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CITYSECRETARY  
DALLAS.TEXAS

## City of Dallas

1500 Marilla Street, Room 6ES  
Dallas, Texas 75201

## Public Notice

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POSTED CITYSECRETARY  
DALLAS, TX



## Economic Development Committee

January 4, 2021

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), West (VC), Atkins, Blackmon, Gates
<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> Mendelsohn (C), Gates (VC), Bazaldua, McGough, Thomas	<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> We, Thomas (C), Mendelsohn (VC), Arnold, Blackmon, Kleinman, Resendez, West
<b>PUBLIC SAFETY</b> Gates (C), Kleinman (VC), Arnold, Bazaldua, Blewett, McGough, Medrano, Mendelsohn, Thomas	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Medrano (C), Atkins (VC), Arnold, Blewett, Narvaez
<b>TRANSPORTATION AND INFRASTRUCTURE</b> McGough (C), Medrano (VC), Atkins, Bazaldua, Kleinman, Mendelsohn, 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), Mendelsohn (VC), Atkins, Gates, McGough
<b>AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE</b> Thomas (C), Atkins, Blewett, Gates, Mendelsohn, 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 16 and online at [bit.ly/cityofdallastv](https://cityofdallastv.com). 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=e3dd443b700b15b7b72f07e8109087722>

## **Call to Order**

## **MINUTES**

1. [20-2513](#) Approval of the December 7, 2020 Economic Development Committee Meeting Minutes

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

## **BRIEFING ITEMS**

- A. [20-2516](#) Hensley Field Master Plan Update  
[Jim Adams, McCann Adams Studio; Peer Chacko, Director, Planning and Urban Design]

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

## **BRIEFING MEMORANDUMS**

- B. [20-2514](#) Refuge City of Dallas Inc Agreement - Authorize an Amendment to Resolution No. 20-1037  
[Robin Bentley, Interim Director, Office of Economic Development]

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

- C. [20-2515](#) Amendment to Chapter 380 Grant Amendment with Chime Solutions, Inc  
[Kevin Spath, Assistant Director, Office of Economic Development]

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

## **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 #:** 20-2513

**Item #:** 1.

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Approval of the December 7, 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:** December 7, 2020

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

**Adjourned:** 2:28 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  
Robin Bentley, Interim Director, Office of Economic Development  
Kris Sweckard, Director, Sustainable Development and Construction

## AGENDA

Call to Order (1:01 p.m.)

**1. Approval of the October November 2, 2020 Meeting Minutes**

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

**Action Taken/Committee Recommendation(s): A motion was made to approve minutes**

Motion made by: Omar Narvaez	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. Building Permits Update**

**Presenter(s):** Kris Sweckard, Director, Sustainable Development and Construction

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

**3. Economic Development Strategic Plan Implementation Update**

**Presenter(s):** Robin Bentley, Interim Director, Office of Economic Development

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

Adjourn ( 2:28 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 #:** 20-2516

**Item #:** A.

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Hensley Field Master Plan Update

[Jim Adams, McCann Adams Studio; Peer Chacko, Director, Planning and Urban Design]



# HENSLEY FIELD

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DALLAS, TX

PLANNING FOR THE FUTURE



**CITY COUNCIL ECONOMIC DEVELOPMENT MEETING**

January 4, 2021



- 1. INTRODUCTORY REMARKS**
- 2. CONSULTANT TEAM EXPERIENCE**
- 3. PROJECT APPROACH**
- 4. WHAT THE MASTER PLAN WILL INCLUDE**
- 5. Q+A**



# Why Hensley Field? Why Now?

PEER CHACKO, DIRECTOR OF PLANNING & URBAN DESIGN, CITY OF DALLAS





# Project Mission

Leverage the value of this **City-owned asset** to create an **implementable plan** that achieves community objectives related to **economic recovery, social equity, and environmental sustainability.**





# How Hensley Field Contributes

## BUILDING ON MOMENTUM

- Climate Action Plan
- Connect Dallas Mobility Plan
- Comprehensive Housing Policy
- Dallas Cultural Plan
- Ongoing Economic Development Policy and Strategic Plan
- Proposed forwardDallas Comprehensive Land Use Plan update



**Connect  
Dallas**

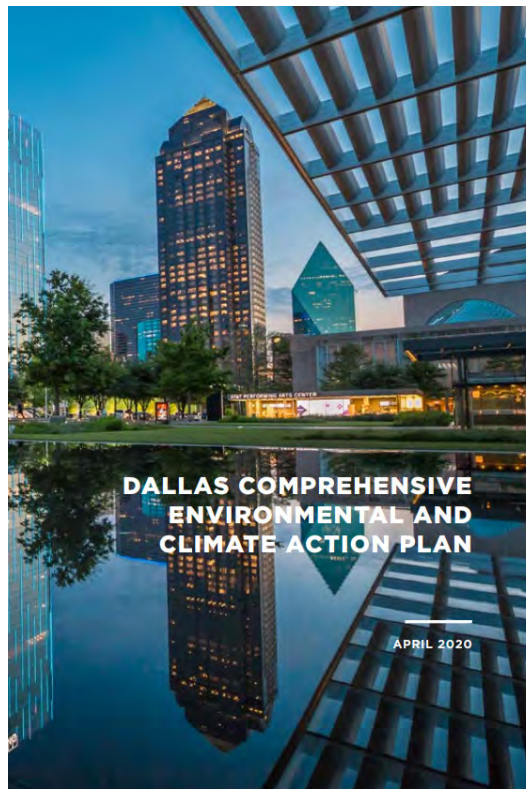
Dallas Strategic  
Mobility Plan  
**Foundations  
Report**  
SEPTEMBER 2019



