sec. 551.087 T.O.M.A.)  
[Robin Bentley, Assistant Director, Office of Economic Development]
- F.     [20-1411](#)     Deliberate the offer of a financial or other incentive to a business prospect ("Project X") that the City seeks to locate/relocate within the City and with which the city is conducting economic development negotiations (Sec. 551.087 T.O.M.A.)  
[Robin Bentley, Assistant Director, Office of Economic Development]

**ADJOURNMENT**

**EXECUTIVE SESSION NOTICE**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1406

**Item #:** 1.

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Approval of the June 1, 2020 Economic Development Committee Meeting Minutes

# Economic Development Meeting Record

The Economic Development Committee meetings are recorded. Agenda materials are available online at [www.dallascityhall.com](http://www.dallascityhall.com). Recordings may be reviewed/copied by contacting the Economic Development Committee Coordinator at 214-671-8958

**Meeting Date:** June 1, 2020

**Convened:** 1:01 p.m.

**Adjourned:** 2:21 p.m.

**Committee Members Present:**

Tennell Atkins, Chair  
David Blewett, Vice Chair  
Jennifer S. Gates  
B. Adam McGough  
Omar Narvaez  
Jaime Resendez  
Chad West

**Committee Members Absent:**

**Other Council Members Present:**

**Presenters:**

Dr. Eric Johnson, Chief Eco. Dev. & Neighborhood Services  
Courtney Pogue, Director, Office of Economic Development  
Kevin Spath, Assistant Director, Office of Economic Development  
Darron Babcock, Bonton Farms, Founder Executive Director  
Mike Reinesl, City of Refugee, CEO COR-Dallas

## AGENDA

Call to Order (1:04p.m.)

**1. Approval of the May 4, 2020 Meeting Minutes**

**Presenter(s):** Tennell Atkins, Chair

**Action Taken/Committee Recommendation(s):** A motion was made to approve the minutes for the May 4, 2020 Economic Development Committee meeting.

Motion made by: David Blewett	Motion seconded by: Chad West
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

- 2. Authorize (1) an ordinance amending the Project Plan and Reinvestment Zone Financing Plan ("Plan") for Tax Increment Financing Reinvestment Zone Number Nineteen ("Cypress Waters TIF District") to reprogram \$820,000.00 NPV dollars (approximately \$1,490,579.00 total dollars) in the Cypress Waters TIF District's budget from the Infrastructure Improvements line item to increase the Public Safety Improvements line item to \$6,820,000.00 2010 NPV dollars (approximately \$12,397,255.00 total dollars) to support the development of a permanent public safety facility in the District; (2) a development agreement with Billingsley LD, Ltd. ("Developer") and/or its affiliates in an amount not to exceed \$12,300,000.00, payable from future Cypress Waters TIF District Funds, for reimbursement of development costs (excluding land costs) associated with development and conveyance of a Public Safety Building/Fire Station 58 in Cypress Waters TIF District; (3) the City Manager, upon completion of the Cypress Waters Public Safety Building/Fire Station 58, to execute customary and reasonable closing documents, as may be required and approved as to form by the City Attorney, to transfer ownership of the land and facility to the City of Dallas; and (4) an increase in appropriations in an amount not to exceed \$12,300,000.00 in the Cypress Waters TIF District Fund**

**Presenter(s):** Kevin Spath, Office of Economic Development

**Action Taken/Committee Recommendation(s):** Before the presentation was started, Kevin Spath read the correct subject for this item. Motion was made to move item forward with the item

Motion made by: Omar Narvaez	Motion seconded by: David Blewett
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

**3. Economic Development Pilot Project Presentation on 12000 Greenville Site**

**Presenter(s):** Dr. Eric Anthony Johnson, Chief of Economic Development and Neighborhood Services, City Manager's Office, Darron Babcock, Bonton Farms and Mike Reinesl, City of Refugee

**Action Taken/Committee Recommendation(s):** No action was taken.

Motion made by:	Motion seconded by:
Item passed unanimously:	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

**4. HUD Note for Section 108 Lorenzo Hotel Project**

**Presenter(s):** Courtney Pogue, Director, Office of Economic Development

**Action Taken/Committee Recommendation(s):** A motion was made to move forward with the item

Motion made by: Chad West	Motion seconded by: Omar Narvaez
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

**5. Amendment to the Small Business Continuity Fund Program Statement. Authorize an amendment to the Program Statement for the Small Business Continuity Fund (SBCF) previously approved on April 22, 2020 by Resolution No. 20-785-Financing: No cost consideration to the City**

**Presenter(s):** Courtney Pogue, Director, Office of Economic Development

**Action Taken/Committee Recommendation(s):** Motion was made to move forward with the item

Motion made by: Omar Narvaez	Motion seconded by: Jaime Resendez
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

**6. Public Facility Corporation Update**

**Presenter(s):** Dr. Eric Anthony Johnson, Chief of Economic Development and Neighborhood Services, City Manager's Office

**Action Taken/Committee Recommendation(s):** Motion was made to move forward with the item

Motion made by: Omar Narvaez	Motion seconded by: Jennifer Gates
Item passed unanimously: X	Item passed on a divided vote:
Item failed unanimously:	Item failed on a divided vote:

Adjourn (2:21 p.m.)

**APPROVED BY:**

**Tennell Atkins, Chair**  
Economic Development Committee

**ATTESTED BY:**

**Tenna Kirk, Coordinator**  
Economic Development Committee





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1407

**Item #:** A.

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Hensley Field Reuse and Redevelopment Master Plan  
[Peer Chacko, Director, Planning and Urban Design]



