

June 2, 2014
Dickinson Economic
Development Corporation,
Regular Meeting
7:00 p.m.



FYI

DICKINSON ECONOMIC DEVELOPMENT CORPORATION

Balance Sheet

Fiscal Year 2013 - 2014

As of April 2014

Assets

Current Assets

Cash & Investments

BBVA Operating Account	164,572.23
BBVA Money Market Account	298,189.29
Hometown Bank - Checking	13,208.28
Hometown Bank - CD	250,000.00
Texas First Bank - CD	250,000.00
TexPool	116,427.75
Total Cash	<u>1,092,397.55</u>

Accounts Receivable

Due from City of Dickinson	111,479.70
Other Accounts Receivable	4,500.00
Total Accounts Receivable	<u>115,979.70</u>

Total Current Assets

1,208,377.25

Total Assets

1,208,377.25

Liabilities & Equity

Liabilities

Current Liabilities

Accounts Payable

Due to City of Dickinson	46,553.20
Total Accounts Payable	<u>46,553.20</u>

Total Current Liabilities

46,553.20

Total Liabilities

46,553.20

Equity

Beginning Fund Balance	1,831,642.43
Net Income	-669,818.38
Total Equity	<u>1,161,824.05</u>

Total Liabilities & Equity

1,208,377.25

**DICKINSON ECONOMIC DEVELOPMENT CORPORATION
BUDGET VS. ACTUALS
AS OF APRIL 30, 2014**

	FY 2013-2014 Year to Date	FY 2013-2014 1st Amended Budget	Budget Balance Remaining	% of Budget
Revenue				
Sales Tax Revenue (through Mar, 14)	621,327.99	1,178,434.00	557,106.01	52.7%
Rental Income	9,470.00	9,000.00	-470.00	105.2%
Train Show Revenue	725.00	725.00	0.00	100.0%
Interest Income	1,272.28	2,200.00	927.72	57.8%
Use of Fund Balance	0.00	1,177,149.90	1,177,149.90	0.0%
Total Revenue	632,795.27	2,367,508.90	1,734,713.63	26.7%
Expenditures				
Capital Outlays				
Computers/Office Equipment	2,561.02	3,000.00	438.98	85.4%
Contractual Payments-RR Depot	26,027.43	26,027.00	-0.43	100.0%
Real Property Acquisition	1,019,072.37	1,820,000.00	800,927.63	56.0%
Total Capital Outlays	1,047,660.82	1,849,027.00	801,366.18	56.7%
Contract Services				
ED Consulting	0.00	10,000.00	10,000.00	0.0%
Financial & Auditing	2,500.00	5,000.00	2,500.00	50.0%
GIS	3,500.00	5,600.00	2,100.00	62.5%
Legal	2,853.75	7,500.00	4,646.25	38.1%
Multimedia Services	0.00	500.00	500.00	0.0%
Total Contract Services	8,853.75	28,600.00	19,746.25	31.0%
Debt Service				
Principal	6,727.50	6,727.50	0.00	100.0%
Interest	57,477.50	57,477.50	0.00	100.0%
Total Debt Service	64,205.00	64,205.00	0.00	100.0%
ED Projects & Programs				
Cedar Oaks	11,181.78	25,000.00	13,818.22	44.7%
Hughes Rd.	4,350.00	10,000.00	5,650.00	43.5%
Hwy 3 Façade Improvement Prgm	0.00	35,000.00	35,000.00	0.0%
Shop in Dickinson Program	0.00	1,000.00	1,000.00	0.0%
Total ED Projects & Programs	15,531.78	71,000.00	55,468.22	21.9%
Museum-Tourism				
Bank Service Charges	99.74	367.00	267.26	27.2%
Building & Property Maintenance	14,677.68	60,000.00	45,322.32	24.5%
Communications - Pagers & Phones	0.00	0.00	0.00	0.0%
Computer Maintenance & Network	375.00	1,000.00	625.00	37.5%
Dues, Subscriptions & Books	0.00	900.00	900.00	0.0%
Marketing & Advertising	1,950.00	5,000.00	3,050.00	39.0%
Museum Exhibits	0.00	1,000.00	1,000.00	0.0%
Office Supplies	1,449.84	5,500.00	4,050.16	26.4%
Property/Liability Insurance	7,891.00	10,000.00	2,109.00	78.9%
Storage Rental	1,210.00	2,400.00	1,190.00	50.4%
Utilities - Electric, Gas & Water	12,440.29	20,000.00	7,559.71	62.2%
Total Museum-Tourism	40,093.55	106,167.00	66,073.45	37.8%

**DICKINSON ECONOMIC DEVELOPMENT CORPORATION
BUDGET VS. ACTUALS
AS OF APRIL 30, 2014**

Personnel & Administration

Building Maintenance	4.35	500.00	495.65	0.9%
Communications	0.00	0.00	0.00	0.0%
DISD Summer Rec Program	7,500.00	7,500.00	0.00	100.0%
Dues, Subscriptions & Books	2,085.00	5,500.00	3,415.00	37.9%
Economic Development Projects	3,717.10	20,000.00	16,282.90	18.6%
Festival of Lights	15,000.00	15,000.00	0.00	100.0%
Information Technology	5,048.42	9,350.00	4,301.58	54.0%
Keep Dickinson Beautiful	0.00	5,000.00	5,000.00	0.0%
Marketing & Promotions	13,386.19	20,000.00	6,613.81	66.9%
Office Space Rental	1,500.00	3,000.00	1,500.00	50.0%
Office Supplies & Postage	495.64	2,502.00	2,006.36	19.8%
Personnel Services	63,907.16	135,009.90	71,102.74	47.3%
Public Official/E&O Insurance	0.00	1,167.00	1,167.00	0.0%
Red, White & Bayou	10,000.00	10,000.00	0.00	100.0%
Travel & Training	2,381.58	11,489.00	9,107.42	20.7%
Utilities	1,243.31	2,492.00	1,248.69	49.9%

Total Personnel & Administration	126,268.75	248,509.90	122,241.15	50.8%
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Total Expenditures	1,302,613.65	2,367,508.90	1,064,895.25	55.0%
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Net Income	-669,818.38	0.00		
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Darrell Carney, President
Mike Reinschmidt, Vice President
Libby Moreno
Jennifer Lawrence

AGENDA
City of Dickinson
**Dickinson Economic
Development Corporation**
REGULAR MEETING

John Simsen
Chris Tucker, Secretary
Bill Pushak
Julie M. Robinson, Executive
Director

June 2, 2014

NOTICE is hereby given of a **REGULAR MEETING** of the Dickinson Economic Development Corporation of the City of Dickinson, County of Galveston, State of Texas, to be held on **Monday, June 2, 2014, at 6:30 p.m.** at: Dickinson City Hall, 4403 Highway 3, Dickinson, Texas 77539 in the Council Chambers for the purpose of considering the following numbered items. The Dickinson Economic Development Corporation of the City of Dickinson, Texas, reserves the right to meet in a closed session on any of the below items should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

ITEM 1.) CALL TO ORDER AND CERTIFICATION OF A QUORUM

ITEM 2.) CONSIDERATION AND POSSIBLE ACTION CONCERNING: Approval of the Minutes of Dickinson Economic Development Corporation Regular Scheduled Meeting of May 5, 2014.

ITEM 3.) BRIEFING AND DISCUSSION CONCERNING: Executive Director's Briefing

- A. Community Development Update
- B. Update on Signage at the Historic Railroad Center
- C. Update on 2014 Red, White & Bayou Crawfish and Texas Music Festival
- D. Update on Reflecting DEDC Assets in Annual Audits
- E. Update on ICSC ReCon in Las Vegas
- F. Update on Craft Camps at Depot
- G. Status of Sign Kiosk Program for City of Dickinson
- H. Status of Development of New City of Dickinson and Dickinson Economic Development Corporation Websites.

ITEM 4.) BRIEFING, DISCUSSION AND DIRECTION CONCERNING: Status of 1-45 Properties and Possible Development Partner for Project (Henry S. Miller Team).

ITEM 5.) DISCUSSION AND DIRECTION CONCERNING: Possibility of Demolishing Former DISD Administration Building and Auctioning Off Portable Building.

ITEM 6.) DISCUSSION AND DIRECTION CONCERNING: Creation and Publication of Newspaper Section in Galveston Daily News Spotighting Dickinson Businesses.

ITEM 7.) BRIEFING, DISCUSSION AND DIRECTION CONCERNING: Development of Certain Aspects of a Full Branding and Marketing Plan for the City of Dickinson.

ITEM 8.) DISCUSSION AND DIRECTION CONCERNING: Having Only One Meeting in July and August on the Third Monday of the Month (July 21, 2014 and August 18, 2014) and Cancellation of July 7, 2014 and August 4, 2014 Meetings.

