

**LLANO ECONOMIC DEVELOPMENT CORPORATION  
REPORT TO CITY COUNCIL  
FY 2011/2012**

The Bylaws of the Llano Economic Development Corporation (LEDC) require an economic development plan that is updated annually. The economic development plan of the LEDC, described herein, contains a mission, short and long term goals, strategies, objectives for the remainder of this fiscal year and the next fiscal year, proposed projects, budget, and accomplishments.

**MISSION**

The mission of the Llano Economic Development Corporation (LEDC) is to invest the City's designated economic development sales tax receipts into economic development projects, as prescribed by Texas law, for the benefit of the citizens of the City of Llano.

**GOALS**

SHORT TERM GOALS FOR FY 12-13

1. Completion of Phase I - Covered Arena at Community Facilities Project
2. Completion of Soccer Fields and Restrooms at Community Facilities Project
3. Continue Financial Support for Business Retention, Expansion and Development
4. Continue Financial Support of Main Street Façade and Restoration Grant Program
5. Continue Financial Support for Capital Improvements on LanTex Theater
6. Continue Financial Support for Special Event/Project Funding
7. Continue Financial Support to Assist Beautification Projects

LONG TERM GOALS FOR FY 12-13

1. Economic Plan for Business Retention, Expansion and Development
2. Support for Hangar and Hangar Home Development
3. Support for Main Street Incubator & Development
4. Investigate Possibilities for Community College or Remote Campus

**STRATEGIES**

In order to accomplish the goals and make its vision a reality the LEDC will:

1. Encourage Business Development, Tourism and Travel to Llano
2. Encourage and Fund Local Projects of Organizations that Support the Overall Mission, Goals and Strategies of the LEDC
3. Develop an Economic Plan for Business Retention, Expansion and Development

**OBJECTIVES**

1. Continue to Work Toward Implementation of Short and Long Term Goals

LEDC PROPOSED FY 2012-2013 Projects & Budget

<b>LEDC</b> <b>Proposed Projects &amp; Budget</b> <b>FY 2012-2013</b>		
<b>REVENUE:</b>		<b>TOTAL</b>
Sales Tax	\$ 210,000.00	
Note Payment - Bethany/ZeeCon	\$ 37,510.00	
Interest	\$ 600.00	
Sale of Property - 1.6 Acres to Neff	\$ 10,000.00	
Sale of Property - 47 Acres to Wootan	\$ 21,500.00	
CFP - Carry Forward Balance from Prior Year	\$ 10,000.00	
<b>Total Funds Available</b>		<b>\$ 289,610.00</b>
<b>PROJECTS &amp; ALLOCATIONS:</b>		
<b>Administration</b>		
Administration	\$ 4,300.00	
Bond I Payment (\$2MM)	\$ 190,930.00	
Bond II Payment (\$200K)	\$ 37,380.00	
		<b>\$ 232,610.00</b>
<b>Community Facilities Project</b>		
CFP - Carry Forward Balance from Prior Year	\$ 10,000.00	
		<b>\$ 10,000.00</b>
<b>Downtown/Main Street Projects</b>		
Downtown Planters/Maintenance - Main Street	\$ 2,000.00	
LanTex Theater Maintenance	\$ 4,000.00	
Main Street Façade & Restoration Grants	\$ 4,000.00	
		<b>\$ 10,000.00</b>
<b>Business Retention and Expansion Plan</b>		
Committed Expansion Payment	\$ 6,500.00	
		<b>\$ 6,500.00</b>
<b>Events and Tourism Development</b>		
General	\$ 5,000.00	
		<b>\$ 5,000.00</b>
<b>Advertising</b>		
General	\$ 3,000.00	
		<b>\$ 3,000.00</b>
<b>Reserve - Economic Development Activities</b>		
General	\$ 1,000.00	
Land Sale	\$ 21,500.00	
		<b>\$ 22,500.00</b>
<b>TOTAL PROJECTS</b>		<b>\$ 289,610.00</b>

**FY 2012-2013  
ANNUAL REPORT**

This annual report of the Llano Economic Development Corporation is required by the bylaws. Article 4.04, General Duties of the Board, required that the report cover the work of the LEDC in this fiscal year up to June 1. The report is to contain:

- Accomplishments to date
- Activities of the board
- Anticipated short term challenges
- Long term issues
- Recap of all budgeted expenditures to date

This report was written in order to comply with the requirements of the bylaws.

**LEDC MILESTONES  
Accomplishments of the  
Llano Economic Development Corporation**

The Llano Economic Development Corporation (LEDC) was incorporated in 1994 as a "4A" Economic Development Corporation for the City of Llano, Texas. The Corporation is governed by a citizen board following the true intent of the Texas Legislature as expressed in the Development Corporation Act of 1979. This Act allows municipalities to create non-profit corporations (called Development Corporations) and levy up to ½% sales tax in order to promote local business development. *The Development Corporations operate separately from the municipalities, with Boards of Directors that over see their efforts.* The first meeting of the LEDC Board was held on October 4, 1994, with a beginning bank account of \$17,000.00

The first project approved by the LEDC was improvements to the airport (pavement and hangars). The project was funded at almost \$140,000.00. At the same time they also approved an expansion of the golf course from nine to eighteen holes. At the beginning of 1995 the first LEDC budget was approved. Shortly afterward it was recognized that a "4A" Corporation could not fund the development of the golf course. In May 1995, the citizens of Llano voted to change from a "4A" Corporation to a "4B" Corporation, thus giving the board a wider latitude of economic development projects that it could fund. In July of 1995 the LEDC was reconstituted as a "4B" Corporation.