### Comprehensive Housing Policy

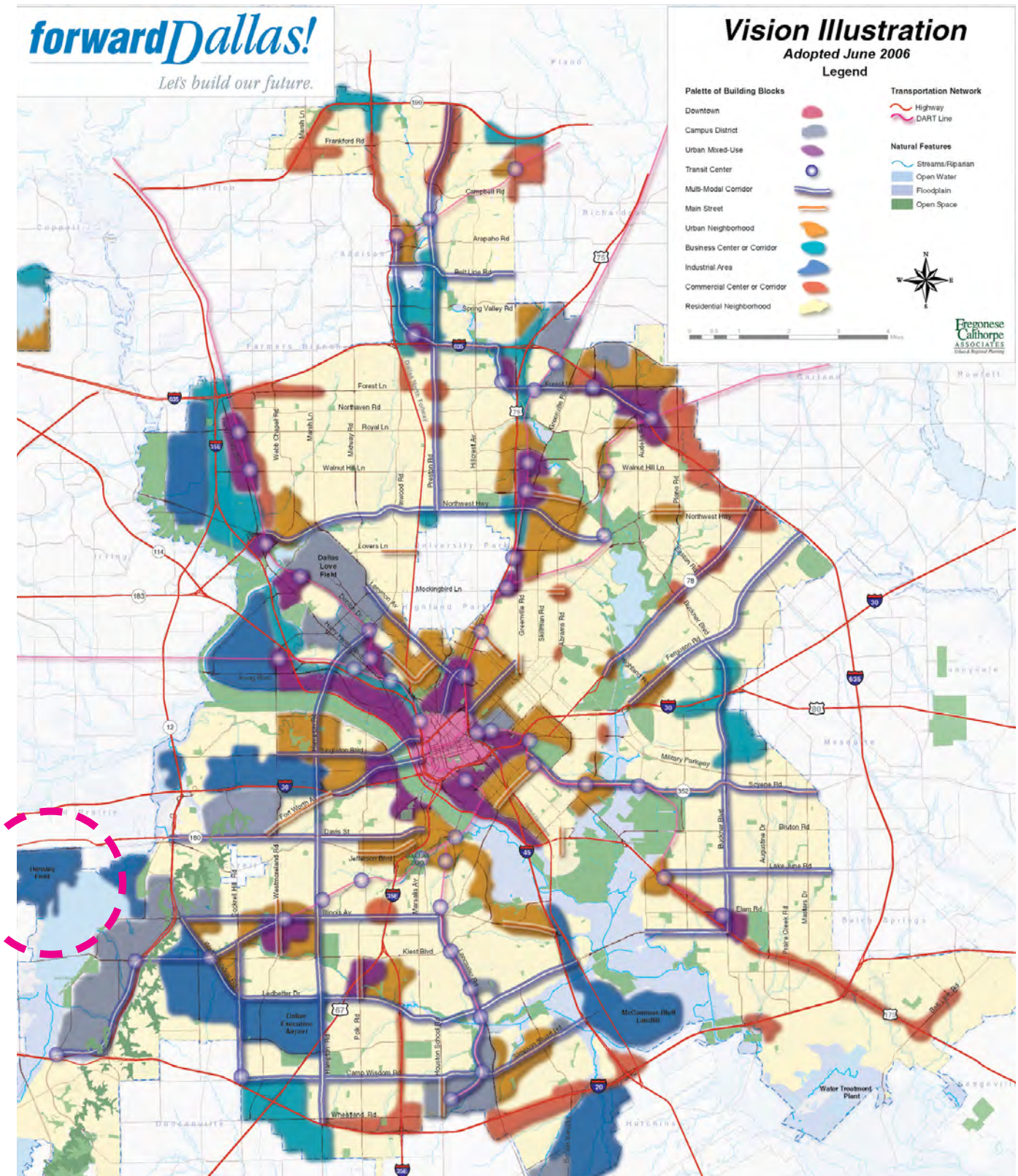
City of Dallas  
Department of Housing and Neighborhood Revitalization

March 19, 2018  
(Last amended April 27, 2018)



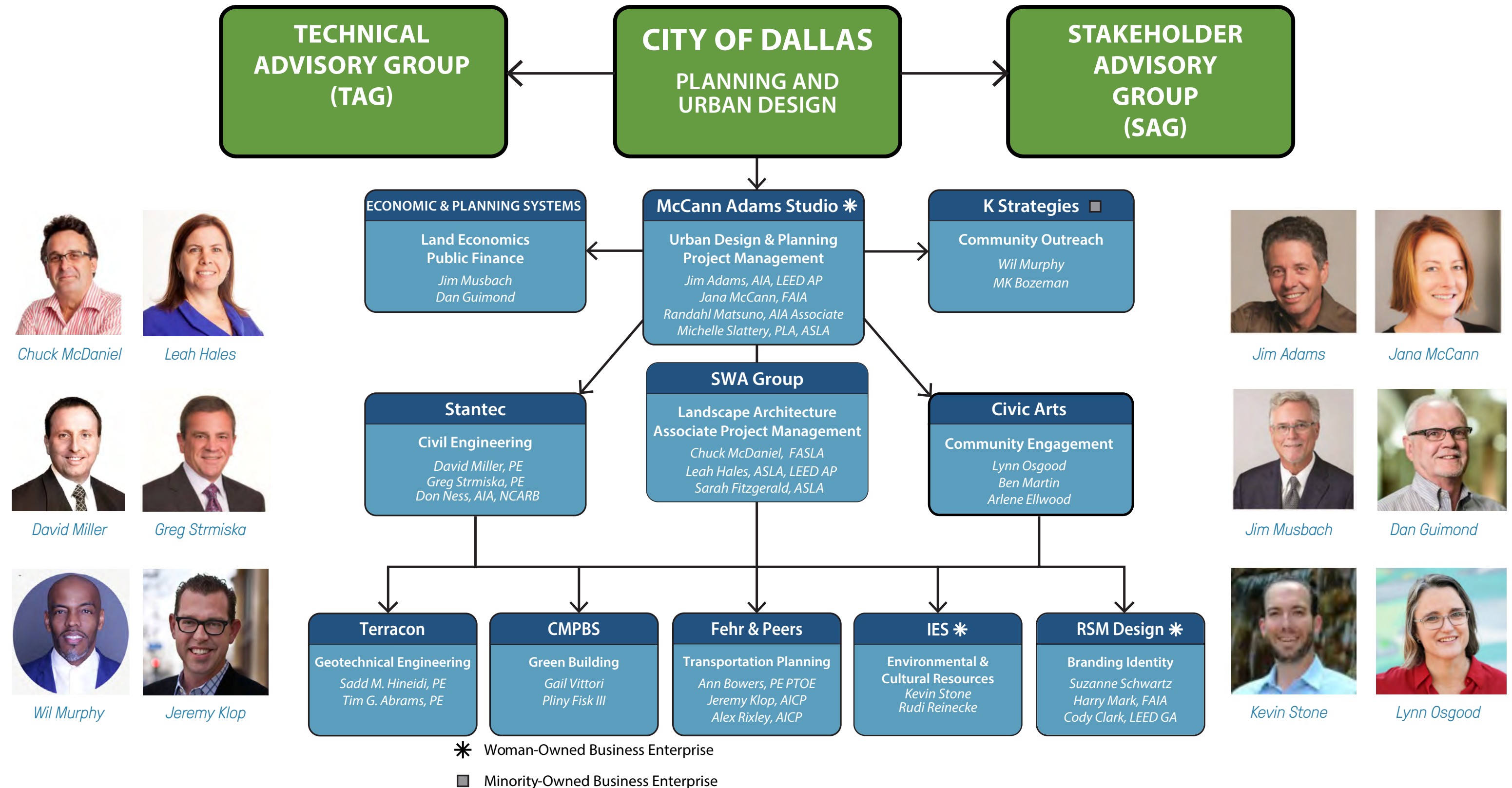
### DALLAS COMPREHENSIVE ENVIRONMENTAL AND CLIMATE ACTION PLAN

APRIL 2020





# Design Team





# Team Experience



**Ballpark District, San Diego CA**





# Team Experience



**Second Street Retail District Master Plan**



**Highland Mall Reuse and Redevelopment Plan**



**Lake Park, Mueller Austin**



**Seaholm District Master Plan**



# Team Experience



**Iconic Dallas Open Spaces: Katy Trail (SWA)**



# Team Experience



**Pacific Plaza (SWA)**



# Team Experience



**Buffalo Bayou, Houston (SWA)**



# Team Experience



**Hunters Point, San Francisco (SWA + EPS + Fehr & Peers)**



# Team Experience



Treasure Island Reuse Plan (EPS)