ITEM 9.) FUTURE AGENDA ITEMS

ITEM 10.) ADJOURN

CERTIFICATION

This is to certify that a copy of the Notice of the Dickinson Economic Development Corporation Meeting for June 2, 2014, was posted on the bulletin board at City Hall, 4403 Highway 3, Dickinson, Texas, on this 30th day of May, 2014, prior to 6:30 p.m.



Angela Forbes, Economic Development Coordinator

In compliance with the Americans with Disabilities Act, the City of Dickinson will provide reasonable accommodations for disabled persons attending Dickinson Economic Development Corporation Meetings. Requests should be received at least 24 hours prior to the scheduled meeting, by contacting the City Secretary's office at 281-337-6217, or by FAX at 281-337-6190.

AGENDA

ITEM 1

**Dickinson Economic Development
Corporation Meeting**

CALL TO ORDER

Pledge of Allegiance

Given by: _____

ROLL CALL

**DICKINSON ECONOMIC DEVELOPMENT
CORPORATION MEETING
ATTENDANCE LIST**

**MEETING DATE: June 2, 2014
Regular Meeting**

<u>BOARD</u>	<u>PRESENT</u>	<u>ABSENT</u>
Darrell Carney	_____	_____
Mike Reinschmidt	_____	_____
Libby Moreno	_____	_____
John Simsen	_____	_____
Chris Tucker	_____	_____
Bill Pushak	_____	_____
Jennifer Lawrence	_____	_____

MAKE NOTE ON RECORDING: THE FOLLOWING ALSO ARE IN ATTENDANCE:

Development Coordinator, Angela Forbes	_____	_____
City Administrator, Julie M. Johnston	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

AGENDA

ITEM 2

Darrell Carney, President
Mike Reinschmidt, Vice President
Libby Moreno
Jennifer Lawrence

MINUTES
City of Dickinson
**Dickinson Economic
Development Corporation**
REGULAR MEETING

John Simsen
Chris Tucker, Secretary
Bill Pushak
Julie M. Robinson, Executive
Director

May 5, 2014

NOTICE is hereby given of a **REGULAR MEETING** of the Dickinson Economic Development Corporation of the City of Dickinson, County of Galveston, State of Texas, to be held on **Monday, May 5, 2014, at 6:30 p.m.** at: Dickinson City Hall, 4403 Highway 3, Dickinson, Texas 77539 in the Council Chambers for the purpose of considering the following numbered items. The Dickinson Economic Development Corporation of the City of Dickinson, Texas, reserves the right to meet in a closed session on any of the below items should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

ITEM 1.) CALL TO ORDER AND CERTIFICATION OF A QUORUM

President Darrell Carney called the meeting to order at 6:30 p.m. Economic Development Coordinator Angela Forbes called roll and certified a quorum. Members present were as follows: Darrell Carney, Mike Reinschmidt, Jennifer Lawrence, and Libby Moreno. Director John Simsen arrived at 6:35 p.m. Directors Bill Pushak and Chris Tucker were absent. Also present was Executive Director Julie Robinson, Economic Development Coordinator Angela Forbes, Administrative Services Manager Jessica Rogers, and Management Assistant Zach Meadows.

ITEM 2.) CONSIDERATION AND POSSIBLE ACTION CONCERNING: Approval of the Minutes of Dickinson Economic Development Corporation Regular Scheduled Meeting of April 21, 2014

Director Reinschmidt made a motion to approve the April 21, 2014 Regular Meeting Minutes. The motion was seconded by Director Moreno.

VOTE:

5 AYES (Carney, Reinschmidt, Lawrence, Moreno, Simsen)

0 NAYS

MOTION PASSED

ITEM 3.) BRIEFING AND DISCUSSION CONCERNING: Executive Director's Briefing

- A. Community Development Update
- B. Required Termite Treatment at the Historic Railroad Center
- C. Update on Signage at the Historic Railroad Center
- D. Update on 2014 Red, White & Bayou Crawfish and Texas Music Festival

Executive Director Julie Robinson and Economic Development Coordinator Angela Forbes gave a briefing on current City and economic development projects. Board members took no formal action in this matter

ITEM 4.) CONSIDERATION AND POSSIBLE ACTION CONCERNING: Presentation and Acceptance of Fiscal Year 2012-2013 Audited Comprehensive Annual Financial Report Prepared By Belt, Harris Pechacek, LLLP, Certified Public Accountants.

Mike Brotherton with Belt, Harris Pechacek, LLLP, presented the Fiscal Year 2012-2013 Audited Comprehensive Annual Financial Report Prepared By Belt, Harris Pechacek, LLLP, Certified Public Accountants. President Carney raised a question about how the Corporation's assets had been reflected in the audit, and Mr. Brotherton advised that he would research the question and provide a response to Mrs. Robinson to be provided to the Board. Board members took no formal action in this matter.

ITEM 5.) BRIEFING AND DISCUSSION CONCERNING: Status of Development of New City of Dickinson and Dickinson Economic Development Corporation Websites.

Management Assistant Zach Meadows provided an update on the status of the development of the new City of Dickinson and Dickinson Economic Development Corporation websites. Board members took no formal action in this matter.

ITEM 6.) CONSIDERATION AND POSSIBLE ACTION CONCERNING: Quarterly Financial and Investment Reports for Second Quarter of Fiscal Year 2013-2014.

Administrative Services Manager Jessica Rogers presented the Quarterly Financial and Investment Reports for the Second Quarter of Fiscal Year 2013-2014. Director Lawrence made a motion to accept the Reports as presented, and Director Reinschmidt seconded the motion.

VOTE:

5 AYES (Carney, Reinschmidt, Lawrence, Moreno, Simsen)

0 NAYS

MOTION PASSED

ITEM 7.) CONSIDERATION AND POSSIBLE ACTION CONCERNING: Approval of Fiscal Year 2013-2014 First Amended Budget.

Director Moreno made a motion to approve the Fiscal Year 2013-2014 First Amended Budget as presented. The motion was seconded by Director Simsen.

VOTE:

5 AYES (Carney, Reinschmidt, Lawrence, Moreno, Simsen)

0 NAYS

MOTION PASSED

ITEM 8.) CONSIDERATION AND POSSIBLE ACTION CONCERNING: Status of Development of Marketing Brochure and Preliminary Layout for I-45 Properties and Discussion Concerning Development Partner for Project.

Shawn Ackerman and Cyrus Chen with Henry S. Miller presented some marketing ideas and a timeline for marketing the I-45 properties. There was specific discussion about the uses that the Board would like to see on the I-45 properties as well as the uses that the Board does not want to see. The Board asked that Mr. Ackerman focus on retail, restaurants, hotel, conference center, and entertainment uses. The Board also indicated that it was not interested in a lifestyle center or strip centers. It was also the consensus of the Board that a public-private joint venture is acceptable for the right kind of project. Mr. Ackerman stated the marketing pieces would be ready and approved by the Board and Mrs. Robinson before May 14, 2014 for the ICSC Conference in Las Vegas on May 18, 2014.

ITEM 9.) FUTURE AGENDA ITEMS

1. Advertising and spotlighting local businesses through an insert in the local newspaper.
2. Update from Henry S. Miller on the status of I-45 properties.

ITEM 10.) ADJOURN

Director Reinschmidt made a motion to adjourn the meeting at 8:08 p.m, and the motion was seconded by Director Lawrence.

VOTE:

5 AYES (Carney, Reinschmidt, Lawrence, Moreno, Simsen)

0 NAYS

MOTION PASSED

PASSED, APPROVED AND ADOPTED this the _____ day of June, 2014.

Darrell Carney, President

AGENDA

ITEM 3

AGENDA

ITEM 4

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

MEETING DATE June 2, 2014

TOPIC: Status of I-45 Properties and Possible Development Partner for Project (Henry S. Miller Team).

BACKGROUND: Shawn Ackerman and the Team from Henry S. Miller had great feedback on our project during the ICSC Conference. There are multiple groups interested, and they expect a Letter of Interest early next week. They met with many developers and forwarded to those developers packages with additional information. The response was very exciting.

They are in the process of contacting the remaining franchise developers for the major hotels like Hyatt, Hilton, Marriott, Best Western, etc. The major hotel chains have specific territory managers for our area, and they have franchisees/developers that would have interest in our market. However, locating the contact information for these franchisees/developers takes some time. One of the Henry S. Miller research analysts is compiling all the hotel developers in the State so they can send those developers packages in the next week or so.

Shawn expects to have a working list of interested developers in the next week or so that he will provide to me. Once I get that list, I will send it out to the Board so you will be able to review the progress and ask any questions about them. Shawn was specific in telling interested developers that a hotel is the highest priority, and they can do just the hotel if that is their preference.

