



# FRIENDSWOOD DOWNTOWN ECONOMIC DEVELOPMENT CORPORATION (FDEDCC)

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FRIENDS OF DOWNTOWN FRIENDSWOOD  
OUR DOWNTOWN YOUR DOWNTOWN  
JULY 23, 2019



# ECONOMIC DEVELOPMENT PLANS

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- **Vision 2020**

- Completed 1998
- Goal 80% residential/20% commercial
- Current ration- 85/15

- **Mainstreet Implementation Plan**

- Completed 2004
- Identified policies to assist and encourage development in the downtown area (all implemented)

**However there was no funding mechanism to ensure implementation**



# TWO CHAMPIONS FOR DOWNTOWN



- Friends of Downtown Friendswood Association

- Non Profit Corporation
- Privately funded
- Privately governed

Established to promote downtown to promote economic development

- Friendswood Downtown Economic Development Corporation

- Non Profit Corporation
- Publicly funded
- Publicly governed

Established to fund public improvements to promote economic development





# FDEDC BASIS FOR AUTHORIZATION

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- Type B economic development program authorized by Texas statute.
- Sales tax of up to ½% can be levied with approval of voters
- To stimulate economic development in the area.
- Since 1979, 586 cities in Texas have authorized the sale tax
  - Type A – 101 cities
  - Type B – 367 cities
  - Type A & B – 118 cities.



# ELECTION - MAY 7, 2016

## BALLOT LANGUAGE

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- The adoption of a Type B local sales and use tax in the City of Friendswood, Texas at the rate of one- eighth (1/8th) of one percent 1%) to undertake projects authorized under Chapter 505 of the Local Government Code, to promote new or expanded business enterprises in the downtown area as defined by the City of Friendswood Downtown District Map, including but not limited to streets, targeted infrastructure, paved sidewalks, pedestrian amenities including lighting, benches, signage, and other related public improvements, and the maintenance and operations expenses for any of the above-described projects.



# BALLOT LANGUAGE

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1/8<sup>th</sup> cent sales tax to undertake projects ...including but not limited to

- streets,
- targeted infrastructure,
- paved sidewalks,
- pedestrian amenities including lighting, benches, signage, and
- other related public improvements, and
- the maintenance and operations expenses for any of the above-described projects.









# BOARD MEMBERS

INITIALLY SWORN IN - AUGUST 23, 2016  
REAPPOINTED – JUNE 2018

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- Dr. Pat McGinnis – President
- Arden “Trey” Hill – Vice President
- Paul Marx – Secretary Treasurer
- Ron Cox – Past President
- Dr. Rebecca Hillenburg
- Elmer “Bubba” Johnson
- Alton Todd – Immediate Past President





# MAJOR ACTIVITIES SINCE INCEPTION

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- Preparation and approval of Corporation Establishment and IRS exemption
- Preparation and approval of Corporation By-Laws (recently amended)
- Approval of administrative staff services agreement with City of Friendswood
- Board training from Comptrollers Office
- Conducted Board Planning Session
- Heard presentations by HGAC, City of Pearland, City of Nassau Bay
- Hired Landscape Architect and completed a Downtown Improvement Plan
- Applied unsuccessfully for TxDOT TIP funding
- Set priorities for implementation



## VISION STATEMENT

*Downtown Friendswood! A family-friendly destination with beautiful streetscapes and unique businesses.*



## MISSION STATEMENT

*The Mission of the FDEDC is to:*

- 1. Communicate and engage with our citizens.*
- 2. Make well-planned and strategic recommendations (to our City Council) regarding improvements to the Downtown District.*
- 3. Exercise our fiduciary responsibilities to our taxpayers.*





# Initial Actions and Research Learning-Understanding



1. Economic Development Corporation
  - a. Max Revenue
  - b. Historical Town Feel
2. HGAC, Regional/State/Federal/Texas Downtown Association
  - a. Matching Funds Opportunity
3. Non-Government
4. Google Search Downtown Corporations
5. Citizen Input
  - a. They are Potential Customers
  - b. Business Input/Viability of Business
  - c. Downtown Business Owners