# Team Experience



**Stapleton, Denver CO (EPS + Fehr & Peers)**





# Team Experience



**Mueller, Austin TX**





# Precedent: Mueller





# Precedent: Mueller

## Mueller, Austin TX

- Austin's former 700-acre passenger airport closed in 1999.
- City's goal: to leverage value of land to achieve:
  - o Economic Development;
  - o Environmental Sustainability; and
  - o Housing Affordability.
- Community's Vision: An inclusive and walkable mixed-use district.
- Master Developer (Catellus) selected in 2002
- Construction commenced in 2005
- Project is now 75% complete
  - o 7,000+ residential units, 25% of which are affordable
  - o 5 million square feet of commercial/institutional uses
  - o 14,000 residents / 14,000 jobs
  - o 140 acres of publicly accessible open space
  - o Largest Gold LEED Neighborhood in the world.





# A Clear Policy Framework

## Hensley Field Will Address The Three Pillars of Sustainability

### **HEALTHY COMMUNITIES**

**Connect Dallas:** Promote compact growth and transit-oriented development, high-quality urban design and active transportation connections.

### **ECONOMIC VIABILITY**

**Forward Dallas:** Direct investment toward the Southern Sector of Dallas to bring high quality jobs.

### **AFFORDABILITY & DIVERSITY**

**Comprehensive Housing Policy:** Promote greater fair housing choices that overcome patterns of segregation and concentrations of poverty.



### **EQUITABLE ACCESS**

**City of Grand Prairie Comprehensive Plan:** Improve food access in neighborhoods that surround Hensley Field.

### **ENVIRONMENT**

**Climate Action Plan:** All construction in Dallas should be Net Zero Energy by 2030; Promote Hensley Field as a Net Zero Neighborhood.

### **HISTORY & CULTURE**

**Dallas Cultural Plan:** Establish a supportive arts ecosystem that nourishes the creative and innovative energy of Dallas artists.

# Stakeholder Advisory Group (SAG)

## SAG

### ADJACENT STAKEHOLDERS

DFW National Cemetery  
Dallas National Golf Club  
Dallas Baptist University  
Mountain Creek Power  
Combat Communications Group

### ECONOMIC DEVELOPMENT

Dallas Regional Chamber of Commerce  
Grand Prairie Chamber of Commerce  
Dallas Real Estate Council (TREC)  
City Plan and Zoning Commission\*  
Community Development Commission\*  
Greater Dallas Hispanic Chamber of Commerce  
Greater Dallas Asian Chamber of Commerce  
Black Chamber of Commerce  
Greater Grand Prairie Hispanic Chamber of Commerce  
United Way

### ARTS, CULTURE & PRESERVATION

Preservation Dallas  
Arts & Culture Advisory Commission\*  
Landmark Commission\*

### ENVIRONMENT & SUSTAINABILITY

Texas Trees Foundation  
Parks and Recreation Department\*  
Trust for Public Land

### EQUITY

Truth, Racial Healing & Transformation  
Paul Quinn College  
LULAC, Dallas Council 4782

### TRANSPORTATION

Greater Dallas Bicyclists  
Circuit Trail Conservancy  
Bike DFW

### PROPERTY OWNERS + HOAs

10+ Organizations

\* = City of Dallas department



# Technical Advisory Group (TAG)

## TAG

### TRANSPORTATION

Transportation Planning Department\*  
Transportation Department+  
DART  
TxDOT  
Equipment and Fleet Management\*  
Union Pacific Rail Line  
NCTCOG

### ARTS & CULTURE

Office of Arts & Culture\*  
Office of Historic Preservation\*  
Dallas Film Commission

### EQUITY

Office of Equity\*

### MILITARY

U.S. Navy

### ECONOMIC DEVELOPMENT

Sustainable Development & Construction\*  
Office of Economic Development\*  
Planning & Urban Design\*  
City Manager’s Office+  
Planning & Development+  
Housing & Neighborhood Revitalization\*

### EDUCATION

Dallas ISD\*  
Grand Prairie ISD+

### LEGAL

City Attorney’s Office\*  
U.S. EPA\*

### PUBLIC WORKS

Water Utilities\*  
Department of Public Works\*  
Bond Program Office\*  
Dallas Fire & Rescue  
ONCOR

### ENVIRONMENT

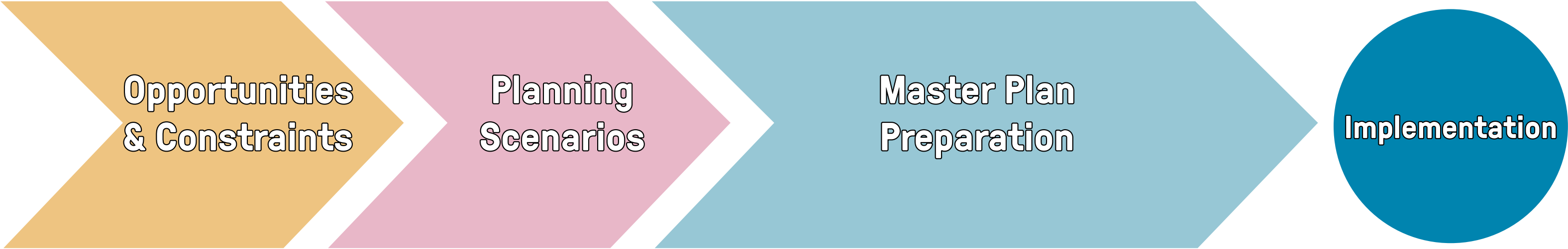
Office of Environmental Quality  
& Sustainability\*  
Parks & Recreation Department\*  
Parks, Arts & Recreation Department+