The questions that Shawn has received about our project have been mainly "what is the EDC and City's contribution". The developers know that the EDC and/or the City own the land. They want to know how much we would discount the land for the hotel developer. It would be helpful for the Board to discuss how it wants to utilize the land if we are presented with a hotel deal and, if the Board is willing to sell the land, determining a price for 4 acres for a hotel only.

Shawn has also asked about other incentives that could be part of a hotel-only project, and I will be working on compiling possible incentives.

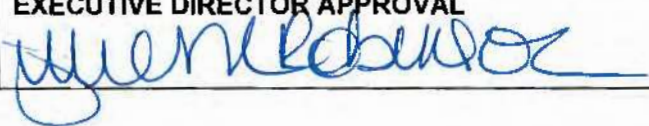
RECOMMENDATION: None

ACTIONS TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

ATTACHMENTS:	<ul style="list-style-type: none"> • Copy of Final Brochure Taken to ICSC Convention • Copy of Press Release Developed with Henry S. Miller Team
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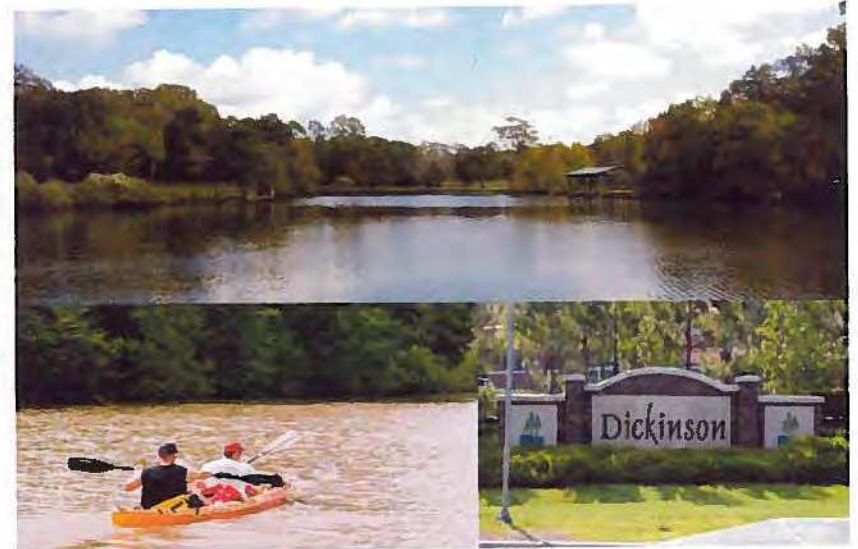
FUNDING ISSUES	<input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Not budgeted <input type="checkbox"/> Full Amount already budgeted.
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SUBMITTING STAFF MEMBER	EXECUTIVE DIRECTOR APPROVAL
Julie M. Robinson, Executive Director	

ACTIONS TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER

PUBLIC/PRIVATE WATERFRONT DEVELOPMENT OPPORTUNITY

DICKINSON, TEXAS
GULF FWY, DICKINSON, TEXAS 77539



Dickinson Economic Development Corporation (DEDC) and the City of Dickinson own approximately 17 acres situated on the west side of I-45 just south of FM 517 and bounded on the south by the beautiful Dickinson Bayou. This acreage is zoned General Commercial, and the DEDC and the City of Dickinson are interested in a public/private partnership to create a quality commercial development that could include hospitality, entertainment, restaurant, and retail uses.

DEMOGRAPHICS:

2013 Est Demographics	1-mile	3-mile	5-mile
Population:	7,077	33,115	89,190
Average Household Income:	\$76,278	\$80,656	\$83,469
Traffic Count I-45:	90,731 CPD		
Traffic Count FM 517:	27,648 CPD		



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AUSTIN EL PASO DALLAS-FORT WORTH HOUSTON SAN ANTONIO
 1800 W. Loop South, Suite 1860 • Houston, Texas 77027
 p 713.626.2828 • f 713.626.5277 • www.henrysmiller.com

FOR DETAILS CONTACT

SHAWN ACKERMAN
 President - Retail
 713.386.1088 Direct
shawnackerman@henrysmiller.com

CYRUS CHEN
 Assistant VP - Retail
 713.386.1073 Direct
cyruschen@henrysmiller.com

The information herein is intended to provide a general overview of the property and is not intended to constitute an offer of real estate. The information is intended to provide a general overview of the property and is not intended to constitute an offer of real estate. The information is intended to provide a general overview of the property and is not intended to constitute an offer of real estate.

DIVIDER PAGE

DIVIDER PAGE



Transforming Texas Skylines: Past. Present. Future

PRESS RELEASE

Contact:
Melissa 'Missy' Hodges
VP - Marketing/Research
972.419.4068

DICKINSON EDC PARTNERS WITH MILLER TO FACILITATE THE DISPOSITION OF I-45 LAND; ALL PART OF THE CITY'S CONTINUED GROWTH

DICKINSON, TX - - Tuesday, May 20, 2014 - - Henry S. Miller Brokerage's Greater Houston office is proud to announce a partnership with Dickinson Economic Development Corporation and the City of Dickinson to procure a strategic buyer for approximately 17 acres along Interstate 45 and Dickinson Bayou. "Dickinson Economic Development Corporation and the City of Dickinson are excited to be working with Henry S. Miller Brokerage with regard to its properties located adjacent to I-45 in Dickinson. With the exponential progress that has occurred both in and around Dickinson in the last two years, it is clear that Dickinson is in the path of growth, and we are embracing our position. We believe that Henry S. Miller Brokerage is the perfect partner to bring the type of development project to Dickinson that will not only benefit local citizens but the hundreds of thousands of potential visitors traveling the I-45 corridor between Houston and Galveston," said Julie M. Robinson, Executive Director for Dickinson Economic Development Corporation and City Administrator for the City of Dickinson.

Henry S. Miller's Shawn Ackerman, President of the Houston Retail Division and Assistant Vice President, Cyrus Chen have been assigned this prominent Dickinson public-private development opportunity and will begin marketing the land to qualified hotel and retail developers. The 17.32 acre tract, which is owned by the Dickinson EDC and the City of Dickinson, is located on the west side of Interstate 45 just south of FM 517. The property sits along the beautiful Dickinson Bayou and features excellent visibility with more than 900 feet of I-45 frontage and with great accessibility. "We are honored to exclusively represent the Dickinson EDC and the City of Dickinson in this public-private hotel and retail development opportunity of waterfront property in the heart of the I-45 corridor. The City and Dickinson EDC are devoted to responsible growth and improvements to accommodate high quality development and expansion. With the growth in Dickinson and new development in surrounding areas, we are sure to find the perfect development partner for this property." said Ackerman.

The City of Dickinson has constructed a new \$6.4 million City Hall and Library Complex that houses the Galveston Country Water Control & Improvement District #1 offices as well as the TABC (Texas Alcohol & Beverage Commission) Galveston County office. The Dickinson Independent School District has invested more than \$100 million in new construction and renovation of DISD facilities throughout the District, and on May 10, 2014, voters approved a \$56 million bond referendum for the construction of a new Elementary and a new Middle School. Recently DISD was recognized as the fastest growing school district in Galveston County and one of the fastest growing in Texas. Businesses are reinvesting in their Dickinson facilities, the City adopted a new Economic Development Program, and the Dickinson EDC and City have been purchasing properties all in an effort to enhance their long-term planning for the growth of Dickinson. The City also adopted an Overlay District along the Highway 3 corridor, and the Dickinson EDC has adopted an incentive program to encourage redevelopment within that corridor. In the near future, the City of Dickinson will start development of a Comprehensive Plan, development of a branding and marketing plan for the City, and a Master Sign Plan.

The City of Dickinson has positioned itself as an attractive area for investment and development. Dickinson is conveniently located between downtown Houston and the recreational destination of Galveston, Texas. Dickinson Bayou bisects the city and offers everything from water sports and fishing to relaxing patios with excellent sunset views. The City offers developed neighborhoods as well as new subdivisions, beautiful green space, parks and trees. The efforts of Keep Dickinson Beautiful have won the Governor's Community Achievement Award multiple times. The small town charm of Dickinson is complemented by the City's proximity to and inclusiveness of nearby amenities that offer local businesses and residents the best of both worlds. Dickinson is advantageously located within two miles of Texas City's Tanger Outlets, and within minutes from Houston's Hobby Airport. And, upon completion of the Grand Parkway, Dickinson's already ideal location will be wonderfully enhanced.

For information about the ±17.32 acres on Interstate 45, contact Shawn Ackerman shawnackerman@henrysmiller.com or Cyrus Chen cyruschen@henrysmiller.com 713.626.2828.

About Henry S. Miller: One Family. One Vision. A Century of Excellence.

Dallas-based Henry S. Miller Companies is one of Texas' largest and oldest independent full service commercial real estate firms. Established in 1914, Henry S. Miller celebrates 100 years of excellence in real estate service. Henry S. Miller was founded on the principles of integrity and service. The same principles that built the Dallas Skyline in the last century will propel the landscape of Texas in the next century.