**FRIENDSWOOD DOWNTOWN ECONOMIC DEVELOPMENT CORPORATION (FDEDC)**  
**FUND 175**  
**FY 2018-2019 PROPOSED BUDGET**  
**(APPROVED BY FDEDC ON 6/19/18)**



<b>Account Name</b>	<b>FY19 ADOPTED BUDGET</b>	<b>FY19 AMENDED BUDGET</b>	<b>MONTH OF JUNE 2019</b>	<b>FY19 YEAR TO DATE ACTUAL</b>
<b>REVENUE</b>				
SALES TAX	\$ 511,374	\$ 511,374	\$ 38,245	\$ 397,882 *
REIMBURSEMENTS	-	-	37,832	37,832
INTEREST	2,798	2,798	1,354	7,200
<b>TOTAL REVENUE:</b>	<b>514,172</b>	<b>514,172</b>	<b>77,431</b>	<b>442,914</b>
<b>EXPENDITURES</b>				
<b>SERVICES</b>				
ADMINISTRATIVE EXPENSES	2,000	2,000	-	25
CONTRACT SERVICES (and Planning Services)	-	92,318	-	34,529 **
<b>TOTAL SERVICES:</b>	<b>2,000</b>	<b>94,318</b>	<b>-</b>	<b>34,554</b>
<b>OTHER</b>				
TRANSFER TO GENERAL FUND (CITY STAFF SERVICES)	16,000	16,000	1,333	11,997
<b>TOTAL OTHER:</b>	<b>16,000</b>	<b>16,000</b>	<b>1,333</b>	<b>11,997</b>
<b>TOTAL EXPENDITURES:</b>	<b>18,000</b>	<b>110,318</b>	<b>1,333</b>	<b>46,551</b>
<b>INCREASE (DECREASE) IN FUND BALANCE</b>	<b>496,172</b>	<b>403,854</b>	<b>76,098</b>	<b>396,363</b>
<b>BEGINNING FUND BALANCE</b>	<b>504,447</b>	<b>504,447</b>	<b>824,712</b>	<b>504,447</b>
<b>ENDING FUND BALANCE</b>	<b>\$ 1,000,619</b>	<b>\$ 908,301</b>	<b>\$ 900,810</b>	<b>\$ 900,810</b>

\* SALES TAX is paid sixty days after it is earned. At the end of the fiscal year, amounts received in October (August collections) and November (September collections) are recorded in prior year. These amounts are reflected in the beginning fund balance of this report. Monthly sales tax is estimated based on the total budget for the fiscal year. Amounts will be adjusted to actual when received.

\*\*PROJECT EXPENDITURES ARE SUBJECT TO PUBLIC HEARING AND FRIENDSWOOD CITY COUNCIL APPROVAL. Remaining budget of \$57,789 includes \$7,289 appropriated for landscape architecture services with Lauren Griffith Associates, \$1,500 for a lighting design plan and \$49,000 for capital project contingencies. Only amounts appropriated by City Council are included in the budgeted amount.





# PROJECT POLES AND WIRES RELOCATION AND REDUCTION



- **Phase I** - from Castlewood to Clearview, completed January 2018
- Cost \$71,271.30



- **Phase II** – from Spreading Oaks to Heritage Drive, began March 2018
- Cost \$125,400



# DOWNTOWN IMPROVEMENT PLAN FDEDC OVERALL GOALS

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- Sponsor stakeholder meetings to determine wants and needs for downtown – Board identified groups to invite
- Sponsor public meetings to view draft plans and make comments
- Identify specific projects the FDEDC can fund and construct to assist in the overall development of downtown





# DOWNTOWN IMPROVEMENT PLAN

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## Goals

- Foster community providing residents opportunity to interact with each other.
- Reduce necessity for traveling out of town.
- Provide opportunities for people of all ages.
- Enhance downtown's identity, appearance, and appeal – as the “heart of the city.”
- Attract patrons to downtown.
- Create a memorable downtown district.