\* = City of Dallas department

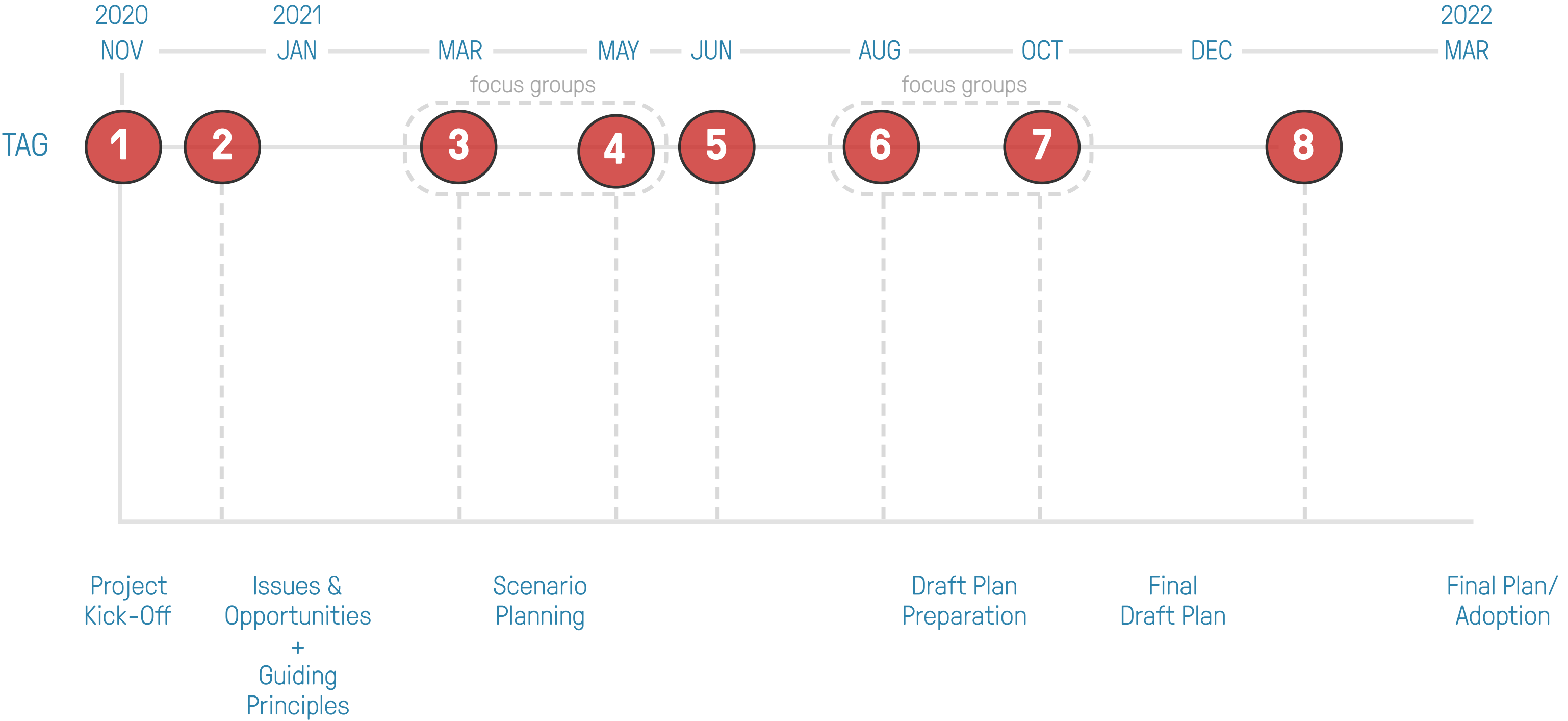
+ = City of Grand Prairie department



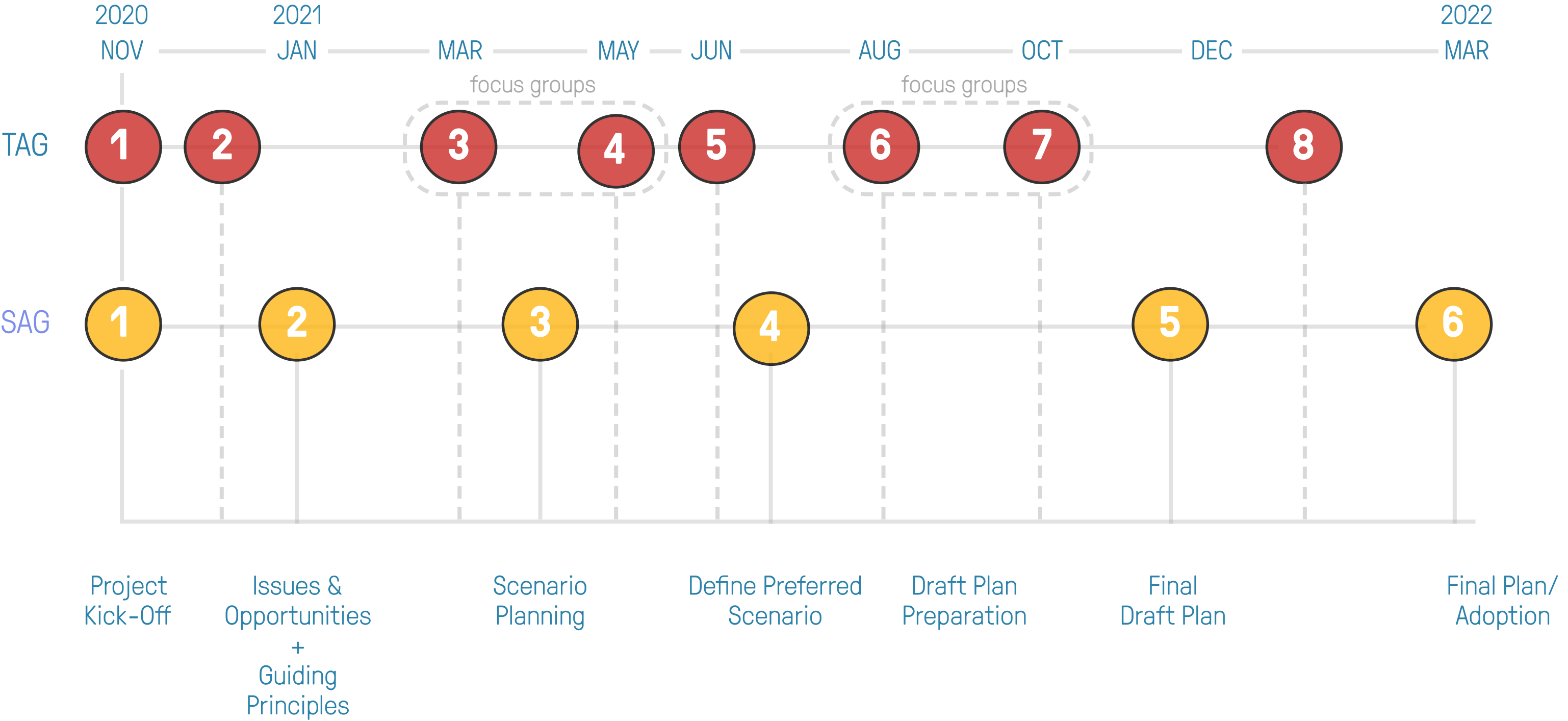
# Project Schedule



# Community Engagement: Traditional Methods

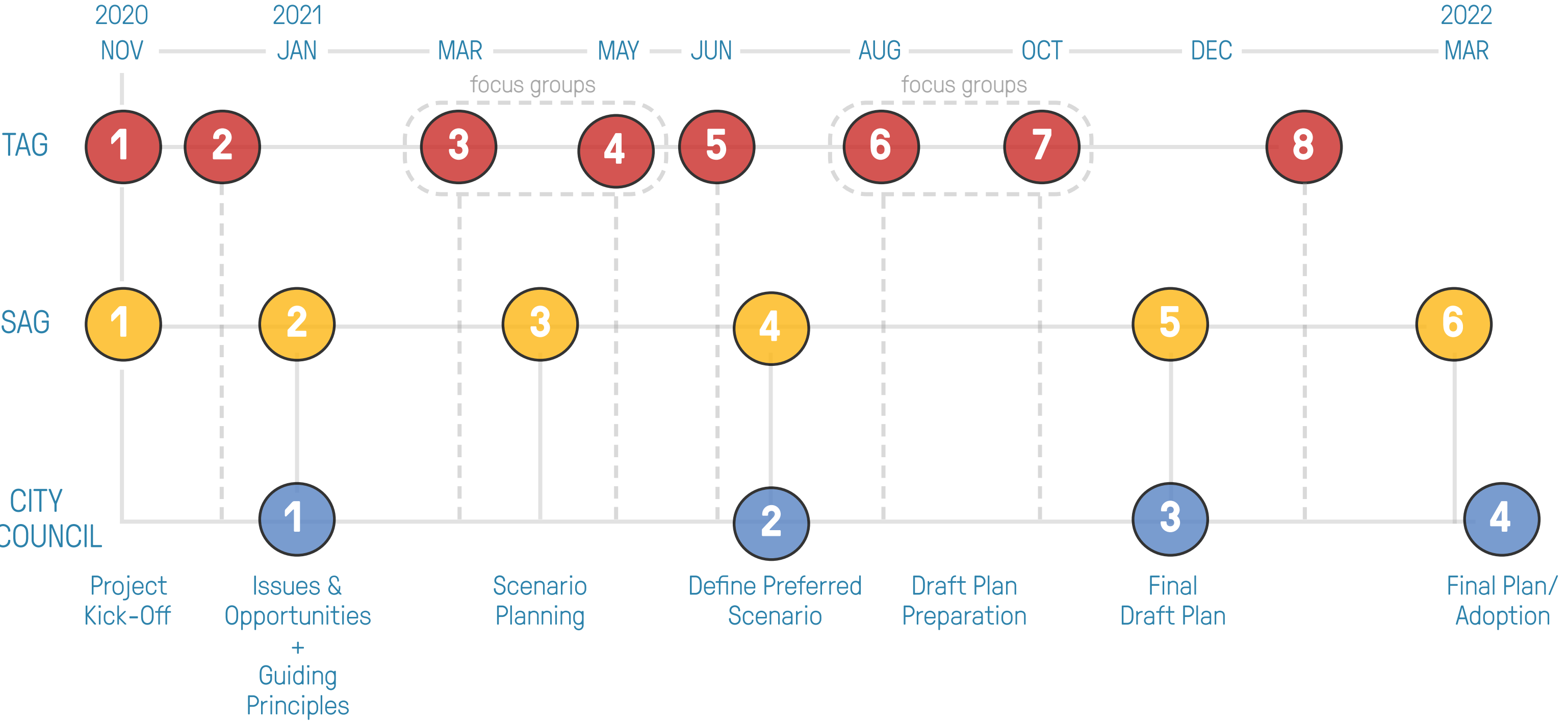