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###

AGENDA

ITEM 5

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

MEETING DATE June 2, 2014


TOPIC:	Discussion and Direction Concerning Possibility of Demolishing Former DISD Administration Building and Auctioning Off Portable Building
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BACKGROUND:	<p>On several occasions, the Board has discussed the possibility of demolishing the former DISD Administration Building. This building is in complete disrepair and has been vandalized on several occasions over the past year. Asbestos abatement has already been performed, so the building could be demolished. I requested a ballpark estimate from JTB Demolition, the company that the City uses for its demolition projects, and JTB has estimated that the demolition (which would include filling in the basement and removing the concrete slab) would cost approximately \$58,000.00.</p> <p>Additionally, over the past few months, I have received inquiries from individuals and companies that are interested in purchasing the portable building. In order to sell the portable building, we will need to go through an auction. The City is currently gathering items for an auction that will occur in June. If the Board wishes to sell the portable building, we could include it in the City's auction, and the proceeds from the sale would be provided to DEDC.</p>
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RECOMMENDATION:	Staff requests direction from the Board with regard whether it wishes to proceed with demolition of the former DISD Administration Building and/or auctioning off the portable building that is currently located on the property.
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ATTACHMENTS:	• None
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FUNDING ISSUES	<input type="checkbox"/> Not applicable <input checked="" type="checkbox"/> Not budgeted <input type="checkbox"/> Full Amount already budgeted.
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SUBMITTING STAFF MEMBER	EXECUTIVE DIRECTOR APPROVAL
Julie M. Robinson, Executive Director	

ACTIONS TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER

AGENDA

ITEM 6

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

MEETING DATE June 2, 2014

TOPIC:	Discussion and Direction Concerning Creation and Publication of Newspaper Section in Galveston Daily News Spotighting Dickinson Businesses.
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BACKGROUND:	<p>Angela Forbes and I met with Debbie Keith and Desiree Culver with Galveston Daily News to discuss the costs associated with creating, publishing and delivering a section in Galveston Daily News to spotlight Dickinson businesses. DEDC has a couple of options for publishing a spotlight piece: (1) publish a broadsheet which is the size of the regular newspaper or (2) publish a tab that is half the size of the regular newspaper. We will have examples of both at the Board meeting so you can see the difference.</p> <p>There are several things that the Board needs to discuss before deciding if and how it wishes to proceed:</p> <p>(1) <u>How to Pay for the Section.</u> DEDC could pay for the entire cost of publishing and distributing the section. The Print and Deliver Rates from Galveston Daily News are included with this agenda item. DEDC could also have Galveston Daily News sell ads for the section, and DEDC could subsidize 50% of the ad cost in order to make it more affordable to the businesses that choose to purchase ads. DEDC could also have Galveston Daily News sell ads to pay for the section which would result in little if any cost being picked up by DEDC.</p> <p>(2) <u>Distribution Reach and Day for Publication.</u> Does DEDC want to distribute the section to the full circulation of Galveston Daily News? Or does DEDC want to limit distribution to Mainland or North County circulation? The Board also needs to discuss which day of the week the section would be distributed since that will affect the circulation numbers.</p> <p>(3) <u>How Often to Publish the Section.</u> Would the section be published once a year? Once a quarter? Bi-annually?</p> <p>(4) <u>How to Select the Businesses to be Spotlighted.</u> The Board needs to discuss how the businesses would be selected for inclusion in the section.</p>
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ACTIONS TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

RECOMMENDATION: Staff requests direction from the Board as to if and how it wishes to proceed with developing a broadsheet or tab to be published and distributed by the Galveston Daily News spotlighting Dickinson businesses.

- ATTACHMENTS:**
- Sunday Distribution Sheet from Galveston Daily News
 - Daily Distribution Sheet from Galveston Daily News
 - Print and Deliver Rates from Galveston Daily News

FUNDING ISSUES

Not applicable
 Not budgeted
 Full Amount already budgeted.

SUBMITTING STAFF MEMBER	EXECUTIVE DIRECTOR APPROVAL
Julie M. Robinson, Executive Director	

ACTIONS TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER



Galveston County Market

Galveston County Daily News Daily Distribution in Combination with TMC (island and Mainland Neighbors)

Sunday

Zip Code	Area	Galveston County Daily News						
		Island Non-Subscribers Delivery	Mainland Non-Subscriber Delivery	Home Delivery	Paid Circulation		NIE	Total
					Single Copy	Bulk		
77550	Galveston	6,300		1,779	855	75		2,709
77551	Galveston	8,850		1,978	1,197	652		3,827
77554	Galveston	4,275		1,035	509	501		2,045
(pob)77650	Port Bolivar	0		165	144	33		342
Sub Total	Galveston Island	19,425		4,957	2,705	1,261	0	8,923
77510 / 77517	Santa Fe		4,596	1,532	388	54		1,974
77563	Hitchcock		2,782	924	234	74		1,232
77568	La Marque		4,030	1,322	557	85		1,964
77590/ 77591	Texas City		11,080	3,602	1,255	419		5,276
								0
Sub Total	Mainland (RTZ)		22,488	7,380	2,434	632	0	10,446
77539	Dickinson / San Leon		7,011	1,343	499	202		2,044
77573	League City			2,079	616	203		2,898
77546	Friendswood			327	147			474
Sub Total	No. County Market		7,011	3,749	1,262	405	0	5,416
Mail				153				153
Paid Online Subscriptions				821				821
TOTAL		19,425	29,499	17,060	6,401	2,298	0	25,759

Inserts Full Run: Home Delivery, Single Copy, NIE and Bulk

Post-it Notes: Full Run Home Delivery, Single Copy, NIE and bulk with the exception of the San Luis and Hilton

Revised 05/31/2013

Galveston County Market

Galveston County Daily News Daily Distribution in Combination with TMC (island and Mainland Neighbors)

Daily

Zip Code	Area	Island Non- Subscribers Delivery	Mainland Non- Subscriber Delivery	Galveston County Daily News			NIE	Total
				Home Delivery	Paid Circulation			
					Single Copy	Bulk		
77550	Galveston	6,300		1,779	1,068	58	82	2,987
77551	Galveston	8,850		1,933	728	462	210	3,333
77554	Galveston	4,275		979	344	544	14	1,881
(pob)77650	Port Bolivar	0		160	117	53	40	370
Sub Total	Galveston Island	19,425		4,851	2,257	1,117	346	8,571
77510 / 77517	Santa Fe		4,596	1,472	279	54	77	1,882
77563	Hitchcock		2,782	883	224	74	91	1,272
77568	La Marque		4,030	1,241	524	85	55	1,905
77590/ 77591	Texas City		11,080	3,367	1,271	374	203	5,215
								0
Sub Total	Mainland (RTZ)		22,488	6,963	2,298	587	426	10,274
77539	Dickinson / San Leon		7,011	1,208	432	202	84	1,926
77573	League City			1,890	474	203	120	2,687
77546	Friendswood			320	159			479
Sub Total	No. County Market		7,011	3,418	1,065	405	204	5,092
Mail				180				180
Paid Online Subscriptions				821				821
TOTAL		19,425	29,499	16,233	5,620	2,109	976	24,938

Inserts Full Run: Home Delivery, Single Copy, NIE and Bulk

Post-it Notes: Full Run Home Delivery, Single Copy, NIE and bulk with the exception of the San Luis and Hilton

Revised 05/31/2013



THE DAILY NEWS

Print and Deliver Rates

(Includes Turnkey Production, Printing and Delivery)

FULL RUN
(24,938)

	Black/White	One Spot Color Front	Full Process Color Front	Additional Copies
4 pg. Tab (30Lb) (30Lb-Regular Stock)	\$1,875	\$2,050	\$2,200	\$50/thousand
4 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$2,400	\$2,750	\$2,900	\$70/thousand
8 pg. Tab (30Lb) (30Lb-Regular Stock)	\$2,850	\$3,000	\$3,150	\$85/thousand
8 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$3,700	\$4,075	\$4,250	\$110/thousand
12 pg. Tab (30Lb) (30Lb-Regular Stock)	\$3,825	\$3,950	\$4,100	\$100/thousand
12 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$5,000	\$5,400	\$5,600	\$120/thousand
16 pg. Tab (30Lb) (30Lb-Regular Stock)	\$4,800	\$4,900	\$5,050	\$115/thousand
16 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$5,300	\$6,500	\$6,950	\$130/thousand
20 pg. Tab (30Lb) (30Lb-Regular Stock)	\$5,675	\$5,850	\$5,900	\$125/thousand
20 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$6,500	\$7,500	\$8,200	\$140/thousand

Effective 7-13

THE DAILY NEWS

Print and Deliver Rates

(Includes Turnkey Production, Printing and Delivery)

