

NOTICE: ANY SUBJECT APPEARING ON THIS AGENDA, REGARDLESS OF HOW THE MATTER IS STATED, MAY BE ACTED UPON BY THE BOARD OF DIRECTORS OF TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION.

TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS ANNUAL MEETING

AGENDA

NOVEMBER 15, 2023 - 3:30 P.M.

CITY HALL CONFERENCE ROOM
1801 9th Ave. N.
Texas City, TX 77590

PLEASE NOTE: Public comments and matters from the floor are generally limited to 3 minutes in length. If you would like to request to speak, please do so in advance of the meeting by filling out a Request To Address Commission form. All in attendance are required to remove hats and/or sunglasses (dark glasses) during meetings and to also silence all cell phones and electronic devices.

1. DECLARATION OF QUORUM
2. ROLL CALL
3. CONFLICT OF INTEREST DECLARATION
4. Consider Approval of the October 4, 2023, Meeting Minutes.
5. PUBLIC COMMENTS
6. NEW BUSINESS
 - a. Consider and take action on the election of Officers and Oath of Officers.
 - b. Discussion and possible action on Resolution No. 2023-26, approving the actions of the board for the 2022-2023 fiscal year.
 - c. Discussion and possible action on Resolution No. 2023-27, accepting a proposal from Generocity Services, Inc. (Choice Partners Contract No. 23/016MR-17), for renovation and improvements at the 6th Street business accelerator.

- d. Discussion and possible action on Resolution No. 2023-28, approving the purchase of property located within the Industrial Business District (GCAD 223992).
 - e. Discussion and possible action on Resolution No. 2023-29, approving the purchase of property located within the Industrial Business District (GCAD 225427).
 - f. Consider and take action on Resolution No. 2023-30, approving the purchase of property located within the Industrial Business District (GCAD ID# 175798 and GCAD ID# 175795).
7. UPDATES AND REPORTS
- a. Small Business Development Center Update
TexasCity-La Marque Chamber of Commerce
Texas City ISD Update
Dickinson ISD Update
 - b. City of Texas City Staff Update
8. REQUEST AGENDA ITEMS FOR FUTURE MEETINGS
9. ADJOURNMENT

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THIS NOTICE OF MEETING WAS POSTED ON THE BULLETIN BOARDS AT CITY HALL, 1801 9TH AVENUE NORTH, TEXAS CITY, TEXAS, AT A PLACE CONVENIENT AND READILY ACCESSIBLE TO THE GENERAL PUBLIC AND ON THE CITY'S WEBSITE ON NOVEMBER 10, 2023, PRIOR TO 3:30 P.M., AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Texas City Economic Development Corporation

TCEDC Agenda

4.

Meeting Date: 11/15/2023

Submitted By: Rhomari Leigh, City Secretary

Department: City Secretary

ACTION REQUEST (Brief Summary)

Consider Approval of the October 4, 2023, Meeting Minutes.

BACKGROUND

ANALYSIS

ALTERNATIVES CONSIDERED

Attachments

Minutes

TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS MEETING

MINUTES

OCTOBER 4, 2023 - 3:30 P.M.

CITY HALL CONFERENCE ROOM

The Texas City Economic Development Corporation Board of Directors met October 4, 2023, at 3:30 p.m., in the City Hall Conference Room, 1801 9th Avenue North, in Texas City, Texas. A quorum having been met, the meeting was called to order at 3:32 p.m. by Mark Ciavaglia with the following in attendance:

(1) DECLARATION OF QUORUM

(2) ROLL CALL

Present: Mark Ciavaglia, Chairperson
Dedrick D. Johnson, Mayor/ Director
Teresa Poston, Director
Laura Boyd, Ex-Officio Member / Treasurer

Absent: Randy Dietel, Vice-Chairperson

Staff Present: Jon Branson, Executive Director of Management Services
Kristin Edwards, Economic Development Director
Rhomari Leigh, Board Secretary
Ariel Callis, City Staff
Ryan McClellan, Texas City
George Fuller, Texas City

Attendees: Melissa Duarte, TCISD
Henry Gomez, Resident

(3) CONFLICT OF INTEREST DECLARATION

There were none.

(4) Consider Approval of the August 16, 2023 TCEDC Meeting Minutes.

Motion by Mayor/ Director Dedrick D. Johnson, Seconded by Chairperson Mark Ciavaglia

Vote: 3 - 0 CARRIED

(5) PUBLIC COMMENTS

There were none.

(6) NEW BUSINESS

- (a)** Discussion and possible action on Resolution 2023-22, ratifying an agreement between the Texas City Economic Development Corporation and The Gilded Gecko for the purpose of providing signage.

Kristin Edwards stated that as of September 1, George and Sherry O'Conner d/b/a, The Gilded Gecko, leased 413 6th Street from the EDC, and repairs and improvements are underway before its grand opening. As the business needs new signage and door lettering, staff has obtained an estimate from TNT Signs to cover both needs. The estimate – with a total cost of \$875 – is provided for review. Staff verified with TNT that the lettering will meet all Texas City Fire Marshal requirements. Funds are available to support the incentive program in the EDC budget under Business Incentives (801-050-53111). If the Tenants vacate 413 6th Street after one (1) year, the Tenant has agreed to reimburse TCEDC for 50% of the total cost of sign installation and to reimburse 25% if vacating after two (2) years. To meet the timeline necessary to allow the business to open on schedule, George and Sherry O'Conner signed the agreement in September 2023.

Motion by Mayor/ Director Dedrick D. Johnson, Seconded by Director Teresa Poston

Vote: 3 - 0 CARRIED

- (b)** Discussion and possible action on Resolution No. 2023-23, ratifying an agreement between the Texas City Economic Development Corporation and The Gilded Gecko for the purpose of providing exterior paint.

Kristin Edwards stated that Mr. and Mrs. O'Conner have chosen a color for the exterior portion of 413 6th Street, and staff met with the O'Conner's and a representative from Sherwin Williams to determine the amount of paint needed. A total cost estimate is forthcoming, but previous paint incentives have amounted to approximately \$150-\$200. To meet the timeline necessary to allow the business to open on schedule, Mr. and Mrs. O'Conner signed the paint incentive agreement in September.

Motion by Mayor/ Director Dedrick D. Johnson, Seconded by Director Teresa Poston

Vote: 3 - 0 CARRIED

- (c)** Discussion and possible action on Resolution No. 2023-24, establishing a Business Incentive Grant (BIG) Program for new or existing businesses located within the city limits of Texas City, Texas.

Kristin Edwards stated that effective upon EDC approval, staff is proposing a Business Incentive Grant (BIG) Program to provide existing businesses within the City of Texas City with up to \$15,000 in grant assistance. Specifically, grants will be available at two levels: Tier 1 (with a maximum of \$5,000 in assistance) and Tier 2 (with a maximum of \$15,000 in assistance). To be eligible for a BIG allocation, businesses must provide proof of operation of at least one (1) year, demonstrate the need for assistance, and meet other requirements as detailed on the BIG Program application form. Eligible businesses must be located within the City limits of Texas City, must be located in a non-residential zone, and must be current on all taxes. Further, businesses may not be subject to any liens held by the City, may not be in violation of any provisions of the Texas City Code of Ordinances, and may not have received a grant from the City of Texas City within the previous 12 months. Staff is proposing that BIG Grants be issued in an amount not to exceed \$50,000 per fiscal year. This incentive program

would complement the existing efforts of the EDC to bolster economic development in the City of Texas City. The addition of this program would not negatively impact or change the proposed FY24 budget previously reviewed by the EDC.

