



Economic Development

Fairview Economic Development Plan 2018

Vision

To continue to be a community which has excellent opportunities and development that is attracted to the diverse opportunities to live, work, play and grow.

Mission

To develop and nurture a diverse, vibrant economy consistent with the values and goals of the community.

Focus Areas

1. Enhance marketing strategies and programs.
2. Recruit businesses in the following areas:
 - a. Office and corporate headquarters
 - b. Medical
 - c. Financial and professional services
 - d. Technology, software and media
 - e. Retail, dining and entertainment
 - f. Hotel/hospitality
3. Retain and support the growth of existing businesses

2018 Goals

Continue to expand commercial tax revenue to provide better services and lessen the burden of residential taxes.

Create and implement effective strategies to recruit new economic activity consistent with the EDC focus areas.

In conjunction with the Fairview Town Council, develop infrastructure needed to foster development in the Commercial District.

Increase Fairview's visibility on a local, regional, state and national level. Work regionally to address issues related to workforce and transportation.

Develop and maintain a positive and nurturing environment for local businesses.

2004 Goals

Increase the Town's non-residential tax base.

Attract new businesses to locate within the Town that complement the community's existing image and quality lifestyle

Create new and unique Fairview Town Center

Provide dining, shopping, and entertainment opportunities within the Town for residents, workers and visitors

Create and improve within the Town's commercial area the infrastructure needed to attract and sustain desired commercial development

Increase the Town's name recognition throughout the DFW metroplex and beyond to help support growth of the community

Retain existing desired local businesses within the Town

Provide a variety of quality housing opportunities within the community

Implementation of Long Term Goals 2004-2018

What Has Been Accomplished

Continue to expand commercial tax revenue to provide better services and lessen the burden of residential taxes.

- Development of Town Center ensured that the Town would have a minimum of 750,000 sq. ft shopping center and a minimum of \$1,000,000 in annual revenue to the Town.
- Additional development includes 2 hotels, Noah's, Overture, Whole Foods, additional strip shopping space, Capital One, Sleep Number, 24 Hour Fitness, Racetrac.

Create and implement effective strategies to recruit new economic activity consistent with the EDC focus areas.

- Dining, shopping, entertainment and housing opportunities within the CPDD have been planned and constructed.
- Addition of Fairview Youth Theatre ensured a regional entertainment and local cultural venue for the Town.

In conjunction with the Fairview Town Council, develop infrastructure needed to foster development in the Commercial District.

- EDC/CDC have participated with the Town financially in infrastructure, parks, and in the planning for the future development of the CPDD.

Increase Fairview's visibility on a local, regional, state and national level. Work regionally to address issues related to workforce and transportation.

- EDC/CDC have worked with area commercial real estate representatives, commercial brokers, Allen Fairview Chamber of Commerce and other economic development and governmental agencies to represent Fairview.

Develop and maintain a positive and nurturing environment for local businesses.

- EDC/CDC actively works to promote prospective businesses and to retain existing businesses for Fairview.

EDC/CDC Financial Overview – Sales Taxes Collected and Spent

Total Net Sales Tax Revenues to the EDC/CDC since 2004 (15 years) (less rebates back to Center)	\$5,988,000
Total Capital Investment for Town Hall, parks including portions of Cypress, Meadows, Veterans, Village Green, Planning for CPDD	\$ 907,000
Total Cash Incentives for Hotel, Youth Theatre, Restaurant	\$ 224,000
Total Spent for Operational Expenses (15 years) – Including staff, marketing, Town events, investment in website and related enhancements for economic program	\$2,675,000
Total Expenditures since Inception of EDC/CDC less Rebates	\$3,806,000
Combined Fund Balance reserve as of FY 17-18 ending	\$2,182,000



- Fairview Youth Theatre - drawing over 100k annual visitors.
- Two new hotels – a 112 room Home2 by Hilton and a 110 room Residence Inn by Marriott.

- Overture, a new active living 55+ development by Greystar – rents are \$2.25-2.50/sf with an average unit size of approximately 900 sf (ranging from 650 – 2200 sf).

Success

Value of Return on Investment Since Inception

**Total Expenditures since Inception of EDC/CDC
less Rebates** \$ 3,806,000

Total Value of Property Taxes paid to Town from
Fairview Town Center **to date** \$ 5,660,000

Total Value of Sales Taxes Retained + \$ 5,170,000

Total Value of Direct Revenue Retained by Town \$ 10, 830,000

Investment in Fairview

EDC/CDC Individual Projects - Property Value Impact
Noah's, Home 2 Suites*,Marriott Residence Inn* \$ 16,500,000

Fairview Town Center \$219,000,000

Public Projects - Value of Investment
Infrastructure, park expenses \$ 907,000

**Total Value of Public and
Private Investment in Fairview** \$219,907,000

Potential Future Economic Investment and Property Taxes in CPDD

Current Investment in Fairview

Total Value of Current Center Investment in Fairview **\$219,000,000**

Annual Property Taxes Generated by current Investment (Based on current tax rate of .349709) **\$ 765,000**