PART RUN

(8,923 - Island Only)

	Black/White	One Spot Color Front	Full Process Color Front	Additional Copies
4 pg. Tab (30Lb) (30Lb-Regular Stock)	\$ 850	\$ 900	\$ 950	\$50/thousand
4 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$1,050	\$1,150	\$1,200	\$70/thousand
8 pg. Tab (30Lb) (30Lb-Regular Stock)	\$1,300	\$1,400	\$1,550	\$85/thousand
8 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$1,650	\$1,800	\$1,900	\$110/thousand

PART RUN

(15,862- Mainland Only)

	Black/White	One Spot Color Front	Full Process Color Front	Additional Copies
4 pg. Tab (30Lb) (30Lb-Regular Stock)	\$1,675	\$1,850	\$2,050	\$50/thousand
4 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$2,100	\$2,300	\$2,450	\$70/thousand
8 pg. Tab (30Lb) (30Lb-Regular Stock)	\$2,550	\$2,700	\$2,900	\$85/thousand
8 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$3,200	\$3,350	\$3,550	\$110/thousand
12 pg. Tab (30Lb) (30Lb-Regular Stock)	\$2,700	\$2,900	\$3,100	\$90/thousand
12 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$3,400	\$3,550	\$3,700	\$115/thousand

Effective 7-13

THE DAILY NEWS

Print and Deliver Rates (Includes Turnkey Production, Printing and Delivery)

PART RUN ISLAND ONLY PLUS
ISLAND NEIGHBORS NON-SUBSCRIBER _____
(28,348 - Island Only - All Homes and Single Copy)

	Black/White	One Spot Color Front	Full Process Color Front	Additional Copies
4 pg. Tab (30Lb) (30Lb-Regular Stock)	\$2,900	\$2,975	\$3,125	\$55/thousand
4 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$3,425	\$3,650	\$3,825	\$75/thousand
8 pg. Tab (30Lb) (30Lb-Regular Stock)	\$3,775	\$3,900	\$4,100	\$90/thousand
8 pg. Tab (50Lb) (50Lb-Bright/White Stock)	\$4,650	\$5,025	\$5,200	\$115/thousand

Effective 7-13

Main (409) 683-5200
Toll Free 1-800-561-3611

Island Fax (409) 744-7679
Mainland Fax (409) 938-8409

8522 Teichman Rd. (P.O. Box 628) Galveston, Texas 77553
www.galvnews.com

AGENDA

ITEM 7

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

MEETING DATE June 2, 2014

TOPIC:	Briefing, Discussion and Direction Concerning Development of Certain Aspects of a Full Branding and Marketing Plan for the City of Dickinson.
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BACKGROUND:	<p>During the March 3, 2014 Board meeting, there was discussion about the possibility of retaining a consultant to do a quick assessment of Dickinson that would provide the Board with information on some improvements that could be made quickly while working on the full branding and marketing plan. I have talked with Roger Brooks International (formerly Destination Development International – the company that developed the branding and marketing plan for the City of League City), and they do offer a Single-Community Assessment that can be performed in a week, and, at the end of the week, the Board would receive a report with findings and recommendations. The Single-Community Assessment is \$25,000.00, and that price includes all travel costs.</p> <p>The full product is a Branding, Product Development & Marketing Action Plan (“Action Plan”) and takes 14-16 weeks to develop. The Action Plan is \$97,500.00 (Single-Community Assessment \$22,500.00 and the branding plan \$75,000.00), and that price includes all travel costs. The Single-Community Assessment is actually the first part of the Action Plan; however, if we do the Single-Community Assessment separately from the Action Plan, we will pay \$2,500.00 more.</p> <p>Due to his work load, Mr. Brooks would not be able to undertake a Single-Community Assessment or begin a Branding, Product Development & Marketing Action Plan for Dickinson until early 2015.</p> <p>We are researching other companies that may be able to provide something similar to the Single-Community Assessment that Roger Brooks International provides and will provide any additional information at the Board meeting.</p>
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RECOMMENDATION:	Staff requests direction from the Board concerning how it wishes to proceed with regard to the Single-Community Assessment and/or the Branding, Product Development & Marketing Action Plan.
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ACTIONS TAKEN		
APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER

**Dickinson Economic Development Corporation
Agenda Item Data Sheet**

ATTACHMENTS:	<ul style="list-style-type: none">• Community Assessment Brochure from Roger Brooks International• Branding and Marketing Plan Brochure from Roger Brooks International
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FUNDING ISSUES	<input type="checkbox"/> Not applicable <input checked="" type="checkbox"/> Not budgeted <input type="checkbox"/> Full Amount already budgeted.
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SUBMITTING STAFF MEMBER Julie M. Robinson, Executive Director	EXECUTIVE DIRECTOR APPROVAL 
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APPROVAL <input type="checkbox"/> YES <input type="checkbox"/> NO	ACTIONS TAKEN READINGS PASSED <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd	OTHER
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“WHAT A GREAT START!”

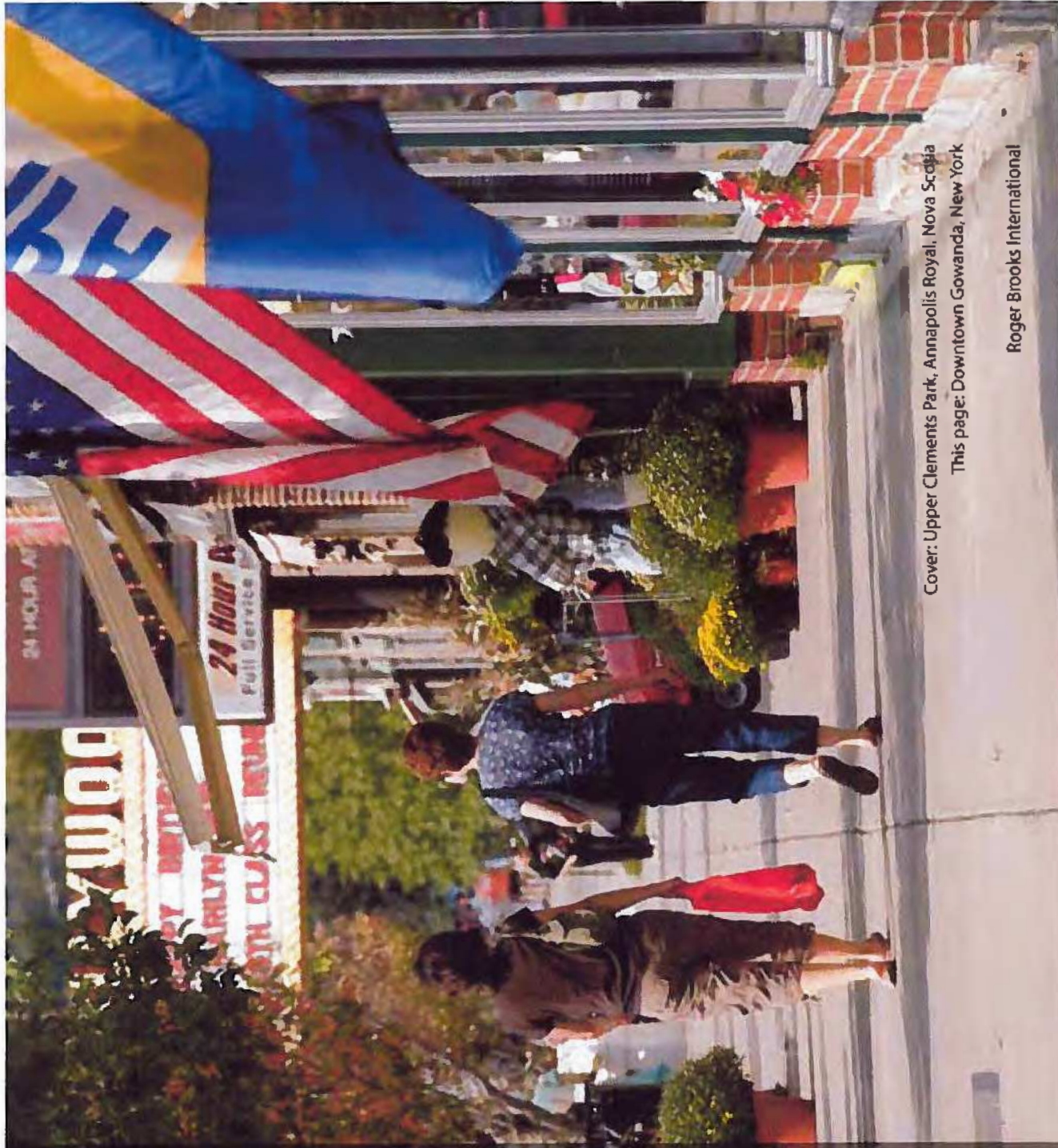
Community
Assessment
Program

ROGER BROOKS 
International

About Roger Brooks International

Every place has the potential of becoming an outstanding destination – for business, residents and visitors. Move beyond old-model strategic plans and feel-good generic marketing to find smart, practical solutions for success that lasts.