# Community Engagement: Traditional Methods

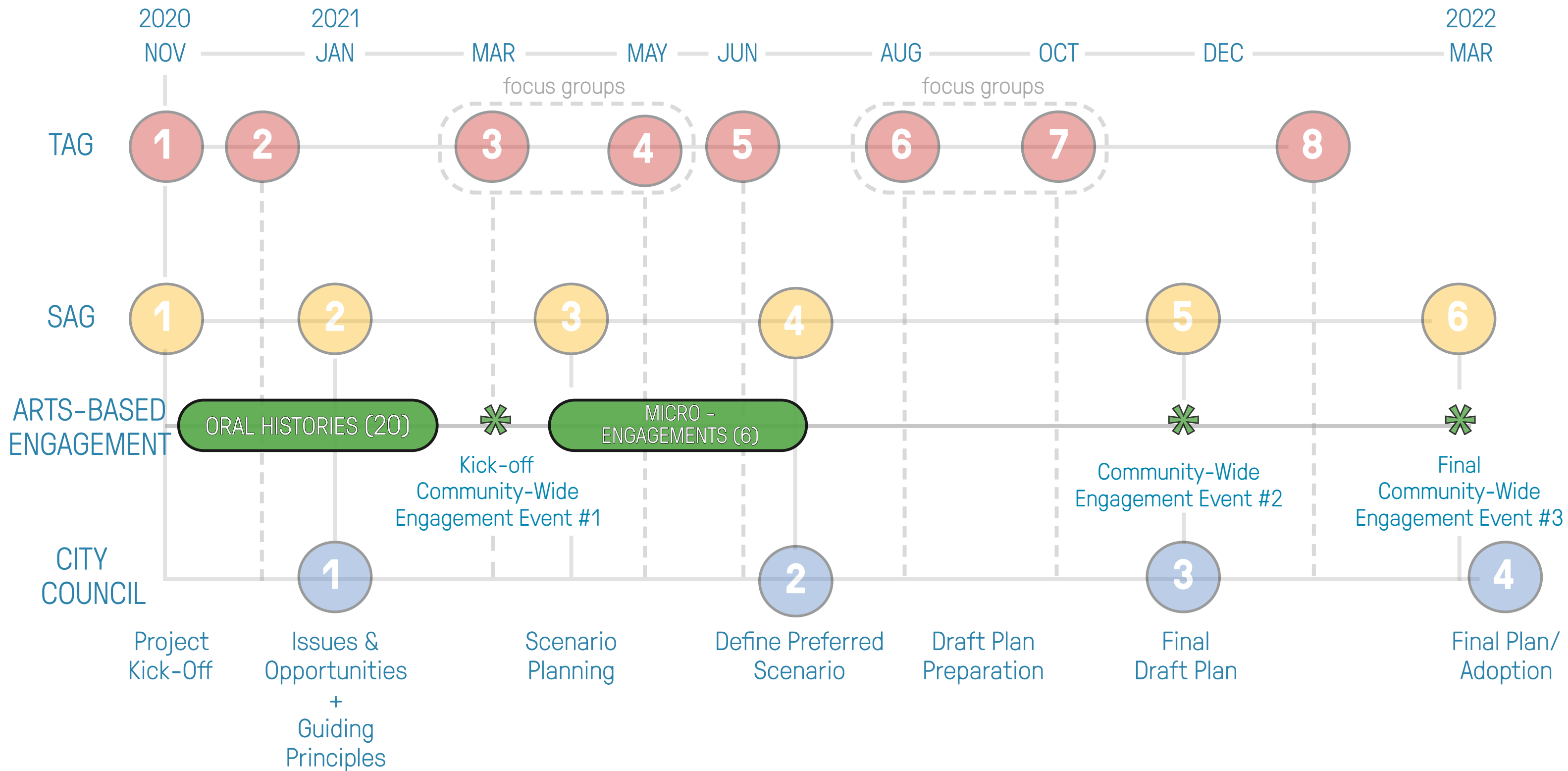




# Community Engagement: Traditional Methods



# Community Engagement: Non-Traditional Methods





# Community Engagement: Non-Traditional Methods



Engage local artists, storytellers, musicians, graphic designers, dancers, performers to:

- Make art that **elevates community consciousness and dialog** regarding the future of Hensley Field
- Provide a **broader outreach** to folks who may not normally participate
- **Build trust** and a shared sense of place and **meaning**

get people to the table  create a compelling focal point  bring forth new ideas

shift frames and preconceptions  create capacity within the community

create connections within and for the community 



## **Components of the final Master Plan:**

- Development Vision
- Zoning Concept & Design Guidelines
- Phased Transportation & Infrastructure Plan
- Proactive Economic Development Program
- Public Finance Strategy
- Recommended Governance Strategy

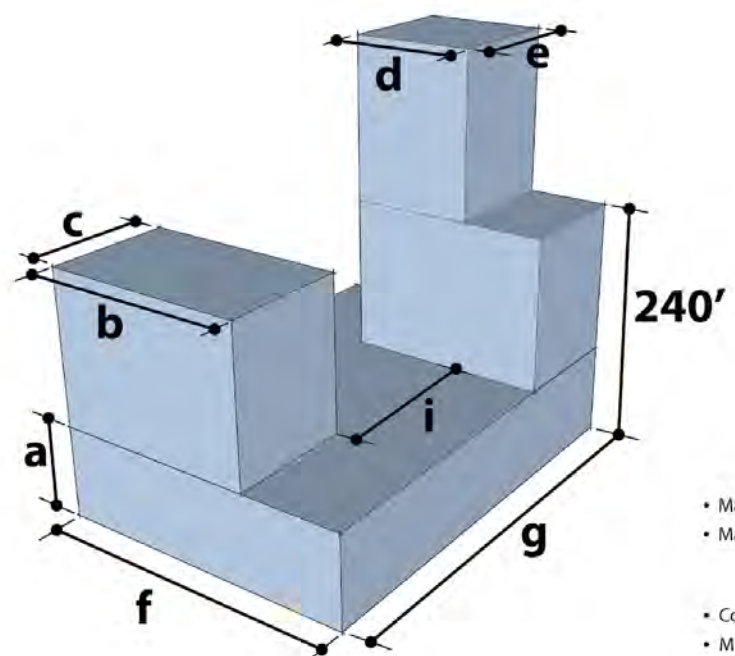


# Development Vision, Zoning Concept & Design Guidelines

## WHAT THE MASTER PLAN WILL INCLUDE



YARD HOUSE DEVELOPMENT STANDARDS



- Maximum Base Height (a) = **90 feet**
- Maximum Tower Floorplate Area
  - up to 240' in Height (b x c) = **25,000 gsf**
  - exceeding 240' in Height (d x e) = **15,000 gsf**
- Combined Area of All Tower Floorplates (b x c + b x c)/(f x g) ≤ **40%**
- Minimum Spacing of Towers on a Single Block (i) = **80 feet**

URBAN DESIGN MASSING STANDARDS



PRELIMINARY HENSLEY FIELD SKETCH LAND USE SCENARIO



# Proactive Economic Development Program

## WHAT THE MASTER PLAN WILL INCLUDE

- Identify one or more **catalyst uses** and **potential anchor tenants** of the site
- Design a proactive economic development **outreach process**
- **Learn from successes** of precedent projects





# Phased Development & Infrastructure Plan

## WHAT THE MASTER PLAN WILL INCLUDE

- Identification of **Early-Term Development Opportunities** and Corresponding Infrastructure Improvements
- **Phased** Infrastructure Program and Cost Estimates
- Right-of-Way Delineation and Street Design
- Parcel Test Fits
- Open Space Programming and Disposition



ABOVE: Mueller Austin Reuse and Redevelopment Plan Project Parcelization and Phasing

LEFT: Lake Park at Mueller was one of the early phase improvements, intended to transform the image and identity of the former airport.