Future Investment in Fairview

Estimated Future Investment in CPDD (Based on 2014 Ricker Cunningham Economic analysis for Fairview) **\$854,104,000**

Annual Property Taxes Generated by future Investment (Based on current tax rate of .349709) **\$ 2,987,000**

Proposed Operational EDC and CDC Budgets FY 19-20

Total Proposed Operational EDC Budget for FY 19-20 less Rebates for 380	\$ 209,700
Total Proposed Operational CDC Budget for FY 19-20 less Rebates for 380	\$ 156,500

STATEMENT OF REVENUES AND EXPENDITURES

	Actual FY 17-18	Rev. Budget FY 18-19	End-of-Year Estimate FY18-19	Proposed FY 19-20
REVENUES				
Sales & Use Taxes	\$ 776,064	\$ 780,000	\$ 780,000	\$ 780,000
Interest Income	13,886	14,000	24,000	15,000
Total Revenues :	\$ 789,950	\$ 794,000	\$ 804,000	\$ 795,000
EXPENDITURES				
Personnel Costs - Wages	\$ 75,502	\$ 77,201	\$ 38,010	\$ -
Personnel Costs - Benefits	19,595	21,940	10,336	-
Materials & Supplies	73,482	62,100	59,100	62,000
Purchased Services	34,163	48,790	104,324	119,500
General & Administrative Services	137,818	28,000	25,000	28,000
Fiscal Charges – 380 rebates	514,000	550,000	550,000	550,000
Transfers	-	-	300	200
Total Expenses:	\$ 854,560	\$ 788,031	\$ 787,070	\$ 759,700
NET INCOME	\$ (64,610)	\$ 5,969	\$ 16,930	\$ 35,300
BEGINNING FUND BALANCE	\$ 1,096,653	\$ 1,044,754	\$ 1,032,043	\$ 1,048,972
ENDING FUND BALANCE	\$ 1,032,043	1,050,723	\$ 1,048,972	\$ 1,084,272

Summary of Major Expenditures in EDC Budget

Materials and Supplies – \$62,000

Major expenses include print and digital ads as well as participation fees associated with various partner organizations such as:

- Team Texas
- DFW ED Guide (Dallas Regional Chamber's publication)
- Texas Economic Development Guide (Governor's Publication)
- ICSC Booth cost at the Red River (Fort Worth) and RECon (Vegas) events
- TEDC Sponsorships
- IAMC Texas Diners
- Miscellaneous DFW Real Estate events (BizNow, DBJ, IAMC local)

Purchased Services (No personnel) – \$119,500

Full time staff not included - current consulting approach included for management and support. No full time staffing included in budget.

General and Administrative Services - \$28,000

Major expenses includes travel for proposed marketing events such as:

TEDC conferences, Team Texas Marketing Events & missions, IAMC Meetings, ICSC (Red River & RECon), DFW Marketing Allies, IEDC, and Hubspot Training

STATEMENT OF REVENUES AND EXPENDITURES

	Actual FY 17-18	Rev. Budget FY 18-19	End-of-Year Estimate FY18-19	Proposed FY 19-20
REVENUES				
Sales & Use Taxes	\$ 776,064	\$ 780,000	\$ 780,000	\$ 780,000
Interest Income	14,635	15,000	25,000	15,000
Total Revenues :	\$ 790,698	\$ 795,000	\$ 805,000	\$ 795,000
EXPENDITURES				
Personnel Costs - Wages	\$ 75,502	\$ 77,201	\$ 38,011	\$ -
Personnel Costs - Benefits	19,594	21,940	10,335	-
Materials & Supplies	22,711	31,400	25,300	30,400
Purchased Services	1,878	7,600	8,524	81,900
General & Administrative Services	66,356	54,500	52,000	44,000
Fiscal Charges – 380 Rebates	514,000	550,000	550,000	550,000
Transfers	-	200	300,300	200
Total Expenditures:	\$ 700,042	\$ 742,841	\$ 984,470	\$ 706,500
NET INCOME	\$ 90,656	\$ 52,159	\$ (179,470)	\$ 88,500
BEGINNING FUND BALANCE	\$ 1,058,964	\$ 1,148,460	\$ 1,149,620	\$ 970,150
ENDING FUND BALANCE	\$ 1,149,620	\$ 1,200,619	\$ 970,150	\$ 1,058,650

Summary of Major Expenditures in CDC Budget

Materials and Supplies (Marketing)– \$30,400

Major expenses include print and digital ads as well as participation fees associated with various partner organizations such as:

- Marathon Related Promotion
- Allen/Fairview Chamber related items (guide, maps, annual gala and golf)
- Leadership Allen/Fairview
- Podcast about Fairview and other programs

Purchased Services (No personnel) – \$81,900

Full time staff not included - current consulting approach included for management and support. No full time staffing included in budget.

General and Administrative Services - \$44,000

funding for community events and sponsorships associated with various partner organizations. The largest investment is in the Town Hall Christmas event. Some of the other noteworthy events are as follows:

- Annual Tree Lighting Event
- Community Events - Heritage Ranch Breast Cancer, ACO, Presbyterian Hospital
- Light Pole Banners installation and removal