Roger Brooks and his team inspire people to see the possibilities. We've helped nearly 1,000 communities in North America and are masters at getting people to work together and at finding those special qualities that set places apart.



Cover: Upper Clements Park, Annapolis Royal, Nova Scotia
This page: DOWNTOWN GOWANDA, New York

Community Assessments

One of the most powerful features of the Roger Brooks International (RBI) Community Assessment is its fresh, objective viewpoint – a thorough review of your community through the eyes of a first-time visitor. This was made very clear to us when we were asked to perform an assessment of our own region, Thurston County (population 200,000). Having lived there seven years, CEO Roger Brooks knew he couldn't scrutinize the area objectively.

So Roger brought in Rhonda of Huntsville, Texas. Rhonda knew the value of the assessment because RBI had completed a Tourism Development Action Plan based on findings there, but she'd never been to Thurston County. Roger rode along with her as she explored the cities, getting lost, frustrated, missing attractions, and

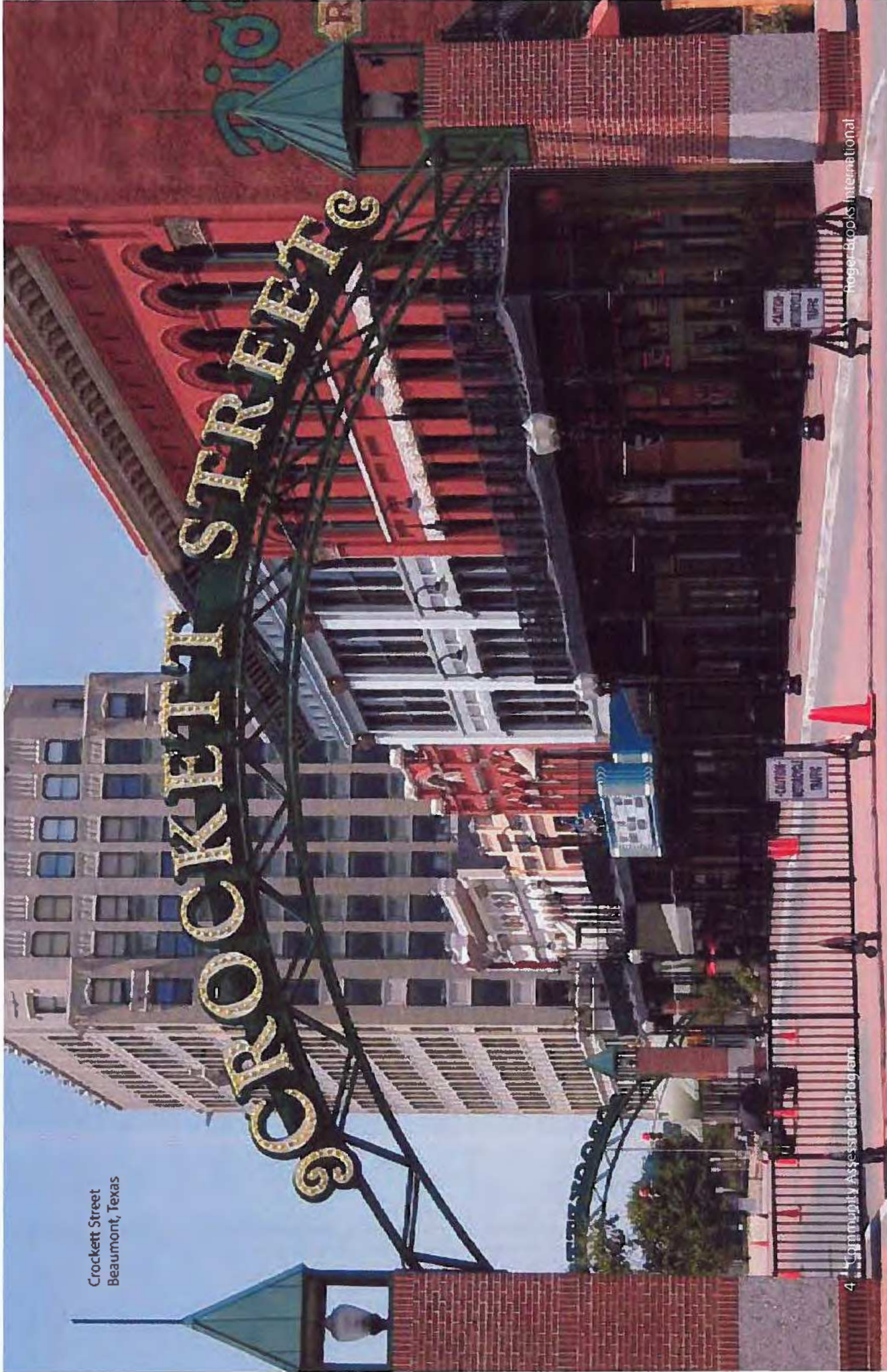
avoiding certain areas because of their poor appearance. What Rhonda noticed, missed, and how she felt were so revealing, Roger was sometimes shocked at this new perspective of his own community.

Like Rhonda, tens of thousands of people come into communities for the first time each year. They're considering sites for business and industry or they're assessing whether this is a place where they'd like to live, work or visit. What are their perceptions? What do they see and what do they miss? Is the community doing all it can to "close the sale?" Are businesses missing chances to pull people in the door? What opportunities are passing you by?

Vibrant communities that offer great quality of life for their residents, a thriving

Crockett Street
Beaumont, Texas

CROCKETT STREETS



business climate, and visitor appeal don't just happen by themselves. They need careful planning based on an honest, objective foundation.

Nearly 1,000 places throughout North America have hired Roger Brooks International to complete Community Assessments – RBI's most popular program – because they want to become outstanding destinations. They know they're missing vital opportunities, but on their own they "can't see the forest for the trees."

Do you want to increase visitor spending? Encourage locals to do more shopping in their own downtown? Attract new business? Help existing businesses become more profitable? Foster a greater sense of community?

The Community Assessment does exactly this - and more - while providing a solid platform for your branding, product development and marketing efforts.

Customers have enthusiastically said they've received more benefit from RBI's Community Assessment than any other plan they've ever commissioned.

We know firsthand what a powerful tool it is. With our assistance and Rhonda's assessment, the communities of Thurston County have been implementing more than 40 suggestions, helping them increase visitor spending and become a more vibrant, successful community.



Roger Brooks International

A Street Magician at Work
Cannon Beach, Oregon

What to Expect: Assessment Logistics

The Roger Brooks International Community Assessments can be customized to include a city or town, multiple communities, a county, or region. It can be tailored to focus on specific needs such as branding, wayfinding signage and websites, or it can be narrowed to a specific area, such as a downtown district.

The typical assessment process is as follows, but it can vary depending on the size and scope of the project.

1. Scheduling

The assessment process is a week-long effort, so confirming time on Roger's calendar is essential. We prefer to visit the community during the peak season but are happy to work with you to determine the best timing.

2. Marketing Assessment

A Review of marketing materials from various organizations: economic and community development, tourism and downtown promotion, relocation kits, visitor guides, copies of ads, and website addresses for various community organizations. We'll professionally review your collective marketing efforts, offering ideas and suggestions to make them even better at closing the sale.

3. Onsite Assessment & Workshop

Day 1: Travel to the area and see the activities, shopping, and dining available during the evening. Seventy percent of consumer spending happens after 6:00 p.m., so this is an important element of the assessment process.

The Balsams Grand Resort
Dixville Notch, New Hampshire



Day 2: Roger “secret shops” the community, applying the 60 ingredients (see page 11) to his review. He starts approximately ten miles from town, gradually narrowing the focus to key spending districts and amenities, taking nearly 200 photographs along the way. This progression reveals your community through the eyes of a first-time visitor – honest and objective – whether as an investment opportunity, a place to move a business, live or visit. Roger begins processing the photos that evening.

Day 3: It takes about eight hours to put together the Assessment Findings & Suggestions Workshop. Roger spends the day building the presentation to showcase low-cost ideas, solutions, and things you can do today to make a difference tomorrow. Always fun, entertaining and informative, the two-and-a-half hour workshop explains how to become an even stronger destination. It can take place this evening or the following morning.

4. Deliverables and Assessment Report

Roger Brooks International will provide a compressive Assessment Findings & Suggestions Report which includes six printed and bound copies, plus the report in PDF form for printing additional copies.