**City of Dallas**

# Hensley Field Reuse & Redevelopment Master Plan

City Council  
Economic Development  
Committee Briefing  
August 3, 2020

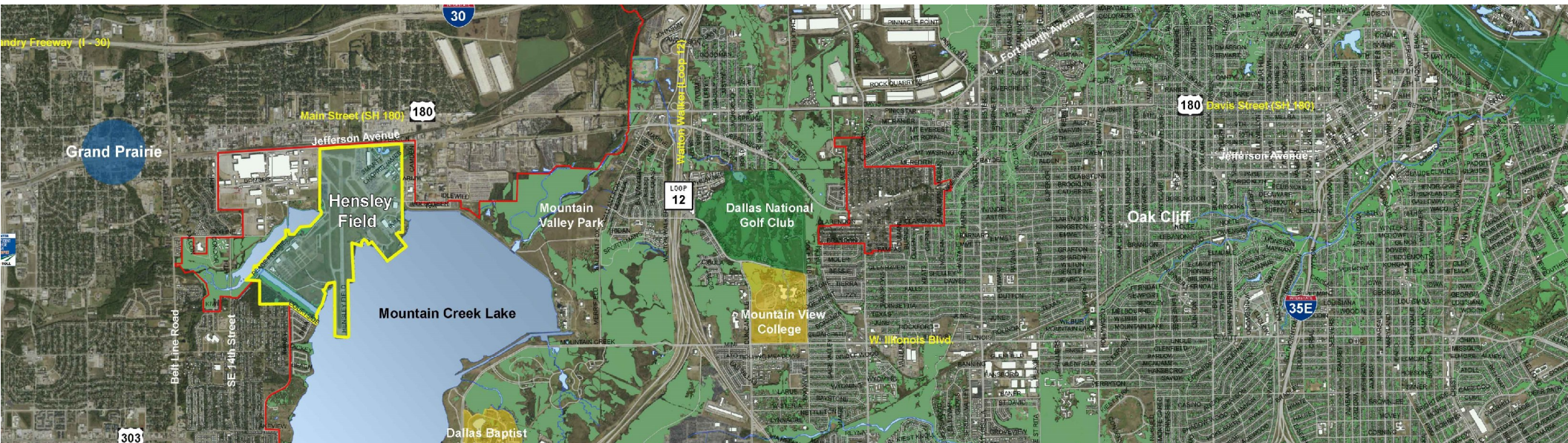
Peer Chacko, Director  
Planning & Urban Design  
City of Dallas



# Purpose



- Brief the Committee on the proposed Hensley Field redevelopment master planning scope and process.



# Presentation Overview



- Location, Context and Background
- Master Planning Goals and Scope
- Case Studies Showcasing Success
- RFQ-RFP and Preferred Vendor
- Process, Deliverables, Cost & Funding
- Next Steps
- Appendix: Case Studies

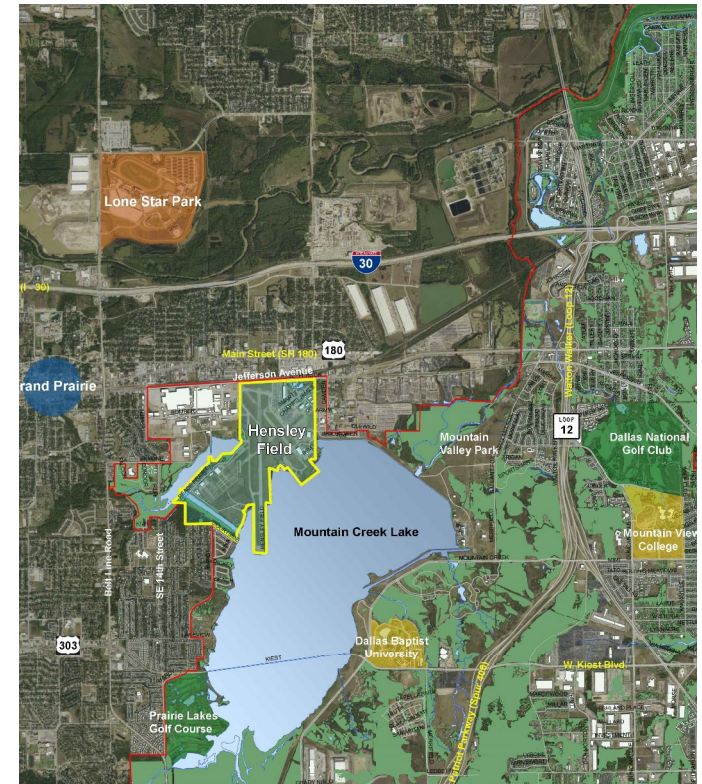




# Location and Context



- 738-acre City-owned site with 2½ miles of Mountain Creek Lake frontage and excellent views of Downtown Dallas and escarpment.
- Located at Dallas' south-western edge near Grand Prairie, with regional access via Jefferson Blvd, Loop 12, Beltline Road and IH-30.



# Background



- Hensley Field was leased by the U.S. Navy from the City of Dallas from 1949 to 1999.
- Since the Naval Air Station's closure, the site has been used for a patchwork of temporary storage, City functions, and unrelated leases.
- Current uses do not represent the highest and best use to maximize community benefits.



## Background (contd.)



- The U.S. Navy is obligated under the 2002 Settlement Agreement for site clean up to unrestricted residential conditions.
- The U.S. Navy has committed to coordinating with the City to expedite investigations and remove PFAS\* using existing funds.
- A key remaining obstacle to redevelopment is lack of a redevelopment master plan.



\* Per- and polyfluoroalkyl substances (PFAS) are a group of man-made chemicals in global use since the 1940s





# Master Planning Goals



- Create a vision and implementation plan for an authentic, climate-smart, diverse, mixed-income and walkable community with a mix of jobs, housing, services and amenities.
- Engage a national/international caliber master planning and design team to create a world-class redevelopment master plan for Hensley Field.





# Explore Future Development Potential



A snapshot of what is possible:

- 7,000 new diverse, mixed-income dwelling units
- 7.5 million square feet of commercial, institutional and civic space
- 15,000 new jobs created across sectors and industries
- 160 acres of regional lake-front park space and accessible neighborhood open space



# Advance Multiple City Initiatives



- Create a well-connected mixed-use regional center in alignment with the forwardDallas! Comprehensive Land Use Plan and the Connect Dallas Mobility Plan
- Generate a catalytic economic engine for Southern Dallas to advance the Strategic Economic Development Plan
- Build complete neighborhoods with mixed-income housing to advance the Comprehensive Housing Policy
- Create a sustainable/resilient community in alignment with the Comprehensive Environment and Climate Action Plan (CECAP)



# CECAP Policy Alignment



**BUILDINGS-** B11, 12, 13, 14, 15: Ensure that new buildings are constructed sustainably and are carbon neutral



**ENERGY-** E1, 2, 5, 6, 7, 8: Encourage investment in, and greater use of renewable energy; ensure affordable access to renewable energy



**TRANSPORTATION -** T10, 11, 12, 14: Synergize land use and housing with transportation to increase access to walking, biking and public transit



**WATER RESOURCES -** WR3, 4, 5, 6, 10, 12: Conserve and protect water resources; protect neighborhoods from flooding; prepare for drought



**GREEN SPACES-** EG1, 2, 3, 8: Leverage green spaces to provide climate adaptation benefits; integrate nature-based design solutions