The following time line below relates the accomplishments of the LEDC  
October 4, 1994 – first meeting with a beginning bank balance of \$17,000.00  
"4A" Corporation

**July 1995** – Reconstituted as a "4B" Corporation,  
\$140,000.00 Improvements to the airport  
\$200,000.00 Expand Golf Course 9 hole to 18 hole  
Establish \$300,000.00 line of credit with local banks

**1996** - \$40,000.00 Comprehensive Plan for City of Llano  
\$35,000.00 North Side Fire Department Sub Station

**1997** - \$33,000.00 Hired consultant for economic plan  
\$65,000.00 Gave Llano Community Arts Group, to purchase Lan-Tex Theater  
\$20,000.00 Gave Chamber of Commerce a grant for transportation and storage of  
Campbell wildlife Museum

**1998** - \$2,500.00 funded consultant to develop a tourism marketing strategy  
\$28,000.00 Gave Hill Country Wildlife Museum grant improvements  
\$83,000.00 Gave Youth Baseball Association grant Moore Rec.

\$53,000.00 Funded consultant to create web page  
\$5,000.00 for a study on impacts of bypasses in small towns

- 1999-** \$27,000.00 funded consultant to develop visual concepts of the proposed Llano River Park  
\$25,000.00 gave ISTE Grant to Hill Country Railroad Association for track restoration  
\$10,000.00 hired consultant to focus on Multipurpose Event Center  
\$221,000.00 purchased 88 acres for future MPEC  
Increased line of credit to \$500,000.00
- 2000 -** \$20,000.00 funded consultant study and develop a plan for Llano Town Center  
\$18,000.00 clear, fence and create entrance and light 17 acres of the MPEC grounds for parking and events.  
\$25,000.00 hired architect for MPEC master plan  
\$3,768.69 purchase computer for web site, software and provider  
\$60,000 funded T-21 Grant for Railroad Depot
- 2001 -** \$9,777.00 Maintain web page for the City of Llano  
\$3,000.00 Billboard on Highway 29 and 281  
\$500.00 Billboard on Highway 71  
\$175,000.00 Infrastructure to the 88 acres
- 2002 –** \$1,114.00 Maintain web page for the City of Llano  
Goal to pay down debt before starting new projects  
\$542 Advertising brochures for the Chamber of Commerce  
\$10,000 Welcome to Llano signs  
\$2,850 Advertising SWB Yellow Pages  
\$4,109 Freight cost for the Hill Country Excursion Train Association to bring engine car to Llano
- 2003-** \$892.00 Maintain web page for the City of Llano  
Goal to pay down debt before starting new projects  
\$30,000 Promotional project, funded the Christmas Light Committee to purchase and promote the existing businesses during the Christmas Season  
\$30,000 Promotional project, funded the Main Street Program to aid the business owners with signs and advertising.
- 2004-** The LEDC note was paid down to \$1.00 in February 2004.  
Maintain web page for the City of Llano  
\$5,000 update the Welcome To Llano Sign on Hwy 71 E and Hwy 29 W  
\$10,000 Hill Country Railroad to repair AC/Heater  
\$20,000 Repairs to Lan Tex Theater, Asbestos Abatement, Roof Repair  
\$10,000 Railroad Depot Infrastructure  
\$10,000 Civic Center Studies  
\$150,000 Budgeted for Robinson RV Park  
\$40,000 Lan Tex Theater, screen, projector, sound system and concession items  
\$14,000 Advertising in Lakes and Hills Adventures "Texas Highland Lakes Area Guide"
- 2005-** \$85,500 Expended on Robinson RV Park  
\$ 6,500 Main Street Beautification  
\$ 9,500 Texas Capital Fund Matching Grant  
\$30,000 Resurface Track  
\$ 2,000 Christmas Lighting Project – Starry Starry Nights  
\$ 6,500 Continued Maintenance for Lan-Tex Theater  
\$14,000 Advertising in the Lakes & Hills Publication  
\$ 3,500 Grant Development  
\$ 2,500 Maintain web page for the City of Llano

- 2006-** \$38,000 Completion of Railroad Depot Project – Matching Grant
  - \$32,085 Expended on the Completion of Robinson RV Park
  - \$ 2,300 Main Street Beautification Projects
  - \$ 5,000 Continued Maintenance for Lan-Tex Theater
  - \$ 4,695 Texas Yes! Program – Welcome Signs
  - \$21,500 Texas Capital Fund Matching Grant – Sidewalk
  - \$ 3,402 Advertising
  - \$ 2,000 Christmas Lighting Fund – Starry Starry Nights
  - \$ 1,000 Grant Development for MPEC
  