Motion by Mayor/ Director Dedrick D. Johnson, Seconded by Director Teresa Poston

Vote: 3 - 0 CARRIED

- (d) Discussion and possible action on Resolution No. 2023-25, ratification of an extension of an existing agreement with Air Products and Chemicals, Inc.

Jon Branson stated in October 2020, the TCEDC entered into an agreement (attached) with Air Products and Chemicals, Inc. (Air Products) to lease a parcel of property along Bay Street for a lay down yard to place materials and supplies for the Gulf Coast Ammonia Project. Due to supply chain issues and delays in the project, Air Products requested an extension of their initial lease for an additional ten months (1st extension attached). The initial term was for twenty-five (25) months ending on October 31st of 2022. The first extension was for ten (10) months and expired on August 31, 2023. They have now asked for a second extension to the lease due to a new project that will come on board in 2024. The second extension would be for a period of thirty-six (36) months. The new lease would become effective beginning the 1st day of September through August 31, 2026. There will be no rent due from Licensee to Licensor for the period of the 1st day of September 2023 until the 31st day of August 2024. During this first twelve-month time period, no work will be done on the site; however, Air Products will be responsible for maintenance and upkeep on the property. It is anticipated that work on a new project will begin in September of 2024. At that time, beginning September 1, 2024, the Licensee will pay the Licensor \$8,333 (USD) per month for the remaining term of the Second Lease Extension

Motion by Mayor/ Director Dedrick D. Johnson, Seconded by Director Teresa Poston

Vote: 3 - 0 CARRIED

(7) UPDATES AND REPORTS

- (a) Small Business Development Center Update
Texas City-La Marque Chamber of Commerce
Texas City ISD Update
Dickinson ISD Update

- (b) City of Texas City Update

(8) REQUEST AGENDA ITEMS FOR FUTURE MEETINGS

(9) ADJOURNMENT

Having no further business, Mark Ciavaglia made a Motion to ADJOURN at 3:58 p.m. The meeting was adjourned.

Board Secretary
Texas City Economic Development Corporation

Date Approved: _____

TCEDC Agenda

6. b.

Meeting Date: 11/15/2023

Submitted By: Rhomari Leigh, City Secretary

Department: City Secretary

ACTION REQUEST (Brief Summary)

Discussion and possible action on Resolution No. 2023-26, approving the actions of the board for the 2022-2023 fiscal year.

BACKGROUND

Our City Attorney has recommended this Resolution to validate the smaller items not budgetary in nature or that typically do not need the Boards approval in a formal meeting, such as a change order under the allowable percentage of advertisement in a newspaper and approved within the budget.

ANALYSIS

ALTERNATIVES CONSIDERED

Attachments

Resolution

TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION

RESOLUTION NO. 2023-26

A RESOLUTION APPROVING THE ACTIONS OF THE OFFICERS OF THE BOARD OF DIRECTORS OF THE CITY OF TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION DURING THE 2022-2023 FISCAL YEAR; AND PROVIDING THAT THIS RESOLUTION SHALL BECOME EFFECTIVE FROM AND AFTER ITS PASSAGE AND ADOPTION.

WHEREAS, at a meeting of the Board of Directors of the Texas City Economic Development Corporation duly held on November 15, 2023, consideration was given to approving the actions of the Officers of the Board of Directors of the Texas City Economic Development Corporation during the 2022-2023 Fiscal Year.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION THAT:

SECTION 1: All of the actions taken by the Officers of the Board of Directors of the Texas City Economic Development Corporation during the 2022-2023 Fiscal Year are hereby approved.

SECTION 2: That this Resolution shall be in full force and effect from and after its passage and adoption.

PASSED AND ADOPTED this 15th day of November 2023.

CHAIRPERSON/VICE CHAIRPERSON
Texas City Economic Development Corporation

ATTEST:

BOARD SECRETARY
Texas City Economic Development Corporation

TCEDC Agenda

6. c.

Meeting Date: 11/15/2023

Consider approval of proposal for renovation and improvements at the 6th Street business accelerator.

Submitted For: Kristin Edwards, Economic Development

Submitted By: Kristin Edwards, Economic Development

Department: Economic Development

ACTION REQUEST (Brief Summary)

Consider approval of a proposal from Generocity Services, Inc. for renovation and improvements at the 6th Street business accelerator.

BACKGROUND

In its five-year Strategic Plan, the Texas City Economic Development Corporation directed staff to establish a business incubator/ "business accelerator" on 6th Street. Staff identified and purchased a facility located at 607 6th Street and purchase the property during fiscal year 2023.

Since the purchase, staff has worked with contractor Generocity Services, Inc., as recommended by the Public Works Department, to identify needed repairs and improvements to optimize the facility. After several site visits, the final proposal for repairs has been submitted in the amount of \$194,795.35.

A total amount of \$300,000 was included in the Economic Development Corporation's FY24 budget for building improvements and FFE (furniture, fixtures and equipment). The proposal will leave available funding for the purchase of furniture and decor for the facility.

ANALYSIS

Staff recommends approval of the proposal from Generocity Services, Inc. for renovation and improvements at the 6th Street business accelerator.

ALTERNATIVES CONSIDERED

Attachments

Generocity Services bid
Resolution



Generocity Services, Inc.

1212 Winding Way Drive • Friendswood, TX 77546 • Phone: (281) 482-8881

Kristen Edwards
1801 9th Avenue North
Texas City, Tx 77590

Job Address:
607 6th Street
Texas City, Tx 77590

Print Date: 11-6-2023

Proposal for City of Texas City EDC 607 6th St. Reno

Dear Ms. Edwards,

Generocity Services Inc. is pleased to present our preliminary proposal for the above referenced project. This project is priced in accordance with our CHOICE PARTNERS Contract #23/016MR-17 and excludes proprietary vendor and owner's separate contractor pricing.

PRELIMINARY DESIGN SPECIFICATION WAIVER

All designs and specifications presented herewith are preliminary and are subject to change after review of changes due to customer requests. Any costs associated with preliminary design and scope changes will be added to the final cost of the project.