#Halifax, Nova Scotia

Sixty Key Elements Reviewed in Your Community

- Vehicular wayfinding
- Pedestrian wayfinding
- Business mix in downtown districts
- Community gateways
- Downtown gateways
- Crosswalks
- Pedestrian accessibility
- Business operating hours
- Customer service (retail)
- Retail signage
- Exterior retail displays
- Sandwich boards
- Temporary/portable signs
- Streetscapes
- Water features
- Public art
- Gathering places (public/private)
- Outdoor dining
- Internet accessibility
- Billboards/outdoor marketing
- Retail beautification
- Critical mass/clustering
- Attractions mix
- Seasonality
- Recreational activities
- Supporting vendors
- Evening activities
- Visitor information availability
- Cross-selling ability
- Diversionary activities
- Primary draw/opportunities
- Historical attractions/museums
- Cultural activities/facilities
- Parking (time limits, availability)
- Pedestrian accessibility
- Parks and public spaces (outdoor)
- Public assembly spaces (indoor)
- Facades and architecture
- Linkages: Activities and amenities
- Supporting services/amenities
- Overall quality (retail, business mix)
- Brands and perceptions
- Curb appeal
- Community maintenance
- Beautification (public access areas)
- Pole banners
- Anchor businesses
- Hidden gems
- Continuity
- Visual cues, first impressions
- Residential neighborhoods
- Entry point impressions
- Access and egress from highways
- Transportation (rail, ferry, public)
- Industrial areas
- Community arts programs
- Safety factors – day, night
- Invitations vs. rejections (retail)
- Use of technology
- Lodging facilities

*"Nothing great was ever
achieved without enthusiasm."*

— Ralph Waldo Emerson



About Roger Brooks

"I've been attending this conference every year for nearly 40 years and I've never seen as good a speaker as you. That was fantastic!" – Travel industry professor at the University of Wisconsin talking to Roger Brooks

There are very few change-agents on the planet who have motivated more people in more places than Roger Brooks has in the travel industry. Over the past 30 years Roger has helped thousands of people transform ordinary places, businesses, and attractions into incredibly successful destinations.

One of the most recognized and frequently quoted experts in the travel industry, Roger inspires and empowers audiences around the world to achieve their highest aspirations. He is extraordinarily dynamic. He's also very

funny, combining humorous video clips and fascinating real-life stories, while providing steps, rules and ingredients – bottom line solutions – that every audience member can implement today to make a positive difference tomorrow.

Roger began his career in the concert industry providing tour management services for international recording artists including The Eagles, Fleetwood Mac, Chicago, Earth Wind and Fire, and others, culminating in the famous Saturday Night Fever Tour with the Bee Gees.

From there he spent ten years assisting in the development and marketing of acclaimed destination resorts including Whistler Resort in British Columbia; Harbour Town on Hilton Head Island, South Carolina; Sunriver Resort in Central Oregon, and several others.

Roger has since worked with nearly a thousand communities, as well as many states, provinces, national parks, and countries in their branding, product development and marketing efforts. And beyond the public sector, Roger has worked with trade associations and businesses in the lodging, retail, and restaurant industries as well as attractions, tour operators and providers, marketing agencies, and the travel media. He is the go-to expert for anyone with ties to the travel industry or in downtown development where most travel spending takes place.

A board member of the U.S. Travel Association and author of the popular book "Your Town: A Destination – The 25 Immutable Rules of Successful Tourism," Roger has become one of the world's most popular keynote speakers and authorities in the travel industry.

There is simply no one who can get an audience pumped up and excited about making something happen as well as Roger. It's not surprising his personal motto is Ralph Waldo Emerson's statement: "Nothing great was ever achieved without enthusiasm." His enthusiasm is contagious, so let Roger empower your audience to reach new heights.

What are People Saying?

"Wow! What a wonderful day! You did such a remarkable job getting Manteca to think about its future. I have had so many good comments and numerous calls thanking us for the assessment. Thanks for making us look so good!"

– Linda Abeldt
Executive Director
Manteca California CVB

"My phone has not stopped ringing since Tuesday night! Response has been beyond anything I ever anticipated. Your assessment has galvanized our community to move forward to 'Make a difference.'"

– Mayor Donnetta Walser
City of Monroe, WA

"We had such a great time with Roger. Everyone is pumped and my challenge is to move all that energy forward! People are e-mailing me and stopping me in the streets to talk about the Assessment. Safe to say this was a huge success."

– Trudy Curley
Director Bluenose Coast Tourism
Association, Nova Scotia

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ROGER BROOKS 
international

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INTRODUCTION

Great brands evoke emotion. They make you want to go there. They also make you want to come back time and again. And they differentiate you from everyone else. When developing a community brand, there's a natural tendency to try to please everyone, to be all things to all people. But with the world at our fingertips in seconds via the internet, this strategy no longer works.

For more than 30 years, the Roger Brooks International (RBI) team has assisted in the development, marketing, and branding of renowned destinations, and has assisted nearly a thousand communities, states, and provinces around the world with their efforts to become the destination of choice for investment, for business growth and expansion, as an outstanding place to live, and as a premier visitor destination.

We are pummeled with 5,000 marketing messages a day, far more than the mind can absorb, so we

simply block out anything that doesn't appeal to us specifically. This is why 97% of all community-based marketing is ineffective – it's simply too generic. "Something for everyone," all-things-to-all-people marketing no longer works.

In this age of marketing over-saturation, communities must begin by narrowing their focus - finding that one thing that sets them apart from everyone else - their brand story - and then focusing on that.

With revenues down and fewer federal and state dollars available, communities must think and act like businesses: They must narrow their focus, create razor sharp messaging, concentrate on product development, and get past the old model of trying to be all things to all people. They need to develop a powerful, unique, and relevant brand.

Based on decades of grassroots experience, we have learned what works and what doesn't. We know the

importance of a collaborative approach that fosters community buy-in, so critical for the success of any branding effort, helping to build a brand story and brand promise that is real and vital.

Over the years the Roger Brooks International team has developed a 13-step branding process, which has seen a phenomenal success rate with incredible results.

No one is better at energizing communities, finding local champions who will push the agenda forward, and facilitating lasting positive change than RBI. And perhaps best of all, we do this with you, not just for you. We facilitate the process rather than dump a plan or study on you. When the Action Plan is developed from within the community, with local input and buy-in, chances of success are increased exponentially.

THE 13 THINGS YOU NEED TO KNOW ABOUT BRANDING

- 1. Brands are specific.** To win you must jettison the generic. The days of being all things to all people are officially over. If it can fit anyone else, then toss it and start over. Your brand needs to be unique to only you in your marketplace.
- 2. Logos and slogans are NOT brands.** They are simply marketing messages used to support and reinforce your brand. Have you ever gone anywhere because they had a great logo?
- 3. A brand is a perception.** It is what people think of your community when you mention where you're from. It's also a promise that you will deliver on that perception when we arrive. Sometimes communities need a "repositioning" or "rebranding" effort that will change those perceptions.
- 4. You never use focus groups.** Never. The bigger the focus group, the more generic the brand becomes. Read every good book on branding and you'll see they all say to avoid the use of focus groups.
- 5. You build your brand on feasibility, not just local sentiment.** You want your brand to benefit your community, not just be a pretty logo. This is an economic development brand, not just a feel good "great place to live, work and play" message that can fit anyone anywhere. And tourism is big part of economic development.
- 6. Successful brands are built on grassroots efforts.** They are not top down exercises. They must come from within, and not be plopped on the community by an outside consulting firm. We surveyed 400 well-branded towns and downtowns. Only three were top-down efforts.
- 7. Your name must be synonymous with your brand.** Nashville and country music. Napa Valley and wine. Orlando and kids and family. Las Vegas as the playground for adults. Lancaster, Pennsylvania and the Amish. Hollywood and movies. Washington, DC and government.
- 8. Successful brands are built on product, not just marketing.** Great product sells itself. Avoid hiring anyone who doesn't include product development as part of the branding process. This is why creative agencies are rarely the right choice for most branding programs.
- 9. Brands require dedicated champions.** Without tireless pioneers to champion the cause, no brand can be successful. Not everyone will agree with a narrow focus.
- 10. You never "roll out" a brand.** It is earned - good or bad. After all, a brand is a perception - a feeling - that is developed over time via word of mouth, through social media, visual appeal, and the news. This is why public relations build plans, and advertising is used to maintain your ownership position.
- 11. Brands require continuity.** It's a team sport. Can you imagine what would happen if every Coca Cola bottling plant designed its own Coke logo, its own bottles, cans, and Coke ads? Coke wouldn't exist as a brand. To succeed, your key organizations must be on the same page pulling in the same direction. The look, feel and messaging must be consistent.
- 12. Successful brands begin with a plan.** The goal is to end up with a Branding, Development & Marketing Action Plan. You need a well-defined to-do list, with everyone playing a role. A good action plan brings the community together with common goals, a defined direction, and the steps to take to achieve success.
- 13. There are only three killers of any branding project.** Here they are:
 - Local politics. Membership organizations as well as elected politicians.
 - Lack of champions. Without local champions willing to push the agenda forward, brands cannot succeed.
 - Lack of money. Both private and public.The most successful brands are built on private-sector investment: Hershey, PA and chocolate; Napa Valley and its hundreds of wineries; Branson, Missouri and its 49 music theaters; Nashville and country music; Orlando and Disney, Universal Studios and dozens of other attractions.