Water-based green space



Solar



Pedestrian Street

Protected intersection with separate bike lanes



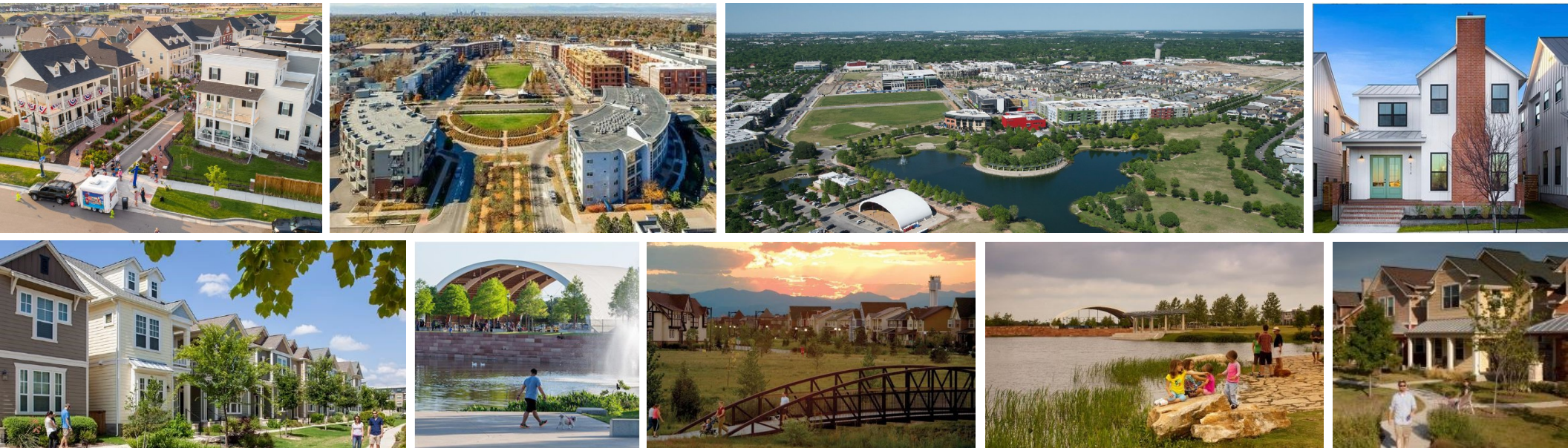


# Case Studies Showcasing Success\*



- Mueller – Austin, Texas
- Stapleton – Denver, Colorado
- Alameda Point – Alameda, California
- Hunters Point – San Francisco, California
- Navy Yard – Philadelphia, Pennsylvania
- Hamilton Air Field – Novato, California
- El Toro – Irvine, California

\* See appendix for additional information



# Master Planning Scope



- Engage the community to define guiding principles and explore alternative redevelopment scenarios.
- Evaluate alternative development scenarios and assess market/financial feasibility to identify a combination of unique and viable uses.
- Showcase innovative and cost-effective green solutions to protect human health and the environment and take advantage of unique natural features to provide public access to waterfront amenities.
- Design a multi-modal transportation network on-site with enhanced access from the Dallas urban core and the region.



# Master Planning Scope



- Use existing site infrastructure and facilities to enhance the site's uniqueness and acknowledge/preserve history.
- Develop a phased build-out strategy to transition from current uses with catalytic projects to launch each phase in coordination with environmental clean-up activities, and interim uses to change public perceptions and generate revenue.
- Define a governance structure to enable effective oversight of master plan implementation and financing through public-private partnerships.





# RFQ-RFP Process



- May 2019: City of Dallas issued a Request For Qualifications (RFQ)
  - An evaluation committee representing seven key departments was assembled to review and evaluate proposals
  - 15 teams of national/international repute responded and were interviewed to select the three most qualified to participate in the Request For Proposals (RFP) phase
- August 2019: City of Dallas issued an RFP to three short-listed teams
- November 2019: The three short-listed teams were interviewed
- January 2020: The preferred vendor was identified



# Preferred Vendor



## McCann Adams Studio Team

- Team lead has directly relevant experience in Austin, Texas on successful conversion of the former Robert Mueller Municipal Airport into a vibrant, walkable, mixed use, mixed income community.
- Well-rounded team with relevant combination of local & national experience
  - McCann Adams Studio (Team lead, planning & urban design)
  - SWA Group (local project manager, landscape architecture)
  - Economic and Planning Systems (economics & implementation)
  - K Strategies (local public relations & engagement)
  - Civic Arts (arts/culture-based engagement)
  - RSM Design (historic resources)
  - Center for Maximum Potential Building Systems (green building and resilience)
  - Stantec (local civil engineering)
  - Fehr & Peers (multimodal transportation)
  - Integrated Environmental Solutions (environmental)
  - Terracon (Geotechnical)





# Master Planning Process



- Phase I (Four months):
  - Gain and communicate a comprehensive understanding of the regulatory, economic, and physical conditions of the site and surroundings that will affect redevelopment.
  - Initiate a dialogue with key stakeholders and the community.
- Phase II (Six months):
  - Explore and evaluate a wide range of development options
  - Engage stakeholders and the community
- Phase III (Eight months):
  - Refine the preferred development strategy
  - Prepare the final master plan and implementation strategy
  - City Council action



# Master Plan Deliverables



The master plan will provide a compelling vision, clear policy direction, and an implementation framework to facilitate public-private development partnerships and coordination of investments over an extended period.

1. Land Use and Urban Design
2. Housing, Open Space and Recreation
3. Transportation
4. Infrastructure
5. Sustainability and Resiliency
6. Historic and Cultural Resources
7. Implementation and Governance



# Master Plan Cost & Funding



Funding for the master planning process:

• Hensley Field Fund:	\$460,000
• 2017 Bond Prop A*:	\$677,391
• 2017 Bond Prop I (District 3 ED funds):	\$862,609
• Total Cost	\$2,000,000

\*A funding swap has been secured through NCTCOG to ensure that existing 2017 Bond Program Proposition A commitments are maintained.



## Next Step



- City Council action on the preferred vendor contract is scheduled for August 26, 2020.



# Appendix



## Case Studies

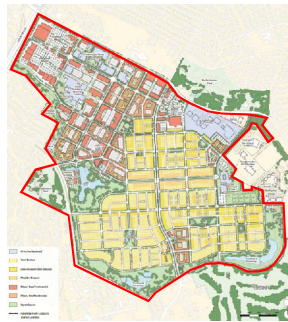


# Case Studies



## Mueller Austin

The former 711-acre Robert Mueller Municipal Airport relocated in 1999, was master planned and redeveloped into a mixed-use urban village in the heart of the city, successfully achieving the City's economic development and housing goals.