## Objectives

- Create comfortable, safe, walkable downtown.
- Manage vehicular traffic and enhance pedestrian experience.
- Create activities downtown – day and night.
- Identify opportunities for open space.
- Identify opportunities for linking trail systems along the creek.
- Attract mixed-use development to increase values.



## Downtown Improvement Plan - LGA Team



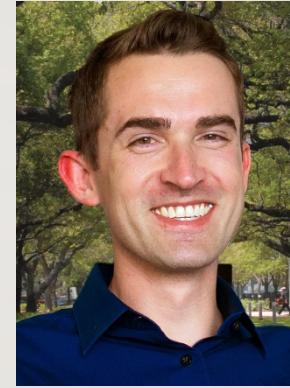
**Lauren  
Griffith, PLA**  
Landscape Architect  
Principal In Charge

Texas A+M University



**Cheryl  
Huffman, PLA**  
Urban Designer /  
Landscape Architect

Ohio State University  
Harvard University



**Andrew Dwight,  
PLA**  
Landscape Architect/  
Irrigation Designer

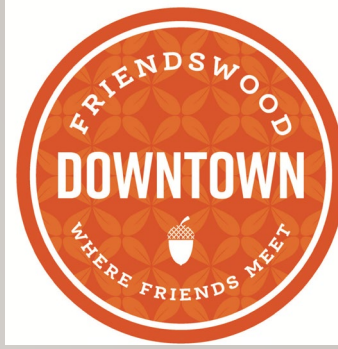
Louisiana State  
University



**Rekha Shankar,  
PLA**  
Landscape Architect/  
Architect

Bangalore University  
Virginia Tech University





# PROJECT DETAILS

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## Consulting Team

- Lauren Griffith Associates  
(Principal in Charge)
- Traffic Engineering Inc.  
(traffic engineering)
- CORE (branding)
- GANDY 2 (lighting)