SCOPE OF WORK

Provide materials, labor, equipment, and supervision to complete the following:

Front Office

- Demo 10x10 drywall and frame
- Build new 10x10 cinder block wall back filled with concrete
- Install 42"x50" bullet resistant glass, intercom/speaker, and large capacity drawer
- Provide and install (2) hollow metal doors, frames, and hardware

Throughout

- Demo- cap off existing gas and air lines
- Demo all cabinetry 200 lf
- Install new cabinetry – kitchen and mailroom.
- Replace all ceiling tiles
- Frame and install (4) 72"x58" glass windows
- Remove ceramic tile and thin set
- Float and install new LVT (approx. 3,000 ft)
- Repaint entire office area (14,640 ft of walls, 16 doors)
- Repaint exterior stucco- front wall only
- Replace (55) 2x4 lights to LED
- Replace (5) exit lights
- Lower (4) existing outlets
- Replace (2) exhaust fans in bathrooms

- Add new vanity in each bathroom
- Add tile backsplash to kitchen and (2) bathrooms
- Replace (1) exterior store front window 69"x84"
- Remove and replace all window film across front entrance

Items	Description	Price
RS Means		\$254,501.37
Houston CCI .86		-\$35,630.19
Choice Partners .89		-\$24,075.83

Total Price: \$194,795.35

PRECEDENCE

We have established a project-specific order of precedence for the inquiry documents -- not only to help establish a baseline for our pricing, but also to maintain technical continuity, to confirm the intent and priorities for the project, and to provide the basis for solving discrepancies within the inquiry and construction documents. Our order of precedence is as follows:

- Generocity Services Proposal.
- Addenda issued by Client.
- Scope of Work issued by Client within the Invitation to Bid.
- Directives and work scope specifically and graphically issued within the Construction Drawings prepared by Client.
- Manufacturer's recommendations and installation instructions.
- Directives, regarding project work scope, specifically within the Project Specifications prepared by the Client.
- All Project Specifications prepared by Client that are specifically applicable to the project scope of work and project drawings.
- Owner's Engineering Facility Standards that are specifically referred to within this inquiry, and that have been issued as part of the inquiry.
- Balance of applicable project bid documents.

SERVICES & MATERIALS PROVIDED BY CLIENT/OWNER

- Testing and abatement of asbestos and other potentially hazardous materials.
- Pre-design testing, investigation of soils and other existing structures for engineering purposes.
- Probing of existing grade in effort to detect subsurface obstructions, obstacles, or hazardous material.
- Material strength and performance testing and other quality control testing.
- Document preparation for permit; coordinating or making application for permit; procuring any building permits or any other permits or fees that may be applicable to this project unless otherwise noted.
- Provisions of temporary toilet facilities for construction work force.
- Provisions of temporary electrical power supply for construction purposes.
- Provisions of temporary water supply for construction purposes.
- Move, relocate, modify, repair, demolish, or otherwise alter existing facilities, material equipment, appliances, furnishings, installations, utilities, and/or structures that are not specifically noted within this scope of work. This includes hidden or latent conditions, undocumented structures, inconsistent soil condition, asbestos, and other hazardous materials in order for Generocity Services to perform the required scope of work.

TECHNICAL CLARIFICATIONS

1. Components and activities specifically exclude from this proposal:
 - a. Design and/or constructions of permanent site storm water detention or drainage structures.
 - b. Testing of existing concrete slabs for moisture, alkali, and other contamination. Generocity Services will not be responsible for poor performance of adhered floor coverings on moisture-laden or contaminated floor slabs.
 - c. Subsurface de-watering, of the pumping of facility leaks and spills.
2. Our proposal includes the cost of providing materials and equipment called out by model numbers within the inquiry documents. When final engineering, calculation, shop drawings, or other documentation do not support the item physical characteristics, size, shape, operational requirements, etc. required by the Client, then changes may require additional costs.
3. If any code interpretation, that may be issued by the Client, his agents, the Municipals Plan Checking Department, Code Enforcement, or Inspections Department, or Inspection Department results in additional more stringent project requirements than those shown graphically on the inquire drawings, or that is specifically named or directed within the inquiry specifications (as they relate to the drawings), the additional cost shall be assessed and passed on to the Client.

EXCLUSIONS

1. Plans, architectural, engineering, geotechnical reports, materials testing laboratories.
2. On/off-site detention are not included.
3. SWPPP of containment of storm water, storm water pollution prevention planning, permitting, installations or observation.
4. Generocity Services, Inc. has not included cost for landscaping, traffic control, traffic barricades or signage, overtime or holiday work, trench drains, containments, equipment/foundations, house-keeping pads/foundations, vibrating equipment, unforeseen underground obstructions, sumps of pits.

COMMERCIAL TERMS & CONDITIONS

1. Validation Period: This proposal is valid for a period of 30 calendar days after the "DATE" indicated above.
2. Material Cost Escalation: Due to the volatile and unpredictable global material marketing pricing, Generocity Services, Inc. can not guarantee project-specific pricing for the validation period stated above. If material orders and require shipments are made at current pricing, we will honor the material cost. If the cost of the materials increases before shipment, then the change in price will be passed on to the Client/Owner.
3. Generocity Services, Inc. will not perform work changes unless authorized in writing by the Client before the work begins. All cost assessments will include the cost of tangible items and the additional cost associated with schedule delays and extensions.
4. When materials and permanent equipment that are purchased for this project are stored either on or off site as a result of delays by Client (or Owner), or the contractors, or agents of the same, progress pay requests will include these materials and equipment items for Client approval and payment within the contract pay period.
5. Generocity Services, Inc. will not be held responsible for damages to any concealed, hidden or buried equipment, structures, pipelines, electrical lines, cable, grounding, underground utilities and other obstacles.
6. Generocity Services, Inc. will not be held responsible for personal injury from accidents resulting from encounters with any concealed, hidden or buried equipment, structures, pipelines, electrical lines, cables, grounding, and other obstacles.
7. Downtime or delays caused by Owner and/or Client during the field construction operations shall be assessed by Generocity Services, Inc. and reimbursements by Owner and/or Client.
8. Repair cost and touch-up costs made necessary by damage caused by Owner's and /or Client's personnel will be assessed by Generocity Services, Inc. and passed on to the Client.
9. Our pricing is based on a 40-hour workweek. We have not included the cost of holiday or overtime work hours.

We appreciate the opportunity to present this proposal and look forward to your review and approval.

Sincerely,
Joel Mueller
Director of Business Development
Generocity Services, Inc.

I confirm that my action here represents my electronic signature and is binding.

Signature:

Date:

Print Name:

Costs based on RSMMeans data

Estimate Name: B23-10-10-2023 Texas City Office Building Remodel

ESTIMATE INFORMATION

Client Name: City of Texas City
Estimate Address: TEXAS

Notes:

Quantity	LineNumber	Description	Unit	Ext. Mat. O&P	Ext. Labor O&P	Ext. Total O&P	Notes
0.25	013113200200	Field personnel, project manager, average	Week	\$ -	\$ 1,000.00	\$ 1,000.00	
0.50	013113200260	Field personnel, superintendent, average	Week	\$ -	\$ 1,862.50	\$ 1,862.50	
3.00	015433400070	Rent aerial lift, articulating boom, to 45' high, 500 lb. capacity, diesel, incl. Hourly Oper. Cost.	Day	\$ -	\$ -	\$ 2,208.16	
2.00	015436501300	Mobilization or demobilization, delivery charge for equipment, hauled on 3-ton capacity towed trailer	Ea.	\$ -	\$ 558.00	\$ 780.00	1 mob and 1 demob for lift to paint the outside of building
4.00	024119190800	Selective demolition, rubbish handling, dumpster, 30 C.Y., 7 ton capacity, weekly rental, includes one dump per week, cost to be added to demolition cost	Week	\$ 3,200.00	\$ -	\$ 3,200.00	
80.00	024119192045	Selective demolition, rubbish handling, 100' haul, load, haul, dump and return, wheeled, cost to be added to demolition cost	C.Y.	\$ -	\$ 3,840.00	\$ 3,840.00	Used to relocate desk
80.00	024119192085	Selective demolition, rubbish handling, haul and return, add per each extra 100' haul, wheeled, cost to be added to demolition cost	C.Y.	\$ -	\$ 1,760.00	\$ 1,760.00	Used to relocate desk
100.00	040516300250	Grout, concrete masonry unit (CMU) cores, 8" thick, 0.258 C.F./S.F., pumped, excludes blockwork	S.F.	\$ 167.00	\$ 394.00	\$ 587.00	
200.00	040519260050	Masonry reinforcing bars, #3 and #4 reinforcing steel bars, placed vertically, ASTM A615	Lb.	\$ 156.00	\$ 422.00	\$ 578.00	
1.00	040519262700	Masonry reinforcing bars, cavity truss type steel joint reinforcing, mill standard galvanized, 8" wall, 9 ga. sides, 9 ga. ties	C.I.F.	\$ 79.50	\$ 37.00	\$ 116.50	
100.00	042210240200	Concrete block, exterior, locked joints both sides, normal weight, 2000 psi, 8" x 8" x 16", includes mortar and horizontal joint reinforcing every other course, excludes scaffolding, grout and vertical reinforcing	S.F.	\$ 505.00	\$ 945.00	\$ 1,450.00	
640.00	062513101200	Hardboard paneling, plastic faced hardboard, 1/8" thick, excluding furring or trim	S.F.	\$ 428.80	\$ 1,907.20	\$ 2,338.00	
612.00	079219100035	Joint sealants, caulking and sealants, acoustical sealants, elastomeric, cartridges, 1/2" x 1/2", in place	L.F.	\$ 599.76	\$ 1,640.16	\$ 2,239.92	
2.00	081213250100	Door frames, steel channels with anchors and bar stops, 6" channel @ 8.2 lb/L.F., 3' x 7' door, weighs 150 lb	Ea.	\$ 650.00	\$ 516.00	\$ 1,190.80	
2.00	081313253160	Doors, fire, "B" label, exterior, steel, commercial, flush, 1-3/4" x 7'-0" x 3'-0" wide	Ea.	\$ 2,800.00	\$ 212.00	\$ 3,012.00	
5.00	085123201600	Windows, steel, custom units, double-hung, commercial projected, 6'-9" x 4'-1" opening, incl. frame, trim and insulated glass	Ea.	\$ 9,750.00	\$ 1,190.00	\$ 10,940.00	
2.00	087120152600	Door hardware, school, single, classroom, ANSI F88, complete set incl. lever	Door	\$ 1,740.00	\$ 496.00	\$ 2,236.00	
2.00	087120308150	Door hardware, door closer, surface mounted, heavy duty, parallel arm, modern	Ea.	\$ 760.00	\$ 248.00	\$ 1,028.00	
2.00	087120360090	Door hardware, panic device, rim locks, single door, exit only, touch bar wide style, night latch US 26D	Ea.	\$ 2,850.00	\$ 298.00	\$ 3,148.00	
50.00	090170100120	Gypsum wallboard, repairs, fill and sand, dents, up to 2" square	Ea.	\$ 0.50	\$ 775.00	\$ 775.50	
4.00	090170100240	Gypsum wallboard, repairs, cut square, patch, sand and finish, holes, 60" square	Ea.	\$ 38.80	\$ 932.00	\$ 970.80	Used to cut and frame windows
100.00	090170100510	Gypsum wallboard, repairs, prepare, retape and refinish joints	L.F.	\$ 90.00	\$ 1,240.00	\$ 1,330.00	
1000.00	090190920520	Paint preparation, surface protection, placement & removal, masking w/paper	S.F.	\$ 90.00	\$ 790.00	\$ 880.00	
3300.00	090505202000	Flooring demolition, tile, ceramic, thin set	S.F.	\$ -	\$ 5,874.00	\$ 5,874.00	