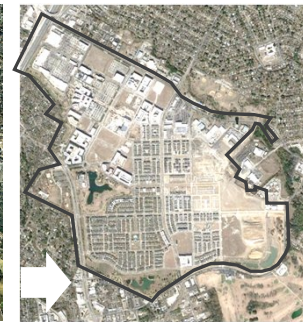
Master Plan



2001



2009



2018



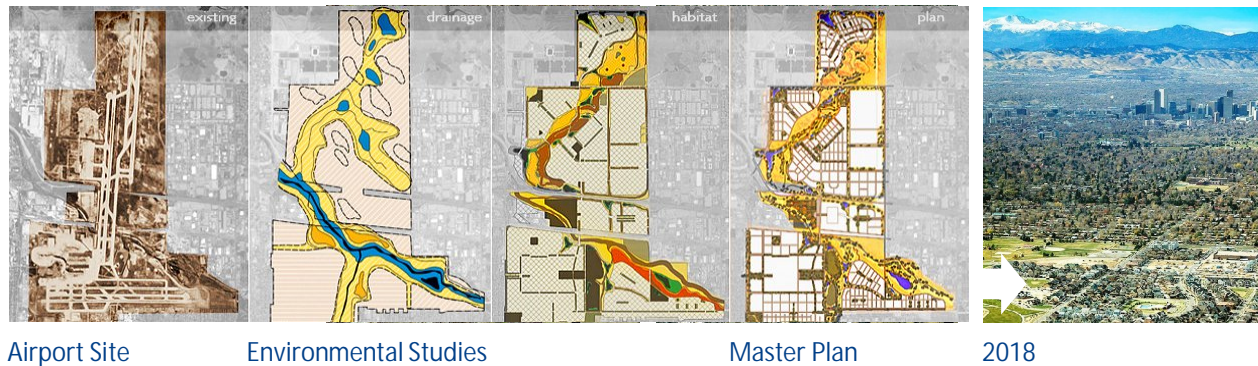


# Case Studies



## Stapleton Denver

The 4,700-acre former Stapleton International Airport site 10 minutes from downtown Denver has been re-developed into nine neighborhoods, nine schools, 50 parks, several shopping and business districts connected to Denver metro area by a commuter rail line.



Airport Site

Environmental Studies

Master Plan

2018



# Case Studies



## Alameda Point Alameda, CA

A former Naval Station, this 560-acre site has been reimagined as a sustainable community using public engagement to inform design, Alameda Point provides diverse housing options, makes sustainability a priority, and adds transit to connect to the City and surrounding region.



Station Site



Master Plan



Marina and Ferry Station





# Case Studies



## Hunters Point San Francisco

Former US Navy shipyard on 638 acres is re-developing into a mixed-use residential, retail and light industry development. A network of neighborhood parks, plazas, and a continuous waterfront park trail and bikeway system knit Hunters Point to its shipyard neighbors.



Station Site



Master Plan



The Site in 2018

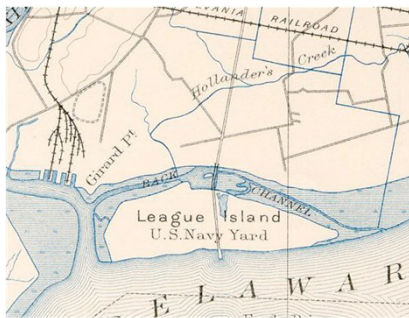


# Case Studies



## Navy Yard Philadelphia

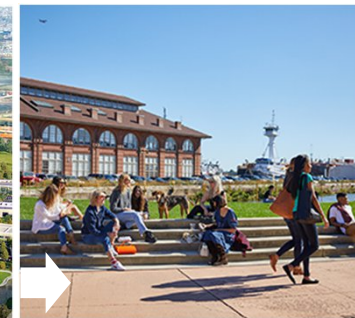
Birthplace of the U.S. Navy, this 1,200-acre site has been transformed since 2000 into a thriving community where 150 companies occupy over 7.5 million square feet of office, industrial manufacturing, research and development space, with 13 LEED certified buildings and over 20 acres of park space. rail line.



Navy Site



Master Plan



Open Space Along Riverfront



# Case Studies



## Hamilton Air Field Novato CA

Dedicated in 1935 as a bombardment base of the Air Force's 1st Wing and decommissioned in 1975, the former base is being re-purposed as a master planned mixed-use community with residential, commercial, open space, and civic uses. The former air strip is also being restored to its former state as a wetland.



Navy Site



Master Plan



Hangars Converted to Office Space





# Case Studies



## El Toro Irvine, CA

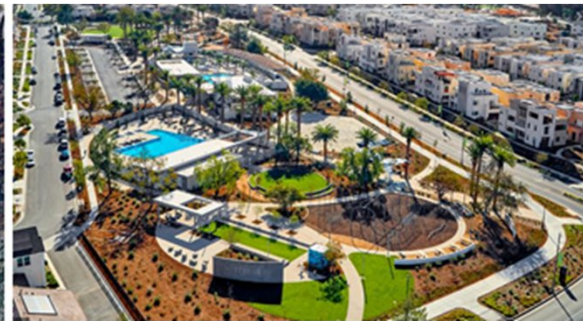
Decommissioned in 1993, over 3,700 acres of the former Marine Corps Air Station have been transferred to private developers to build the City of Irvine's "The Great Park", a mix of residential, industrial, research and development, educational, and public recreational and open space uses.



Marine Base



Master Plan



New Residential and Recreational Development





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1412

**Item #:** B.

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City of Dallas Public Improvement Districts (PIDs) - Setting Annual Assessment Rates for 2020 and Adopting 2021 Service Plans; Upcoming Agenda Items: August 26, 2020 Call for Public Hearing & September 9, 2020 Hold Public Hearing and Set Assessment Rates  
[Courtney Pogue, Director, Office of Economic Development]

# Memorandum



CITY OF DALLAS

DATE July 28, 2020

TO The Honorable Members of the Economic Development Committee:  
Tennell Atkins (Chair), David Blewett (Vice-Chair), Jennifer Staubach Gates, Adam McGough, Omar Narvaez, Jaime Resendez, Chad West

SUBJECT **Upcoming Agenda Items: (1) August 26, 2020 Call for Public Hearing for Public Improvement Districts (PIDs) to Set Annual Assessment Rates for 2020, Adopt 2021 Service Plans; and (2) September 9, 2020, Public Hearing for PIDs to adopt Annual Assessment Rates for 2020, Adopt 2021 Service Plans.**

## **Background**

Chapter 372 of the Texas Local Government Code, Improvement Districts in Municipalities and Counties, requires that the City Council annually call and hold a public hearing to set the annual assessment rate for property in each district and approve a Service Plan for each district. These actions take place in September each year after the management of each public improvement district (PID) has reviewed changes in the appraised values and service needs for their district and prepared an annual budget for the remaining term of the PID.