- 2007-** \$85,000 Completion of New Airport Terminal Building
  - \$ 9,000 Completion of Texas Capital Fund Sidewalk Project – Matching Grant
  - \$10,000 Joint Broadband Study with the City of Llano
  - \$10,000 Beautification Projects
  - \$10,000 Main Street Façade Grants
  - \$ 4,000 Purchase of Shuttle Van for Airport Terminal
  - \$40,000 Business Plan & Architectural Design for Multi-Purpose Event Center
  - \$ 5,000 Continued Maintenance for Lan-Tex Theater
  - \$11,000 Advertising
  - \$ 2,000 Christmas Lighting Fund – Starry Starry Nights
  
- 2008-** \$83,500 Architectural Design for Multi-Purpose Event Center
  - \$ 5,200 Main Street Beautification
  - \$ 2,500 Business Retention & Development
  - \$ 3,500 Main Street Capital Fund Sidewalk Grant – South Side Sidewalk Project
  - \$10,000 Renovations and Continued Maintenance to LanTex Theater
  - \$ 6,500 Advertising in Various Publications Promoting Llano and Tourism in Llano
  - \$ 2,000 Christmas Lighting Fund – Starry Starry Nights
  
- 2009 -** Promissory Note to Z-Con for High Speed Data Transmission Project
  - Working Capital Loan for Bethany Assisted Living
  - \$274,000 Purchase and Improve Land along SH 71 for Multipurpose Event Center
  - \$ 30,000 Fuel Farm at Airport
  - \$ 21,230 Main Street Capital Fund Sidewalk Grant – South Side Sidewalk Project
  - \$ 20,000 Renovations and Continued Maintenance to LanTex Theater
  - \$ 19,500 Advertising in Various Publications Promoting Llano and Tourism in Llano
  - \$ 10,000 Main Street Façade Grants
  - \$ 6,110 Main Street Beautification
  - \$ 5,000 Improvements to Little League Fields
  - \$ 2,500 Business Retention & Development
  - \$ 2,000 Christmas Lighting Fund – Starry Starry Nights
  - \$ 700 Desert Storm Monument
  
- 2010 -** \$ 44,430 Planning, Research & Development of MPEC
  - \$ 20,000 Renovations and Continued Maintenance to LanTex Theater
  - \$ 14,810 Advertising in Various Publications Promoting Llano and Tourism in Llano
  - \$ 10,000 Upgrades to Little League Fields
  - \$ 10,000 Main Street Façade Grants
  - \$ 7,500 Repair and/or Replacement of Christmas Lights
  - \$ 6,135 Electrical Upgrades to Badu Park
  - \$ 3,865 Storage Building for Christmas Lighting Projects at Badu Park
  - \$ 7,052 Main Street Beautification
  - \$ 7,432 Main Street Capital Fund Sidewalk Grant – South Side
  - \$ 1,300 Business Retention & Development

**2011-** \$ 210,000 Community Facilities Project  
\$ 93,308 Financial Support - Bethany and ZeeCon  
\$ 35,000 GIS Interactive Mapping Project  
\$ 22,000 Fuel Farm at Airport  
\$ 15,000 Main Street Façade and Restoration Grants  
\$ 15,000 Renovation and Continued Maintenance to LanTex Theater  
\$ 11,500 Business Retention and Development  
\$ 9,600 Advertising in Various Publications Promoting Llano and Tourism in Llano  
\$ 8,000 Main Street Beautification  
\$ 5,000 Main Street Captial Fund Sidewalk Grant – South Side  
\$ 5,700 Special Event Support  
\$ 5,000 Christmas Lighting Fund – Starry Starry Nights  
\$ 1,300 Hoover Business Research

**2012-** \$2,061,297 Completion of the Community Facilities Project  
\$ 37,500 Financial Support – Bethany and ZeeCon  
\$ 8,000 Main Street Façade and Restoration Grants  
\$ 8,000 New Neon for Signs, Popcorn Machine, Improved House Lighting and  
Continued Maintenance to LanTex Theater  
\$ 6,500 Business Retention and Development  
\$ 4,000 Advertising in Various Publications Promoting Llano and Tourism in Llano  
\$ 2,500 Christmas Lighting Fund – Starry Starry Nights  
\$ 2,500 H.O.T. Fund – Special Event Support  
\$ 2,000 Main Street Beautification

September 18, 2012

To the Honorable Mayor Mike Reagor and Llano City Council:

As required by the Llano Economic Development Corporation Bylaws, we are submitting:

2011/2012 Report to City Council

Proposed FY 2012/2013 Projects

Proposed FY 2012/2013 Budget

Annual Report

Re-Cap of Projects LEDC Funded

According to Public Hearing Requirements for Expending Section 4B Tax Proceeds, a Public Hearing on the proposed projects and proposed budget will be scheduled after the City Council's approval of same.

Respectfully submitted,

**Llano Economic Development Corporation**

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Jim Thomas, President

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Roger Pinckney

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Diana Firestone, Vice President

\_\_\_\_\_  
Josh Rode

\_\_\_\_\_  
Stan Venable, Secretary/Treasurer

\_\_\_\_\_  
Fred Smith

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Allen Hopson