100.00	090505302300	Walls and partitions demolition, metal or wood studs, finish two sides, plasterboard (gypsum wallboard)	S.F.	\$ -	\$ 351.00	\$ 351.00	
108.00	092216132800	Metal stud partition, non-load bearing, galvanized, 10' high, 3-5/8" wide, 20 gauge, 16" OC, includes top & bottom track	S.F.	\$ 158.76	\$ 208.44	\$ 367.20	
216.00	092910302250	Gypsum wallboard, on walls, water resistant, taped & finished (level 4 finish), 5/8" thick	S.F.	\$ 170.64	\$ 332.64	\$ 503.28	
40.00	092910305350	Gypsum wallboard, for finishing corners, inside, add	L.F.	\$ 5.20	\$ 62.80	\$ 68.00	
0.40	092915100400	Accessories, gypsum board, corner bead, galvanized steel, 1-1/4" x 1-1/4"	C.L.F.	\$ 21.40	\$ 85.20	\$ 106.60	
3300.00	095123101175	Suspended acoustic ceiling tiles, mineral fiber tile, tegular, fissured, 2' x 2' or 2' x 4', 3/4" thick	S.F.	\$ 7,095.00	\$ 5,478.00	\$ 12,573.00	
3300.00	096510103600	Latex underlayment, cementitious for resilient flooring, 1/8" thick	S.F.	\$ 2,409.00	\$ 14,256.00	\$ 16,665.00	
600.00	096513130700	Wall base, vinyl, straight or cove, standard colors, 4" high, 1/8" thick	L.F.	\$ 774.00	\$ 1,314.00	\$ 2,088.00	
80.00	096513130730	Wall base, vinyl corners, standard colors, 4" high, 1/8" thick	Ea.	\$ 440.00	\$ 175.20	\$ 615.20	
3300.00	096519336050	Flooring, rubber, tile, marbled colors, 12" x 12" x 1/8"	S.F.	\$ 24,585.00	\$ 5,709.00	\$ 30,294.00	Used for LVT tile flooring
18.00	099113700370	Paints & coatings, exterior doors, panel, both sides, roll & brush, primer + 2 coats, exterior latex, incl. frame & trim	Ea.	\$ 594.00	\$ 4,518.00	\$ 5,112.00	
16440.00	099123721670	Painting walls, complete, on drywall or plaster, primer and 2 finish coats, with roller, including surface preparation	S.F.	\$ 8,055.60	\$ 31,729.20	\$ 39,784.80	14940 for inside painting + 1600 for outside painting = 16440sf
64.00	105523100020	Mail boxes, horizontal, key lock, aluminum, rear loading, 5" h x 6" w x 15" deep	Ea.	\$ 1,728.00	\$ 1,408.00	\$ 3,136.00	Used for the mailbox cubbies assumed 8ft wide x 8ft tall = 64 boxes @ 1sf each
1.00	112216134900	Bank equipment, window, drive-up with drawer and microphone, excl. glass, max	Ea.	\$ 6,675.00	\$ 3,325.00	\$ 10,000.00	
150.00	120505101100	Selective demolition, casework, wood base cabinets	L.F.	\$ -	\$ 7,500.00	\$ 7,500.00	
150.00	120505101200	Selective demolition, countertop	L.F.	\$ -	\$ 1,875.00	\$ 1,875.00	
50.00	120505103130	Selective demolition, wall cabinets, wood, to 84" high	L.F.	\$ -	\$ 2,000.00	\$ 2,000.00	
17.00	123550135450	Casework, school cabinets, wood, custom fabricated, 24" deep, 32" high	L.F.	\$ 5,083.00	\$ 1,266.50	\$ 6,349.50	
17.00	123550135600	Casework, school cabinets, wood, custom fabricated, 24" deep, 32" high, add for countertop	L.F.	\$ 544.00	\$ 450.50	\$ 994.50	
11.00	123550135800	Casework, school cabinets, wall units, 24" deep, 84" high	L.F.	\$ 8,140.00	\$ 1,094.50	\$ 9,234.50	
40.00	123661162300	Solid surface countertop, acrylic polymer, premium patterned colors, pricing for orders of 1-50 LF, 25" wide	L.F.	\$ 6,120.00	\$ 2,980.00	\$ 9,100.00	
80.00	220505101900	Pipe fittings with a single connection, up thru 1-1/2" diameter, selective demolition	Ea.	\$ -	\$ 2,360.00	\$ 2,360.00	Used to cap off gas and air lines
2.00	230505102120	Fans, up thru 1 HP or 2,000 CFM, selective demolition	Ea.	\$ -	\$ 394.00	\$ 394.00	Used to demo existing RR exhaust fans
200.00	233113130520	Metal ductwork, fabricated rectangular, galvanized steel, 200 to 500 lb., incl fittings, joints, supports & allow for a flexible connections field sketches, excludes as-built drawings and insulation	Lb.	\$ 166.00	\$ 2,000.00	\$ 2,166.00	
2.00	233423106670	Fans, residential, bath exhaust, grille, back draft damper, 110 CFM	Ea.	\$ 244.00	\$ 181.00	\$ 425.00	
1.00	233713605280	Register, air return, ceiling or wall, fixed face blades, anodized aluminum, 45 Deg., 24" x 24", includes adjustable opposed blade damper	Ea.	\$ 181.00	\$ 79.50	\$ 260.50	
4.00	260505101720	Junction boxes, 4" square & octagon, electrical demolition, remove, including removal of supports and terminations	Ea.	\$ -	\$ 41.40	\$ 41.40	
4.00	260505101780	Receptacle & switch plates, electrical demolition, remove	Ea.	\$ -	\$ 12.88	\$ 12.88	
4.00	260505101790	Receptacle & switches, 15 to 30 amp, electrical demolition, remove	Ea.	\$ -	\$ 24.60	\$ 24.60	
2.50	260505101840	Wire, THW-THWN-THHN, #12, electrical demolition, removed from in place conduit, to 10' high	C.L.F.	\$ -	\$ 37.63	\$ 37.63	
55.00	260505102140	Fluorescent fixtures, interior, 4 lamp, 2' x 4', electrical demolition, remove, recessed drop-in, to 10' high, including supports & whips	Ea.	\$ -	\$ 3,025.00	\$ 3,025.00	
5.00	260505505320	Emergency battery pack lighting unit, electrical demolition, remove	Ea.	\$ -	\$ 345.00	\$ 345.00	
32.00	260519350045	Wire connector, screw type, insulated, #12 to #6	Ea.	\$ 21.12	\$ 147.20	\$ 168.32	

3.30	260519901200	Wire, copper, stranded, 600 volt, #12, type THWN-THHN, normal installation conditions in wireway, conduit, cable tray	C.L.F.	\$ 196.35	\$ 247.50	\$ 443.85	
10.00	260529208070	Channels, steel, 3/4" x 1-1/2" w/12" rods, for 1/2" to 1" conduit	Ea.	\$ 240.00	\$ 275.00	\$ 515.00	
12.00	260533135220	Electric metallic tubing (EMT), field bends, 45 Deg. to 90 Deg., 3/4" diameter	Ea.	\$ -	\$ 124.20	\$ 124.20	
8.00	260533135340	EMT offsets, 3/4" diameter, to 15' H	Ea.	\$ -	\$ 106.80	\$ 106.80	
2.00	260533138710	EMT couplings, compression, steel, 3/4" diameter, to 15' H	Ea.	\$ 8.50	\$ 24.70	\$ 33.20	
8.00	260533138810	EMT boxes connectors, compression, steel, 3/4" diameter, to 15' H	Ea.	\$ 7.84	\$ 60.00	\$ 67.84	
100.00	260533140220	Electric metallic tubing, 3/4" diameter, to 10' high, includes 11 couplings per 100'	L.F.	\$ 180.00	\$ 327.00	\$ 507.00	
4.00	260533160220	Outlet boxes, pressed steel, 4" square, 2-1/8" deep, 1" KO	Ea.	\$ 30.60	\$ 166.00	\$ 196.80	
4.00	260533160250	Outlet boxes, pressed steel, covers, blank, 4" square	Ea.	\$ 6.24	\$ 51.80	\$ 58.04	
8.00	260533251770	Conduit fittings for rigid galvanized steel, grounding bushing, insulated, 3/4" diameter	Ea.	\$ 144.40	\$ 236.00	\$ 380.40	
2.00	260533254820	Conduit fittings for rigid galvanized steel, through-wall seal, 3/4" diameter	Ea.	\$ 950.00	\$ 220.00	\$ 1,170.00	
5.00	265113100300	Fixture hangers, box hanger with mounting strap	Ea.	\$ 73.25	\$ 515.00	\$ 588.25	Used for the fire alarm device.
55.00	265113551000	Interior LED fixtures, troffer, recess mounted, 3,200 lumens, 2' x 4', replaces two T8 lamp, incl lamps, mounting hardware and connections	Ea.	\$ 11,000.00	\$ 8,580.00	\$ 19,580.00	
2.00	265113552010	Interior LED fixtures, strip, surface mounted, 5,000 K, one light bar 4' long, incl lamps, mounting hardware and connections	Ea.	\$ 610.00	\$ 206.00	\$ 816.00	
5.00	265213100700	Emergency lighting units, nickel cadmium battery operated, twin sealed beam light, 25 W, 6 V each	Ea.	\$ 1,925.00	\$ 1,035.00	\$ 2,960.00	
5.00	265213160260	Exit lighting, LED w/ battery unit, double face, ceiling or wall mount	Ea.	\$ 2,225.00	\$ 1,035.00	\$ 3,260.00	
60.00	266113300360	Fixture whips, 3/8" greenfield, 2 connectors, THHN wire, three #12, 6' long	Ea.	\$ 813.00	\$ 1,560.00	\$ 2,373.00	

R S Means Estimate	\$ 254,501.37
Houston CCI .86	\$ (35,630.19)
Choice Partners .89	\$ (24,075.83)
Sub Total	\$ 194,795.35
Grand Total	\$ 194,795.35

TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION

RESOLUTION NO. 2023-27

A RESOLUTION APPROVING AND AWARDED A PROPOSAL FROM GENEROCITY SERVICES, INC. (CHOICE PARTNERS CONTRACT NO. 23/016MR-17) FOR RENOVATION AND IMPROVEMENTS AT THE 6TH STREET BUSINESS ACCELERATOR; AND PROVIDING THAT THIS RESOLUTION SHALL BECOME EFFECTIVE FROM AND AFTER ITS PASSAGE AND ADOPTION.