PIDs are governed by state law and City of Dallas PID Policy (adopted in December 2005 and last amended on March 25, 2020). In the City of Dallas, a PID is a special assessment area created at the request of property owners in the proposed district via petition. Property owners pay a supplemental assessment with their taxes, which PIDs use for services and/or improvements above and beyond existing City services. The assessment is an apportionment of the total cost of service enhancements and improvements approved by property owners who signed a petition in support of the district's creation or renewal. The assessment allows each PID to have its own work program or service plan, which may consist of eligible activities such as marketing, providing additional security, landscaping and lighting, street cleaning, and cultural or recreational improvements. City's power to levy is limited to petition and budget categories/costs approved by property owners. Individual PIDs are governed by property owner elected boards and managed by a specifically formed non-profit organization or homeowners' association. Under a management contract with the City, PID managers are responsible for updating the PID's service plan annually, and following Council approval, implementation of the PID's annual service plan.

Daily, the Dallas County Tax Office remits assessment collections to the City. In turn, City staff disburse monthly assessment collections to PID managers. City staff book the assessments remitted by the Tax Office as revenue in segregated, special revenue funds established in the City's for each PID, and the monthly assessment disbursements issued to PID managers as PID fund expenditures. To ensure that each PID fund has sufficient appropriations (i.e. spending authority) to disburse all assessments due to PID managers over the upcoming year, staff periodically request Council approval to increase PID fund appropriations, using each PID's certified assessment roll as primary source of projected fund revenue/cash.

DATE July 28, 2020

SUBJECT **Upcoming Agenda Items: August 26, 2020 Call for Public Hearing for Public Improvement Districts (PIDs) to set Annual Assessment Rates for 2020, Adopt 2021 Service Plans and on September 9, 2020 at the close of the public hearing adopt the final 2021 Service Plans, the final 2020 Assessment Plans, and the 2020 Assessment Rolls.**

Below is a list of the PIDs in Dallas:

- Dallas Downtown Improvement District
- Deep Ellum Public Improvement District
- Klyde Warren Park/Dallas Arts Public Improvement District
- Knox Street Public Improvement District
- Lake Highlands Public Improvement District
- North Lake Highlands Public Improvement District
- Oak Lawn Hi-Line Public Improvement District
- Prestonwood Public Improvement District
- South Dallas/Fair Park Public Improvement District
- South Side Public Improvement District
- Tourism Public Improvement District
- University Crossing Public Improvement District
- Uptown Public Improvement District
- Vickery Meadow Public Improvement District

On August 26, 2020, City Council will consider calling a public hearing, to be held on September 9, 2020, to provide a reasonable opportunity for any owner of a property located within each PID to speak for or against the proposed assessment rate for each PID.

On September 9, 2020, at the close of the public hearing, City Council will take action to adopt the final 2021 Service Plans, the final 2020 Assessment Plans, and the 2020 Assessment Rolls for all the PIDs. City staff have worked with each PID to finalize PID assessment rolls and proposed budgets for services and improvements.

The City must adhere to the City Council annual schedule of calling for public hearing (last August Council date) and holding of public hearing (first September Council date) so that Dallas County can include the PID assessments in the regular tax bills. If this schedule is not met, the City would need to find another way to collect the assessments, costing the City money to send a separate bill, and would likely not have the same success rate with payments or issuing penalties.

A follow up memo will be sent prior to the September 9<sup>th</sup> public hearing with more detailed information regarding individual PID budgets proposed for the 2021 Service Plan year.

### **Fiscal Information**

There is no cost consideration to the City should Council call for a public hearing for September 9<sup>th</sup> on August 26<sup>th</sup>. There is a cost consideration to the City and to owners of property within the boundaries of each PID, should Council approve each PID's 2021 Service Plan, final 2020 Assessment Plan, and 2020 Assessment Roll after the close of each PID's public hearing on September 9<sup>th</sup>.

DATE July 28, 2020

SUBJECT **Upcoming Agenda Items: August 26, 2020 Call for Public Hearing for Public Improvement Districts (PIDs) to set Annual Assessment Rates for 2020, Adopt 2021 Service Plans and on September 9, 2020 at the close of the public hearing adopt the final 2021 Service Plans, the final 2020 Assessment Plans, and the 2020 Assessment Rolls.**

The City Controller's Office and the Budget Office have requested that beginning this year, PID public hearing items show the projected amount of assessments to be disbursed from each PID fund as cost considerations to the City, in recognition of revenue and expenditure transactions that will be recorded in the City's special PID revenue funds which are reported on the City's comprehensive annual financial report.

Additionally, with the exception of the City's hotel-PID, owners of property within the boundaries of each PID will pay an assessment that is approximately equal to the annual assessment rate set for each district per \$100.00 of appraised property value as determined by the Dallas Central Appraisal District. The FY 2020-21 Downtown Improvement District assessment for City-owned property is estimated at \$854,603.00 based on the Petitioned Service Plan submitted by DDI in January 2020 to be paid from the General Fund (\$576,530.00) and Convention and Event Services Enterprise Fund (\$278,073.00). The final DID assessment for City-owned property will be known once the 2020 DID Assessment Roll is finalized in upcoming days, and included in the follow up memo that will be sent to Council prior to September 9<sup>th</sup> public hearing.

Should you have any questions, please contact Courtney Pogue, Director, Office of Economic Development at 214-670-0170.



Dr. Eric Anthony Johnson  
Chief of Economic Development & Neighborhood Services

c: Honorable Mayor and City Council  
T.C. Broadnax, City Manager  
Chris Caso, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1413

**Item #:** C.

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Proposed Expansion of Neighborhood Empowerment Zone (NEZ) No. 10  
[Kevin Spath, Assistant Director, Office of Economic Development]

# Memorandum



CITY OF DALLAS

DATE July 31, 2020

TO Honorable Members of the Economic Development Committee:  
Tennell Atkins (Chair), David Blewett (Vice-Chair), Jennifer Staubach Gates,  
Adam McGough, Omar Narvaez, Jaime Resendez, Chad West

SUBJECT **Proposed Expansion of Neighborhood Empowerment Zone (NEZ) No. 10**

On August 26, 2020, City Council will be asked to consider the proposed expansion of Neighborhood Empowerment Zone (NEZ) No. 10 by 152 acres. The proposed expansion includes 169 additional commercial properties along Buckner Boulevard generally from Lake June Road to Scyene Road in the Pleasant Grove area of Dallas. Please see Exhibit "A" for a map of the proposed expansion area.

On June 12, 2019, City Council approved Resolution Number 19-0945, designating approximately 373 acres of property along Buckner Boulevard and Great Trinity Forest Way in the Pleasant Grove area of Dallas as NEZ No. 10. Please see Exhibit "B" for more details about NEZ No. 10.

Over the past year, Office of Economic Development staff have been working with a number of property owners within NEZ No. 10 on possible economic development projects. To date, no projects have been ready for approval.