The bottom line:

If you have the right champions, they will get past the politics and will find the money. Every time.

THE 13-STEP BRAND DEVELOPMENT PROCESS

The primary deliverables with this process is a Branding, Development & Marketing Action Plan and the supporting Brand Graphics Kit. The Action Plan includes:

Branding - what sets you apart from everyone else and makes you THE destination of choice.

Development - what needs to be done so you "own" the brand. The "product" to bring the brand to life. All successful brands are built on product. Product sells itself.

Marketing - how to tell the world.

Action Plan - the to-do list.

Also included are the Brand Graphics, which bring the brand to life – the look and feel of your brand and how it's portrayed to the world. The Brand Graphics Kit includes brand identity (logo), concepts for brochures, print ads, website home page, pole banners, wayfinding signage, business papers, vehicle marketing, and also includes your key marketing messages, tag lines, and brand promise. In fact, the key marketing messages are even more important than the graphics although the two must work hand in hand.

The famous ad man, David Ogilvy once said, "On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents of your marketing dollar." Your key marketing messages are extraordinarily important to the success of your brand.

So, here's how the program works - our recommended scope of work.

1. The Brand Development Committee

The process begins with the organization of a local Brand Development Committee (BDC) which we'll assist in organizing to make sure we get the best participants. This is the group of stakeholders who will take the lead in developing the brand direction.

Roger Brooks International will facilitate the following steps of the branding process, working with the Brand Development Committee.

2. Education and Outreach

RBI's first on-site visit will have Roger Brooks present the workshop "The Art of Branding a Community" and introduce the step-by-step process. Through a series of case histories and fascinating stories, including photos and videos, the audience will understand the branding process, and Roger's enthusiasm will get people excited about the upcoming effort.

The branding workshop will kick off the process, with input requested by participants during the workshop. This should be open to everyone in the community including the press. It provides local residents the opportunity to weigh in on ideas, challenges (as they see them), assets, and options.

Roger will also meet with the Brand Development Committee and tour the community to see, first hand, the assets, attractions, ambiance, and challenges you have that can be leveraged or improved through this effort.

RBI will create an online questionnaire to solicit opinions and feedback from local and regional residents, groups, and businesses. This provides a format for interested people to voice their opinions

and weigh in on brand direction ideas.

The questionnaire stays online for three weeks. During this time, RBI and the BDC will review existing local and regional marketing campaigns, collateral, websites, advertising, and previous applicable studies.

3. Research and Compile Results

Both RBI and the BDC will review the feedback from the online survey, compiling the results. During this process RBI (from the Seattle office) will facilitate video conference calls with the BDC to compare notes and help narrow the list of potential brand candidates. We will also review the questionnaire responses in terms of demographics, psychographics, and geographic locations.

4. Identify the Markets

The next step is to identify the markets you are hoping to attract. This includes business, industry, visitors and residents. Those markets will include geographic areas, demographics, lifestyle groups (tapestry research), primary and secondary markets. We look at seasonality, and how that can be leveraged in the branding process.

5. Feasibility Testing

With the public outreach concluded and the markets identified, the Brand Development Committee and the RBI team, working together, now test the leading brand candidates.

The candidates are reviewed through a ten-point "Feasibility Test" with the idea of narrowing the focus down to two or three possible primary directions. This will also include a video conference call between the BDC and the RBI team.

THE 13-STEP BRAND DEVELOPMENT PROCESS (cont.)

Once we know the possible brand direction, the BDC will begin to find local brand champions to aid in the development of the chosen brand direction. The Brand Development Committee will then morph into the Brand Leadership Team (BLT) – those who will “lead” the effort and champion the cause, pushing the agenda forward.

Throughout this research period, communication between the BDC and RBI is accomplished through e-mail, telephone, and via video conferencing. At least two conference/video calls with the BDC will be provided during these steps.

6. Branding BootCamp

Here’s where the real fun begins. RBI will visit the community for the second time to meet with the Brand Leadership Team for a three and a half day “Branding BootCamp” where, together, the final brand is crafted, the brand graphics developed, and the branding plan is begun. Don’t panic about the three and a half days! There are lots of options. You are shaping your community’s future for years, and that is worth spending some time developing.

7. Building the Brand Story & the Plan

The first day of the BrandCamp week will be spent revisiting the brand direction, crossing the T’s and dotting the I’s and then crafting the brand story. RBI will lead the group through hands-on exercises until the brand ideas are narrowed down to a single brand direction.

The second goal that day is to write the Brand Promise. This is the paragraph that concisely depicts the brand – what you want your community to be known for. It will be your “mission statement” for years to come.

The second day is dedicated to product development. It’s important that the brand be based on activities – things to do – not just things to look at. Brands don’t last if they’re built on “been there, done that” attractions or individual events. They must be interactive – experiential. Product development includes downtown recommendations, working with and fostering businesses, defining niche brands, looking at seasonal considerations, and determining how the brand can work for economic development, community development, and tourism. It also includes identifying new investment opportunities. This program assists economic development and tourism related objectives.

The third day is spent on marketing: creating the “look and feel” of the brand. As a team we come up with key marketing messages, tag lines, and the graphics that will showcase the new brand to the world. RBI’s Creative Director will be at the BrandCamp working on the brand graphics in a temporary design studio. This way even the look and feel of the brand is being formed WITH the team right there, on the spot.

On the last day, a presentation and open house is hosted where the brand can be showcased. The BrandCamp concludes with a “where do we go from here” session with the Brand Leadership Team.

Up to fifteen BrandCamp Kits are provided. They include all the exercises, step-by-step instructions, case histories, and presentations to help with the process.

The result is the production of the Branding, Development & Marketing Action Plan.



THE 13-STEP BRAND DEVELOPMENT PROCESS (cont.)

8. BrandGraphics

Selling the look and feel of the brand is the easiest and most effective way to showcase the brand direction to the community.

The Brand Graphics Kit includes: Brand identities for the community and partnering local organizations, and initial concepts for brand awareness posters, print ads, brochure covers, pole banners, wayfinding signage, a website home page, vehicle graphics, and products such as bookmarks or logo gear.

While much of the Brand Graphics work will take place during the BrandCamp week, they will be further refined and finished upon return to RBI's office.

9. Develop the Action Plan

One of goals of the BrandCamp is for the attendees and RBI to draft a list of product development and marketing recommendations that will bring the brand to life.

After the BrandCamp, Roger Brooks will write up the plan, which typically includes 20 to 40 different recommendations, and this will become the BLT's "Bible" for implementing the brand. The Action Plan includes a description of the recommendation, when it would be implemented, who would be charged with implementation (it takes a village), approximate cost, possible funding sources, and the rationale for making the recommendation. This is the To Do list that makes the plan easy to implement. The effort becomes fun when you have people on the same page, pulling in the same direction.

10. Make Something Happen

The best way to introduce a brand to the community is to make something happen that's visual. It might be the installation of new pole banners. A new brand-identity (logo) on new business cards, or ads and marketing materials with a new look and focus. Introducing a brand works best if people can get used to it over time. The plan includes step-by-step instructions on what needs to be done to achieve success and long term buy-in.

11. Keep the Energy High

Once the RBI crew has headed back to home base, the Brand Leadership Team will be provided a presentation to showcase the brand direction to local organizations, councils, and boards to generate local buy-in. Continuity is key to successful branding, and this is the best way to get local organizations, businesses, residents, and clubs working together.

Once the RBI team heads back home, provides you with the final plan and final brand graphics, the team will still be available to work with you for another few months to keep things moving forward. Need to pump up the troops? Give us a call! Have questions or concerns: Send them our way. The first year is the critical year in pushing the brand forward.

Ongoing implementation:

12. Tell the World

Once the product is in place, based on the recommendations from the Branding Action Plan, it will be time to tell the world what your community is all about, using the marketing initiatives within the Plan.

13. Revisit the Plan often

It is very helpful to revisit the Branding Action Plan every few months. Never let it sit on a shelf gathering dust. It is a living document and your guide. As recommendations are implemented, new ideas may emerge, and they can be added so the plan so it remains a "living document."

Never, ever give up!

Keep your determination and motivation strong, and you will see a successful branding effort for the area resulting in a stronger economic foundation and a more successful, enjoyable place for residents to live, work, and play.



The exclusive BrandCamp Kit.



Branding
&
MARKETING
PROGRAM

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AGENDA

ITEM 8

AGENDA

ITEM 9

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ITEM 10

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TIME: _____
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