WHEREAS, at a meeting of the Board of Directors of the Texas City Economic Development Corporation (TCEDC), duly held on November 15, 2023, a general discussion was held concerning the approval and awarding of a proposal from Generocity Services, Inc. (Choice Partners Contract No. 23/016MR-17), for renovation and improvements at the 6th Street business accelerator; and

WHEREAS, it is the recommendation of staff to award a proposal from Generocity Services, Inc. (Choice Partners Contract No. 23/016MR-17), for renovation and improvements at the 6th Street business accelerator for the total proposed amount of \$194,795.35.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION THAT:

SECTION 1: The Board of Directors of the Texas City Economic Development Corporation hereby awards a proposal from Generocity Services, Inc. (Choice Partners Contract No. 23/016MR-17), for renovation and improvements at the 6th Street business accelerator for the total proposed amount of \$194,795.35.

SECTION 2: The Chairperson or Vice Chairperson is hereby authorized to execute any documents necessary for this expenditure.

SECTION 3: This Resolution shall be in full force and effect from and after its passage and adoption.

PASSED AND ADOPTED this 15th day of November 2023.

CHAIRPERSON/VICE CHAIRPERSON
Texas City Economic Development Corporation

ATTEST:

BOARD SECRETARY

Texas City Economic Development Corporation

TCEDC Agenda

6. d.

Meeting Date: 11/15/2023

Consider approval of purchase of property located within the Industrial Business District (GCAD 223992).

Submitted For: Kristin Edwards, Economic Development

Submitted By: Kristin Edwards, Economic Development

Department: Economic Development

ACTION REQUEST (Brief Summary)

Consider approval of purchase of property located within the Industrial Business District (GCAD 223992).

BACKGROUND

The Texas City Economic Development Corporation has historically purchased property located in the Industrial Business District – which cannot be used for residential or general retail purposes - to support Light Industrial use.

TCEDC staff has been approached by Taunya Black on behalf of landowner Benny Black, Jr., who owns a piece of property located near the intersection of 2nd Street and Texas Avenue, within the IBD. The property is listed by the Galveston County Appraisal District as ID# 223992, and it is .14 acres, or 6,098.4 square feet in size.

Staff made a conditional offer to purchase the property at a rate of \$2.45/square foot, calculating to \$14,941.08 total, contingent upon approval by the EDC. Funding is available within the existing budget to purchase the property.

ANALYSIS

Approve the purchase of property located within the Industrial Business District as further described in GCAD as property ID 223992.

ALTERNATIVES CONSIDERED

Attachments

IBD property purchase - 223992
Resolution

TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION

RESOLUTION NO. 2023-28

A RESOLUTION APPROVING THE PURCHASE OF PROPERTY LOCATED NEAR THE INTERSECTION OF 2ND STREET AND TEXAS AVENUE, WITHIN THE IBD (GALVESTON COUNTY APPRAISAL DISTRICT AS ID# 223992); AND PROVIDING THAT THIS RESOLUTION SHALL BECOME EFFECTIVE FROM AND AFTER ITS PASSAGE AND ADOPTION.

WHEREAS, at a meeting of the Board of Directors of the Texas City Economic Development Corporation, duly held on November 15, 2023, a general discussion was held concerning the purchase of property located near the intersection of 2ND Street and Texas Avenue, within the IBD. The property is listed by the Galveston County Appraisal District as ID# 223992, in the amount of \$14,941.08.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION THAT:

SECTION 1: The Board of Directors of the Texas City Economic Development Corporation hereby approves the purchase of property located near the intersection of 2ND Street and Texas Avenue, within the IBD. The property is listed by the Galveston County Appraisal District as ID# 223992, in the amount of \$14,941.08.

SECTION 2: The Chairperson or Vice Chairperson is hereby authorized to execute any documents necessary for the purchase of the above-described property.

SECTION 3: This Resolution shall be in full force and effect from and after its passage and adoption.

PASSED AND ADOPTED this 15th day of November 2023.

CHAIRPERSON/VICE CHAIRPERSON
Texas City Economic Development Corporation

ATTEST:

BOARD SECRETARY
Texas City Economic Development Corporation

TCEDC Agenda

6. e.

Meeting Date: 11/15/2023

Consider approval of purchase of property located within the Industrial Business District (GCAD 225427).

Submitted For: Kristin Edwards, Economic Development

Submitted By: Kristin Edwards, Economic Development

Department: Economic Development

ACTION REQUEST (Brief Summary)

Consider approval of purchase of property located within the Industrial Business District (GCAD 225427).

BACKGROUND

The Texas City Economic Development Corporation has historically purchased property located in the Industrial Business District – which cannot be used for residential or general retail purposes - to support Light Industrial use.

TCEDC staff has been approached by landowner Wade Cuomo, who owns a piece of property located near the intersection of 2nd Avenue S. and 10th Street S., within the IBD. The property is listed by the Galveston County Appraisal District as ID# 225427, and it is .14 acres, or 6,098.4 square feet in size.

Staff made a conditional offer to purchase the property at a rate of \$2.45/square foot, calculating to \$14,941.08 total, contingent upon approval by the EDC.

ANALYSIS

Approve the purchase of property located within the Industrial Business District further described in GCAD as ID 225427.