The proposed expansion of NEZ No. 10 will increase the opportunities to partner on projects to overcome economic challenges in the Pleasant Grove area. The same economic indicators that were identified during the initial designation of NEZ No. 10 exist in the proposed expansion area: aging commercial corridor, small parcels, fragmented ownership, underutilized land use, auto-oriented low-density development pattern, lack of amenities in the public realm, visual clutter, perception and relatively lower levels of market demand.

Office of Economic Development staff have received interest in projects that could benefit from the NEZ if expanded as proposed.

Should you have any questions, please contact Courtney Pogue, Director, Office of Economic Development at 214-670-0170.

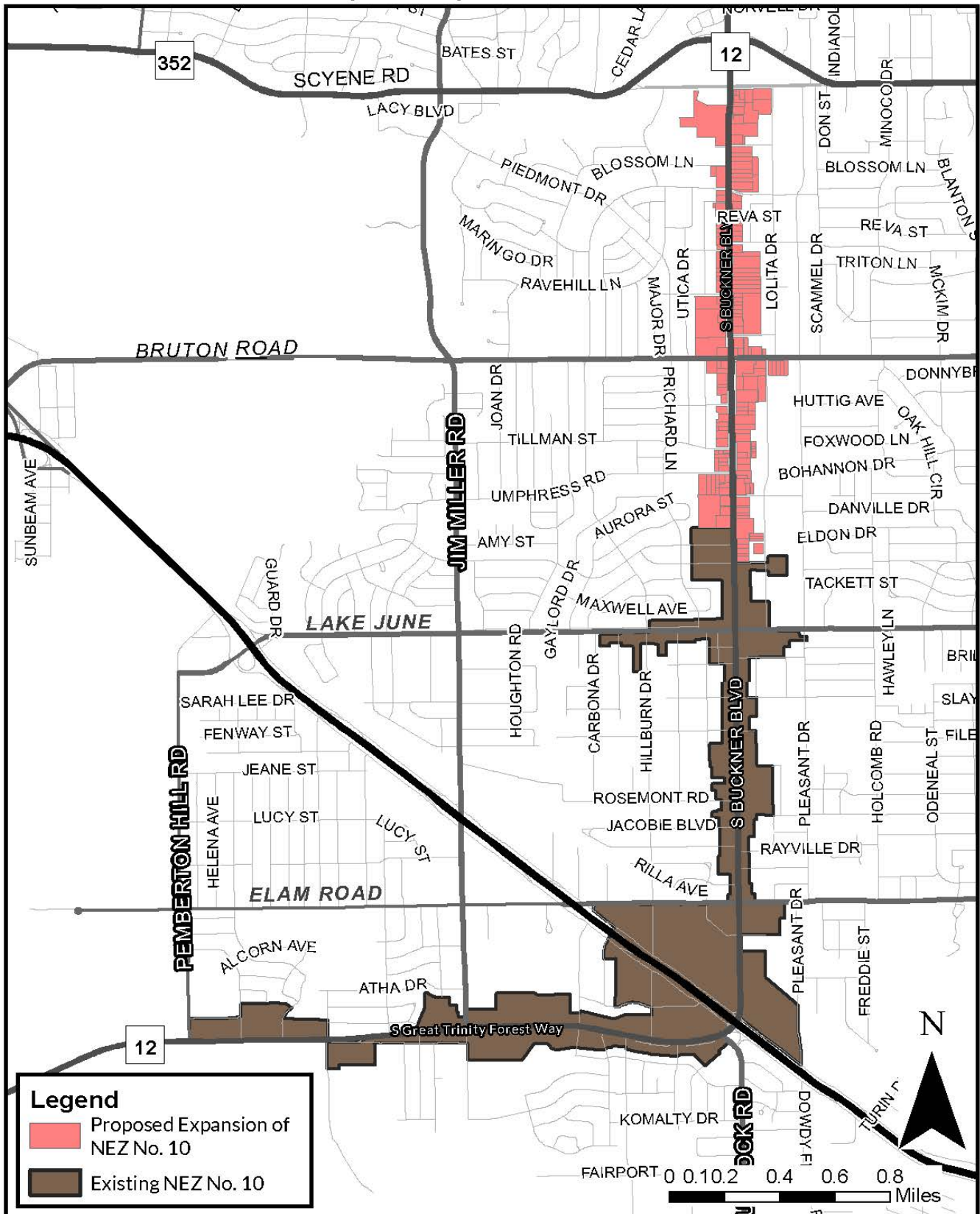
Dr. Eric Anthony Johnson  
Chief of Economic Development & Neighborhood Services

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizar Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager  
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Laila Alequresh, Chief Innovation Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors

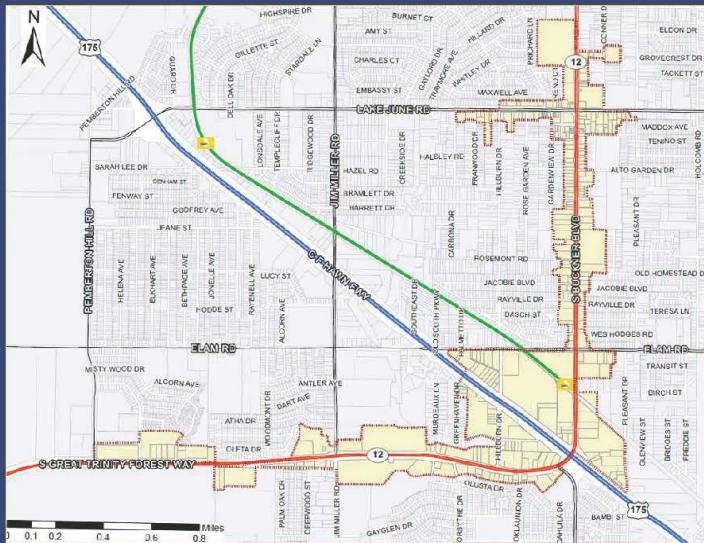
# EXHIBIT A

## Proposed Expansion of NEZ No. 10



# NEIGHBORHOOD EMPOWERMENT ZONE #10

## DALLAS, TEXAS



NEZ No. 10 is generally located along South Buckner Boulevard and Great Trinity Forest Way in the Pleasant Grove area of Dallas.

On June 12, 2019, Dallas City Council approved the designation of Neighborhood Empowerment Zone #10 (NEZ No. 10) for a geographic area approximately 373 acres in size.

In conjunction with the designation of NEZ No. 10, the City of Dallas Office of Economic Development proposed the creation of a pilot program to encourage increased economic development in NEZ No. 10.

This pilot program is intended to spur economic development within the NEZ No. 10 boundary, consistent with the Pleasant Grove Now initiative, including stimulating business and commercial activity, retaining and creating jobs, increasing occupancy of existing buildings, encouraging investment in existing buildings, and incentivizing workforce development/job training programs.