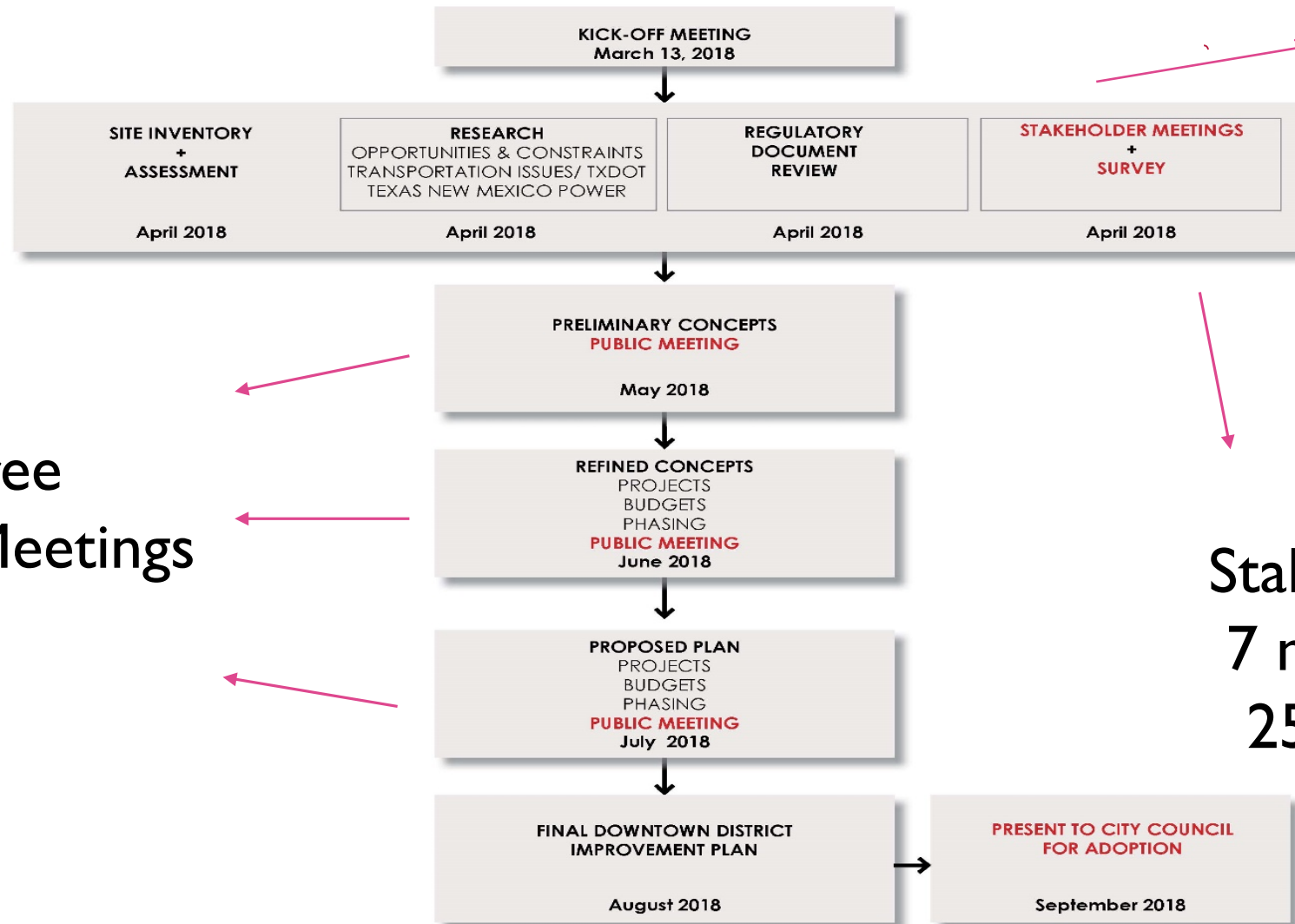
## Budget

- \$143,220

## Timeline

- Six months – began March 2018
- Adopted by Council –  
October 1, 2018

Three  
Public Meetings



Survey  
emailed to  
10,000  
recipients.  
1,000  
responded

Stakeholders  
7 meetings  
25 groups





# PLAN ASSESSMENT

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- Mobility
  - Sidewalks
  - Crosswalks
  - Speed limits
  - Corridor operations
- Land Uses
  - Retail Opportunities
  - Destination - points of interest
- Overhead utilities
- Landscape
  - Trees
  - Streetscape
- Lighting
- Branding



# \$10 MILLION PROJECTS

- Project A – Heart of Downtown - \$2.1 million
- Project B – Gateways and Intersections - \$1.3 million
- Project C.1 – Ped. Enhancements - \$2.0 million
- Project C.2 – Ped. Enhancements – \$2.3 million
- Project C.3 – Ped. Enhancements - \$600,000
- Project D.1 – Cycle Route 1 - \$50,000
- Project D.2 – cycle Route 2 - \$65,000
- Project E.1 – Clearview Intersection \$400,000
- Project E.2 – Shadowbend Intersection – TBD
- Project E.4 - Castlewood Intersection - \$26,000
- Project F.1 Heart of Downtown Phase 2 – TBD
- Project F.2 Heart of Downtown Phase 2 – Willowick streetscape - \$500,000
- Project H – Street name signs and poles - \$90,000
- Project I – Banners - \$10,000

Projects are specific and accomplishable





# CURRENT ACTIVITIES

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1. Removed AT&T overhead lines and poles
2. Approved Downtown brand
3. Approved street crosswalks design and received cost estimates (\$100k for five intersections)
4. Determining light pole design and fixtures (\$10,000 per pole plus install)
5. Approved proposal for final lighting plan bid package
6. Next project – bid poles and lighting for “Heart of Downtown”.







# WORK CONTINUES

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Thank you for your time and attention