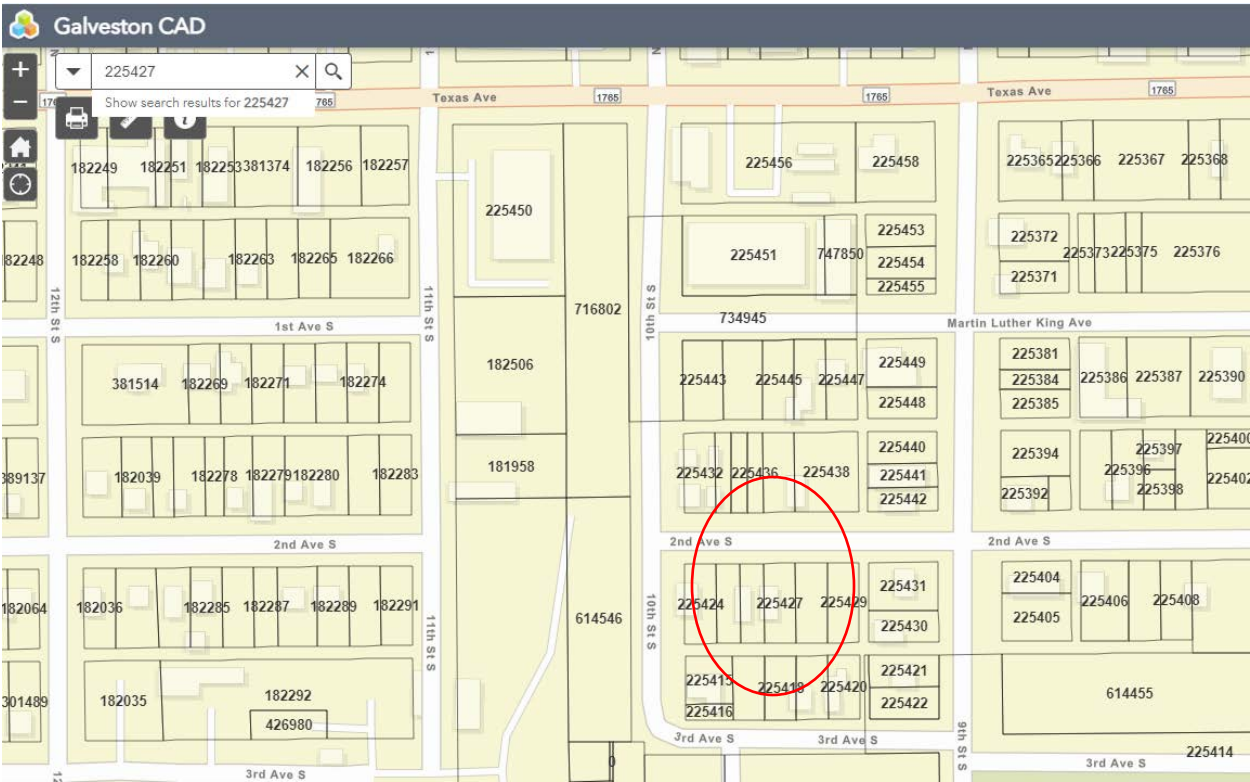
ALTERNATIVES CONSIDERED

LEGAL ONLY

29

Attachments

IBD property purchase - 225427
Resolution



TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION

RESOLUTION NO. 2023-29

A RESOLUTION APPROVING THE PURCHASE OF PROPERTY LOCATED NEAR THE INTERSECTION OF 2ND AVENUE S. AND 10TH STREET S., WITHIN THE IBD (GALVESTON COUNTY APPRAISAL DISTRICT AS ID# 225427); AND PROVIDING THAT THIS RESOLUTION SHALL BECOME EFFECTIVE FROM AND AFTER ITS PASSAGE AND ADOPTION.

WHEREAS, at a meeting of the Board of Directors of the Texas City Economic Development Corporation duly held on November 15, 2023, a general discussion was held concerning the purchase of property located near the intersection of 2nd Avenue S. and 10th Street S., within the IBD. The property is listed by the Galveston County Appraisal District as ID# 225427, in the amount of \$14,941.08.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION THAT:

SECTION 1: The Board of Directors of the Texas City Economic Development Corporation hereby approves the purchase of property located near the intersection of 2nd Avenue S. and 10th Street S., within the IBD. The property is listed by the Galveston County Appraisal District as ID# 225427, in the amount of \$14,941.08.

SECTION 2: The Chairperson or Vice Chairperson is hereby authorized to execute any documents necessary for the purchase of the above-described property.

SECTION 3: This Resolution shall be in full force and effect from and after its passage and adoption.

PASSED AND ADOPTED this 15th day of November 2023.

CHAIRPERSON/VICE CHAIRPERSON
Texas City Economic Development Corporation

ATTEST:

BOARD SECRETARY
Texas City Economic Development Corporation

TCEDC Agenda

6. f.

Meeting Date: 11/15/2023

Consider purchase of property within Industrial Business District (GCAD ID# 175798 and 175795).

Submitted For: Kristin Edwards, Economic Development

Submitted By: Kristin Edwards, Economic Development

Department: Economic Development

ACTION REQUEST (Brief Summary)

Consider approval of purchase of property located within the Industrial Business District (GCAD ID# 175798 and GCAD ID# 175795).

BACKGROUND

The Texas City Economic Development Corporation has historically purchased property located in the Industrial Business District – which cannot be used for residential or general retail purposes - to support Light Industrial use.

TCEDC staff has been approached by landowner Rudy Moreno, who owns two pieces of property within the IBD, located near the intersection of Texas Avenue and 31st Street S. The properties are listed by the Galveston County Appraisal District as ID# 175798 and ID# 175795, and are .1481 acres each, or 6,450 square feet each, in size.

Staff made a conditional offer to purchase both pieces of property at a rate of \$2.45/square foot, calculating to \$31,605 total, contingent upon approval by the EDC. Funding for the purchase is available in the existing budget.

ANALYSIS

Approve the purchase of properties located within the Industrial Business District further described in GCAD as ID 175798 and GCAD ID 175795.

ALTERNATIVES CONSIDERED

LEGAL ONLY

30

Attachments

IBD properties purchase 175s
Resolution



TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION

RESOLUTION NO. 2023-30

A RESOLUTION APPROVING THE PURCHASE OF PROPERTY LOCATED NEAR THE INTERSECTION OF TEXAS AVENUE AND 31ST STREET S., WITHIN THE IBD (GALVESTON COUNTY APPRAISAL DISTRICT AS ID# 175798 and ID# 175795); AND PROVIDING THAT THIS RESOLUTION SHALL BECOME EFFECTIVE FROM AND AFTER ITS PASSAGE AND ADOPTION.

WHEREAS, at a meeting of the Board of Directors of the Texas City Economic Development Corporation duly held on November 15, 2023, a general discussion was held concerning the purchase of property located near the intersection of Texas Avenue and 31st Street S., within the IBD. The property is listed by the Galveston County Appraisal District as ID# 175798 and ID# 175795, in the amount of \$31,605.00.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TEXAS CITY ECONOMIC DEVELOPMENT CORPORATION THAT:

SECTION 1: The Board of Directors of the Texas City Economic Development Corporation hereby approves the purchase of property located near the intersection of Texas Avenue and 31st Street S., within the IBD. The property is listed by the Galveston County Appraisal District as ID# 175798 and ID# 175795, in the amount of \$31,605.00.

SECTION 2: The Chairperson or Vice Chairperson is hereby authorized to execute any documents necessary for the purchase of the above-described property.

SECTION 3: This Resolution shall be in full force and effect from and after its passage and adoption.

PASSED AND ADOPTED this 15th day of November 2023.

CHAIRPERSON/VICE CHAIRPERSON
Texas City Economic Development Corporation

ATTEST:

BOARD SECRETARY
Texas City Economic Development Corporation

TCEDC Agenda

7. b.

Meeting Date: 11/15/2023

Submitted By: Rhomari Leigh, City Secretary

Department: City Secretary

ACTION REQUEST (Brief Summary)

City of Texas City Staff Update

BACKGROUND

ANALYSIS

ALTERNATIVES CONSIDERED

Attachments

Datafy

EOC

Datafy



Economic Development
Corporation

What is Datafy?

- A platform tool that will give unlimited in and out-of-town visitor stats with historical data.
- First-party data access with an unmatched global network of media solutions reaching audiences worldwide.
- Specialize in high-touch campaign management, working in partnership with marketing organizations looking to reach their target audience and markets with more precision and efficiency.



Why Datafy?