With the designation of NEZ No. 10, Dallas City Council also approved \$1 million of 2017 bond funding as a dedicated source of funds to incentivize economic development projects in NEZ No. 10.

A project seeking incentives in NEZ No. 10 must contractually commit to creating/retaining at least 5 jobs or providing at least \$75,000 of private investment.

The following incentive tools may be available to property owners and businesses within NEZ No. 10 that meet the eligibility criteria of this program:

- ◆ Real property tax abatement (up to 90 percent for 10 years)
- ◆ Business personal property tax abatement (up to 50 percent for 5 years)
- ◆ Grants and loans
- ◆ Incentives for workforce development/job training
- ◆ Other economic development tools as applicable (Public Improvement District; New Markets Tax Credits; Property Assessed Clean Energy [PACE] financing; State of Texas incentives)

All potential projects require the submittal of an incentive application. Each application will be evaluated and underwritten on a case-by-case basis based on the specifics of each project.

### FOR MORE INFORMATION CONTACT

DORCY CLARK

ECONOMIC DEVELOPMENT  
DISTRICT MANAGER

(214) 670-1221

[DORCY.CLARK@DALLASCITYHALL.COM](mailto:DORCY.CLARK@DALLASCITYHALL.COM)





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1414

**Item #:** D.

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Small Business Continuity Fund Update and Program Statement Revision  
[Courtney Pogue, Director, Office of Economic Development]



# Memorandum



CITY OF DALLAS

DATE July 31, 2020

The Honorable Members of the Economic Development Committee:  
TO Tennell Atkins, (Chair), David Blewett, (Vice-Chair), Jennifer Staubach Gates,  
Adam McGough, Omar Narvaez, Jaime Resendez, Chad West

SUBJECT **Upcoming Agenda Items: Small Business Continuity Fund Program Statement changes**

On August 12, 2020, City Council will be asked to consider a council item to authorizing an amendment to the Program Statement for the Small Business Continuity Fund (SBCF) to reflect the addition of additional federal funding as provided by the Coronavirus Relief Fund (CRF) and to make other technical and clarifying changes that allow the more flexible CRF funding to be used.

On April 22, 2020, City Council authorized the creation of the SBCF to provide grant and loan funding to Dallas small businesses impacted by COVID-19 pursuant to Resolution No. 20-0646. The program was initially funded through CDBG funds provided by the CARES Act, and subject to CDBG program regulations.

Funds provided through CRF are more flexible and as a result, adhering to CDBG program requirements for non-CDBG funds, creates an unnecessary administrative burden. The revised program statement removes the CDBG income and reporting requirements for those SBCF awards not funded by CDBG funding. Businesses are still required to create or retain 1 job and remain in business for at least 6 months for all grant awards.

A revised Program Statement is available and attached as Exhibit A.

Should you have any questions, please contact Courtney Pogue, Director, Office of Economic Development at (214) 670-0170.

Dr. Eric Anthony Johnson  
Chief of Economic Development & Neighborhood Services

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Billerae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager  
Michael Mendoza, Chief of Strategy and Special Initiatives  
M. Elizabeth Reich, Chief Financial Officer  
Laila Aleqresh, Chief Innovation Officer  
Directors and Assistant Directors

# **City of Dallas Small Business Continuity Fund**

*Program Statement*

*Approved April 22, 2020*

*Revised June 10, 2020 and August \_\_, 2020*

## **PURPOSE**

The City hereby establishes and provides for the administration of the City of Dallas Small Business Continuity (CDSBC) Program to promote local economic development by maintaining small business operations and retaining employment within the City, pursuant to 42 U.S.C. §5305 and the Coronavirus Aid, Relief, and Economic Security (CARES) Act. The purpose of the Fund is to ensure continued operations of small businesses and job retention by those businesses impacted by the COVID-19 Pandemic. The Fund will be administered by the Office of Economic Development or through selection of a subrecipient. Awards made using Community Development Block Grant (CDBG) funding will operate in conformance with the CDBG programs and its national objective of providing benefits to the low to moderate income community. Awards made using Coronavirus Relief Fund (CRF) funds or any other non-CDBG funds will adhere to the guidance as defined in this document and any appropriate local, federal, or state laws or regulations, and will be used for grants only. This program will sunset at the end of 2021.

## **FUNDING**

Various funding types may be used under this Program and must follow the requirements of the funding types. This program statement may be amended by the City Manager or designee to include amendments as appropriate to meet funding requirements.

Initial CDBG funding for the program was provided through a \$5 million allocation of Community Development Block Grants (CDBG) from Housing and Urban Development (HUD) from the CARES Act. These CDBG funds, and any other awarded CDBG funds, must be used to benefit a low-to-moderate income population and meet certain job creation and retention requirements as required by the CDBG program. This program, in compliance with the CDBG program, requires the creation or retention of at least one full-time equivalent, permanent job per \$35,000 of CDBG funds used, that at least 51% of eligible businesses full time jobs created or retained involve the employment of low to moderate income persons, and that jobs would be lost without this assistance. Approximately \$2.5 million would be available for grant funding, providing a minimum of 250 small business grants. Of the \$2.5 million available for grant money, \$1.25 million would be targeted to businesses located in high poverty and/or low-income areas. The remaining approximately \$2.5 million would be available as loan funding, providing a minimum of 50 loans.

Additional funds, including CRF funds or any other non-CDBG funds, may be added at the sole discretion of the City Council. Additional outside funds as provided by private sector partners may also be added by



donation to the City or by donation to the subrecipient or its contractor (third-party administrator) on behalf of the City. Any additional funding other than CDBG funding allocated to this Program will be available for grant funding.

## BUSINESS ELIGIBILITY

For purposes of this program statement, eligible small businesses for CDBG funding are those businesses that meet the following:

- a. **Geographic location requirement:** Businesses must be located in Dallas. Businesses not located within Dallas city limits are disqualified, in accordance with federal funding eligibility guidelines; and
- b. **Physical location requirement:** Businesses must operate out of a physical location within Dallas city limits. Physical location includes a 'brick and mortar' edifice, farmers market, and other types of physical spaces. This will be verified through a review of the Certificate of Occupancy as granted by the City of Dallas or other method; and
- c. **COVID-19-related harm requirement:** The business must be able to demonstrate that they have experienced a loss of income of at least 25% due to the COVID-19 pandemic; and
- d. **Micro-enterprise status requirement:** Microbusiness owners must meet the income requirements established by federal funding eligibility guidelines. Micro-business owners had to have low-moderate income (less than 80% of the Area Median Income). Micro-businesses had to employ five people or fewer, in accordance with federal funding eligibility guidelines; **OR**
- e. **Low to moderate income (LMI) employees requirement:** Businesses that do not meet the microbusiness definition must create or retain jobs to benefit the LMI population. Each business owner must submit an income eligibility certification form documenting the creation/retention of jobs for LMI residents of Dallas. Forms must indicate income levels and Dallas residency for employees.