# Public Financing Strategy

WHAT THE MASTER PLAN WILL INCLUDE

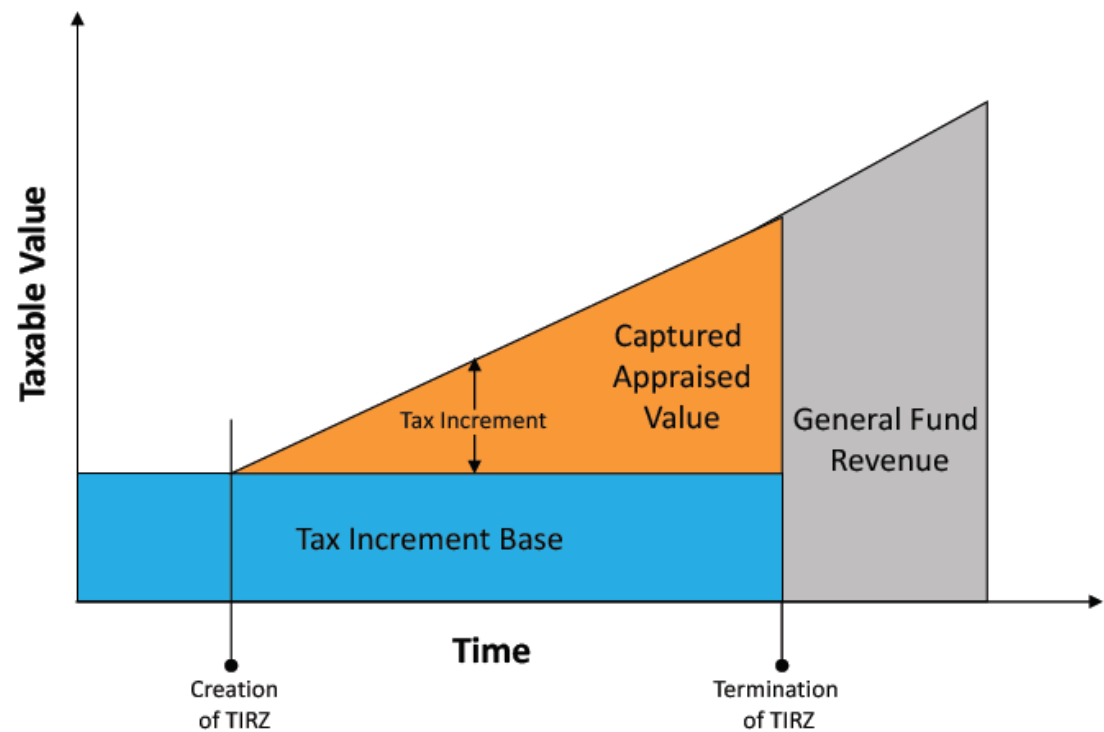
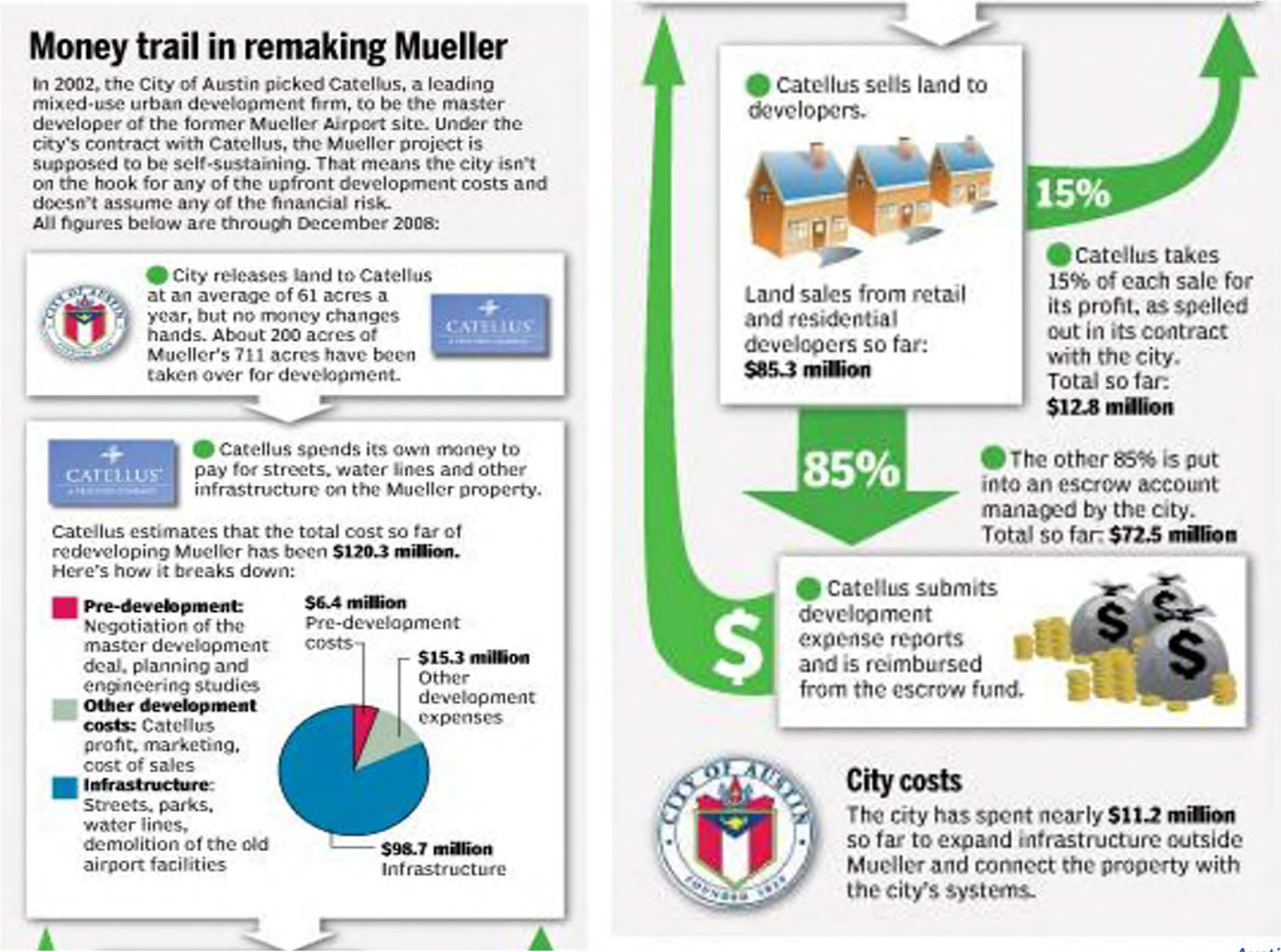


ILLUSTRATION OF TAX INCREMENT FINANCING TOOL

Evaluate and recommend **specific tools** to fund project **capital improvements** and any revenue shortfalls



AUSTIN'S MUELLER REDEVELOPMENT FINANCING STRATEGY EXAMPLE



# Governance Strategy

## WHAT THE MASTER PLAN WILL INCLUDE



Mueller, Austin



Stapleton, Denver

Evaluate three principal options for governance of large scale publicly-owned redevelopment projects, and recommend a governance strategy.

1. **Master Developer** with Master Development Agreement
2. Quasi-public **Redevelopment Authority** to contract infrastructure and sell sites
3. **City-issued Solicitations** for multiple developers for different projects and phases



# STRONG ASPIRATIONAL VISION







# HENSLEY FIELD

DALLAS, TX

PLANNING FOR THE FUTURE

## Q+A





# City of Dallas

1500 Marilla Street  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 20-2514

**Item #:** B.

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Refuge City of Dallas Inc Agreement - Authorize an Amendment to Resolution No. 20-1037  
[Robin Bentley, Interim Director, Office of Economic Development]



# Memorandum



CITY OF DALLAS

DATE January 4, 2021

TO Honorable Mayor and Members of the City Council

SUBJECT **Authorize an amendment to Resolution No. 20-1037**

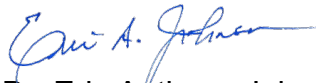
On June 24, 2020, City Council authorized the City Manager to execute an Option Agreement, in accordance with the Community Inspired Redevelopment Demonstration Project Program Statement, with CityBuild Community Development Corporation "CityBuild" for a portion of city-owned property located at 12000 Greenville Avenue, Dallas, Dallas County, Texas. The amendment to the above-referenced resolution is to replace "CityBuild Community Development Corporation" with Refuge City of Dallas, Inc.

## **Background**

CityBuild Community Development is no longer affiliated with this project. Refuge City of Dallas, Inc., an affiliate of City of Refuge in Atlanta, Georgia, will be taking the lead on the project.

All renderings, components, and other details from Resolution No. 20-1037 will remain the same. Refuge City of Dallas, Inc. will identify a new agricultural partner to replace CityBuild Community Development Corporation. The City must approve this partner and all other terms of any potential sale, lease, or incentives, which will be brought in a future council item at the end of the option period and after review of the final project application.

Should you have any questions, please contact Robin Bentley, Interim Director, Office of Economic Development at 214-671-9942.