	80% Area Median Income – Dallas MSA							
# of People in Household	1	2	3	4	5	6	7	8
Household Income	48,300	55,200	62,100	68,950	74,500	80,000	85,500	91,050

For purposes of this program statement, eligible small businesses for non-CDBG funding are those businesses that meet the following:

- a. **Geographic location requirement:** Businesses must be located in Dallas. Businesses not located within Dallas city limits are disqualified, in accordance with federal funding eligibility guidelines for any non-CDBG federal funding; and

- b. Physical location requirement:** Businesses must operate out of a physical location within Dallas city limits. Physical location includes a 'brick and mortar' edifice, farmers market, and other types of physical spaces. This will be verified through a review of the Certificate of Occupancy as granted by the City of Dallas or other method; and
- c. COVID-19-related harm requirement:** The business must be able to demonstrate that they have experienced a loss of income of at least 25% due to the COVID-19 pandemic;

### **Program Requirements**

Businesses must demonstrate that they were in operations as of September 1, 2019. Eligible applicants are low-to-moderate income (LMI) microbusiness owners (those with 5 or few employees, including themselves) and/or small businesses that employ (or had employed as of September 1, 2019) LMI workers. Small businesses are defined as those businesses with 50 or fewer employees and revenue under \$1.5 million. To comply with CDBG regulations, borrowers will provide the City with an income eligibility certification form from each applicant as well as a commitment to create and retain jobs and to report on creation and retention of jobs.

The fund will have a loan and a grant component; funding recipients can apply for either a loan or grant, but not both. CDBG requirements will apply to CDBG-funded loans and grants. Non-CDBG requirements will apply to non-CDBG funded grants.

Eligible businesses may receive a grant of SBCF in an amount equal to the lesser of (i) \$10,000 or (ii) the company's average monthly payroll, rent or mortgage interest, utilities and any inventory costs total for the months of January, February and March 2020, multiplied by two, with a minimum grant amount of \$1,000. The public purpose of the grant shall be to maintain business operations or retain jobs to reimburse the costs of business interruption caused by the COVID-19 pandemic. Eligible Businesses shall execute a grant agreement committing the Eligible Business to retain or create at minimum one (1) full time job and continue its normal business operations to the extent allowed by local, state and federal law for at least six months after the date of payment of the financial assistance. Funds may be used for payroll, rent, and/or working capital.

Rather than a grant payment, businesses may opt to apply for a SBCF loan. Loans under this program would be a higher amount (up to \$50,000) with a very low interest rate of 0-1% and 6 months deferred payment, with a loan term of up to 5 years. (e.g. up to 12 months deferred payments and up to 4 years of repayment). The loan balance is due at the end of the term. Eligible Businesses shall execute a loan agreement committing the Eligible Businesses to retain or create at minimum one (1) full time job for loans equal to or less than \$35,000, or at minimum two (2) full time jobs for loans greater than \$35,000 and continue its normal business operations to the extent allowed by local, state and federal law for at least six months after the date of payment of the financial assistance. The loan funds would meet the needs of small businesses who have a larger capital need. Funds may be used for payroll, rent, and/or working capital. Businesses would again need to demonstrate a 25% reduction in business as a result of the COVID-19 pandemic. Loans would be sized based on a company's average monthly payroll, total rent or mortgage interest, utilities and any inventory costs for the previous three months or the months of

January, February and March 2020, and multiplied by two. The loan amount would be the lesser of two months expenses or \$50,000.

No more than one SBCF payment will be made per business.

The eligible business must execute a grant or loan agreement with the subrecipient or subrecipient's third-party administrator to secure the grantees' commitment to job retention and continued operation in consideration for the funding. The amount of the funding may be reduced if the funding recipient is able to get assistance from other sources including state or federal disaster relief or if the funding recipient is eligible to receive insurance proceeds for their losses. Applicants must disclose on the application if they are applying for additional funding and must report at 6 months if additional funding was received.

Complete applications for funding will be accepted from May 4, 2020 to May 11, 2020 at 11:59 p.m. Incomplete applications will be rejected. Afterwards, completed applications for grant and loan funding will be entered into a lottery for funding, with grants for businesses in high poverty/low income areas entered into a separate lottery. Completed applications for loan funding will also be selected in random order. Eligibility for the funding and execution of the funding agreement will include review of the application and supporting documentation including but not limited to:

1. Confirmation that business is engaged in activities that are regulated by the City of Dallas and contains appropriate licenses and permits to operate in the City.
2. Certification that the businesses is located in the City of Dallas.
3. Verification that entity is registered with Secretary of State of Texas as a valid business by September 1, 2019
4. Documentation that revenue has declined by 25% or more as a result of the COVID-19 pandemic.
5. Verification that the businesses have \$1.5 million or less than annual gross revenue in 2019
6. Evidence that the business has 50 or fewer employees (5 or fewer for micro-enterprises)
7. Completed and signed IRS W-9 Form
8. Documentation to verify the economic hardship suffered as a result of the COVID-19; including tax returns, financial statements, and other financial and employment data, including IRS form 941.
9. Documentation on income eligibility, job creation/retention and employees are Dallas residents.

The Office of Economic Development may open additional application periods to accept additional business applications if additional funds are made available, but is not obligated to do so. Additional funds can be used to support applications that were declined under the first application period of the SBCF program but would now otherwise be eligible.

Funds shall not be awarded to persons or entities who have outstanding city liens or tax liens, who are party to a lawsuit against the City, who are currently in default under any other agreement with the City, or who have in the previous 5 years been party to a contract with the City that was terminated due to default.

City of Dallas employees and officers are not eligible for this program. Owners of multiple businesses will only be eligible for one award. Locally owned businesses with more than three locations in the City of

Dallas are ineligible for the program. Non-locally owned franchises are not eligible for this program. Non-profit organizations are not eligible for this program. Business or individuals whose primary revenue is generated from rental/income producing properties are not eligible for this program. Businesses that solely serve an age restricted clientele (18 and up) are not eligible for this program.



# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1410

**Item #:** E.

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Deliberate the offer of a financial or other incentive to a business prospect ("Project X") that the City seeks to locate/relocate within the City and with which the city is conducting economic development negotiations (Sec. 551.087 T.O.M.A.)

[Robin Bentley, Assistant Director, Office of Economic Development]





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-1411

**Item #:** F.

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Deliberate the offer of a financial or other incentive to a business prospect ("Project X") that the City seeks to locate/relocate within the City and with which the city is conducting economic development negotiations (Sec. 551.087 T.O.M.A.)

[Robin Bentley, Assistant Director, Office of Economic Development]