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  
M. Elizabeth Reich, Chief Financial 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 #:** 20-2515

**Item #:** C.

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Amendment to Chapter 380 Grant Amendment with Chime Solutions, Inc  
[Kevin Spath, Assistant Director, Office of Economic Development]



# Memorandum



CITY OF DALLAS

DATE December 30, 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 **Amendment to Chapter 380 Grant Agreement with Chime Solutions, Inc.**

On January 13, 2021, City Council will be asked to consider authorizing an amendment to the Chapter 380 Grant Agreement with Chime Solutions, Inc. ("Chime"), previously authorized by City Council Resolution No. 19-0827 on May 22, 2019.

## Summary

In May 2019, City Council approved Resolution No. 19-0827, authorizing a Chapter 380 Grant Agreement with Chime in an amount not to exceed \$2,000,000 (payable in two equal installments of \$1,000,000 each) to support Chime's establishment and operation of a new business process outsourcing center ("BPO") within Red Bird mall located at 3662 W. Camp Wisdom Road.

Grant Installment #1 in the amount of \$1,000,000 was disbursed to Chime in December 2019 upon Chime's performance of the following conditions: executing a lease for a minimum 50,000 square feet within Red Bird mall with a minimum 7-year term; making a minimum investment of \$2,200,000 in business personal property (furniture, fixtures, machinery & equipment) at Red Bird mall; obtaining a final certificate of occupancy for a minimum 50,000 square feet within Red Bird mall; creating a minimum 500 net new full-time equivalents ("FTE"s) based at Red Bird mall with a minimum starting wage of \$14.00/hour (and a benefits package including medical, prescription, dental, vision, life insurance, and disability) and with a minimum 35% of the 500 new FTEs being residents of the city of Dallas; hosting a minimum of three job recruitment events targeting city of Dallas residents and also coordinating with Workforce Solutions Greater Dallas to promote the job opportunities to residents of the city of Dallas; providing workforce development training for at least 400 of the new 500 FTEs and documenting that a minimum of \$1,000,000 in costs were incurred for that purpose.

However, due to the COVID-19 pandemic and the uncertainties regarding work-from-home conditions and future office space needs, Chime is requesting to amend two of the conditions required to earn Grant Installment #2 (\$1,000,000) as follows:

- Delete the requirement that Chime execute a right of first refusal to lease an additional 30,000 square feet within Red Bird mall with a minimum 5-year term by



June 30, 2022 and delete the associated requirement that Chime obtain a final certificate of occupancy for the additional minimum 30,000 square feet within Red Bird mall by June 30, 2022.

- Delete the requirement that Chime make an additional investment of at least \$2,200,000 in business personal property (furniture, fixtures, machinery & equipment) at Red Bird mall by June 30, 2022.

In consideration of the requested changes above, Chime is committing to increase the job creation requirement for Grant Installment #2 from an additional 500 new FTEs to an additional 700 new FTEs (for a cumulative minimum total of 1,200 FTEs) by June 30, 2022.

Additionally, Chime is in pursuit of new contracts with Dallas-area corporations and is requesting the City of Dallas to increase the total amount of the grant by \$500,000.00 by adding a third grant installment ("Grant Installment #3") to help offset the cost of training new Red Bird-based employees. As a result, staff has negotiated that Grant Installment #3 in an amount not to exceed \$500,000.00 shall be paid when the following key conditions are satisfied:

- Chime shall continue to remain in compliance with all conditions of Grant Installment #1 and Grant Installment #2.
- Chime shall create a minimum additional 250 new FTEs (for a cumulative minimum total of 1,450 FTEs) by December 31, 2023.
- The additional 250 new FTEs shall have a minimum starting wage of \$14.00/hour and shall include a benefits package. Benefits package shall include medical, prescription, dental, vision, life insurance, and disability.
- A minimum 35% of the additional 250 new FTEs shall be residents of city of Dallas.
- By December 31, 2023, Chime shall host a minimum of two additional job recruitment events targeting city of Dallas residents. Chime shall also coordinate with Workforce Solutions Greater Dallas to promote the job opportunities to residents of the city of Dallas. Chime shall also use best efforts to hire veterans, re-entry candidates, and other hard-to-place job applicants.
- By December 31, 2023, Chime shall provide workforce development training for at least 200 of the additional 250 new FTEs and shall document that an additional minimum of \$500,000 in costs have been incurred for that purpose.

## Background

Incorporated in 2013, Chime is an outsourced human resources company that operates a business process outsourcing center (commonly called a customer contact center or call center). Chime provides services that support several Fortune 500 corporate clients in a



range of industries including financial services, insurance, health care, and telecommunications sectors. Chime is headquartered in Morrow, Georgia, ten miles outside of Atlanta, in Southlake Mall. Prior to Chime's establishment of their business process outsourcing center, Southlake Mall had been a struggling mall very similar to Red Bird mall. Chime is a privately owned and certified minority and woman-owned business.

Chime's services can be considered "back office" functions in three general categories: (1) customer care (e.g. account and billing support; appointment setting; insurance policy support; benefits administration; healthcare exchange support; technical support; help desk; multilingual support), (2) seasonal support (e.g. open enrollment; retail support; new product launches; tax season support; contingency support; crisis management rapid response), and (3) business process outsourcing (e.g. email; webchat; SMS; online verification; quality assurance; data collection; social media; mail fulfillment).

Chime's President and CEO is Mark Wilson. Mr. Wilson is an entrepreneur with more than 25 years of experience in the business information services industry. He has held senior-level sales and operations management positions with Dun & Bradstreet, ABF Freight Systems, and Whirlpool Corporation. In 2001, Mr. Wilson established RYLA Teleservices Inc., a nationally-recognized customer support and contact center that grew from one employee to more than 3,000 and over \$100 million in revenues. Mr. Wilson sold RYLA Teleservices Inc. in 2010. In 2012, Mr. Wilson acquired eVerifile, a contractor screening company, and then established eVerifile CS, a subsidiary focused on BPO services. In 2016, Mr. Wilson merged the company with Chime. Mr. Wilson has been recognized with several awards, including Ernst & Young's Entrepreneur of the Year Award® in 2010; TiE Atlanta's Entrepreneur of the Year in 2010; Hall of Fame at the Coles College of Business at Kennesaw State University in 2014; and Atlanta Business Chronicle's Small Business Person of the Year in 2017.

Chime puts significant emphasis on company culture with their "Total Life" Program, an employee-first approach designed to provide the proper tools and resources needed to help employees succeed outside of the workplace. Within the Total Life Program, Chime offers development courses and wellness programs designed to enhance all aspects of employee's lives, including: financial aptitude and credit repair seminars; home ownership/home buying workshops; car buying assistance; physical health; mental health; personalized workouts (on-site); mindfulness lunch and learns; and flexibility with personal appointments, family illness, etc.

### Financing

Public/Private Partnership Fund - \$500,000

### Recommendation

Staff recommends approval.



Should you have any questions, please contact Kevin Spath, Assistant Director, Office of Economic Development at 214-670-1691.



**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  
         Billieae 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  
         M. Elizabeth Reich, Chief Financial Officer  
         M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
         Directors and Assistant Directors