- Knowledge of travel.
- In depth expertise in connecting US-based marketers and their agencies with national and international data.
- Access to trusted and precise data information.
- Show us comparison overtime of the POIs



Comparison over time

- **Comparison over time** is a helpful tool that will allow you to compare different **Market Levels** or **Points of Interest (POIs)** to each other during different date ranges.



Clusters



Over 20 POIs Point of Interest



- ✓ 1867 Settlement Historic District
- ✓ Bayou Golf Course
- ✓ Best Western Texas City
- ✓ Candlewood Suites Texas city
- ✓ Comfort Inn & Suites
- ✓ Dike Events
- ✓ Downtown Events
- ✓ Doyle Convention Center

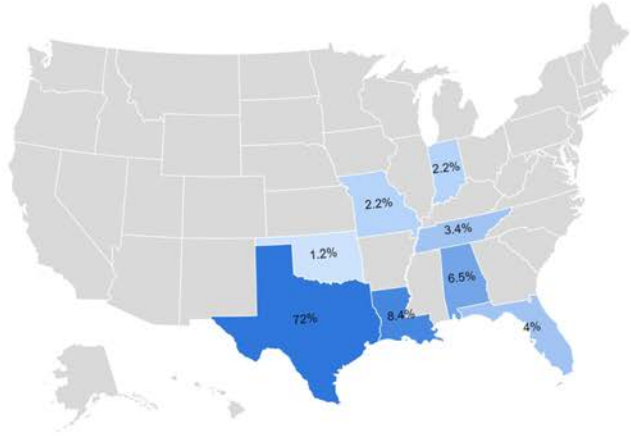
- ✓ Heritage Square Park
- ✓ Holiday Inn Express & Suites Texas City
- ✓ Home2Suites by Hilton Texas City
- ✓ Karat Creations
- ✓ La Quinta Inn & Suites by Texas City
- ✓ Mall of the Mainland
- ✓ Quality Inn Texas City



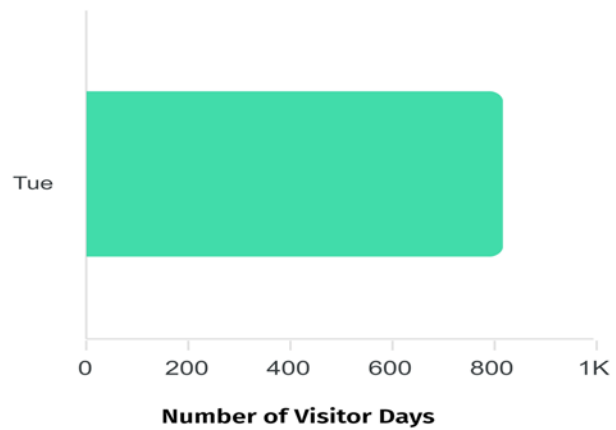
- ✓ Springhill Suites by Marriot
- ✓ Tanger Outlets Houston
- ✓ Terror Isle
- ✓ Texas City Museum
- ✓ Urban Gypsies
- ✓ WoodSpring Suites Texas City

Fourth of July

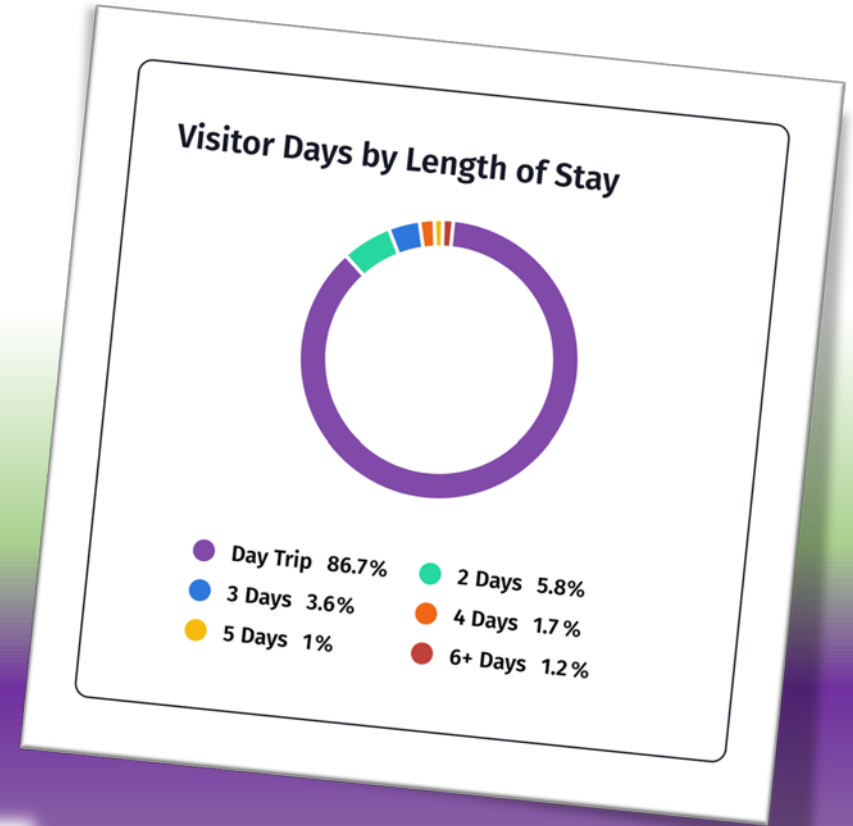
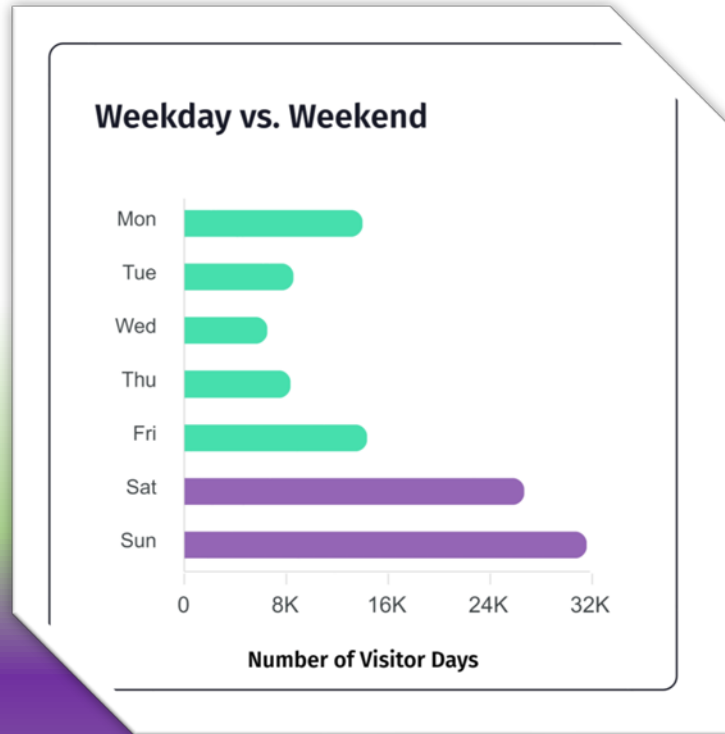
Share of Trips by State




Weekday vs. Weekend




Tanger Outlets Houston



 **Total Trips**
93,228 Trips

 **Visitor Days**
110,066 Days

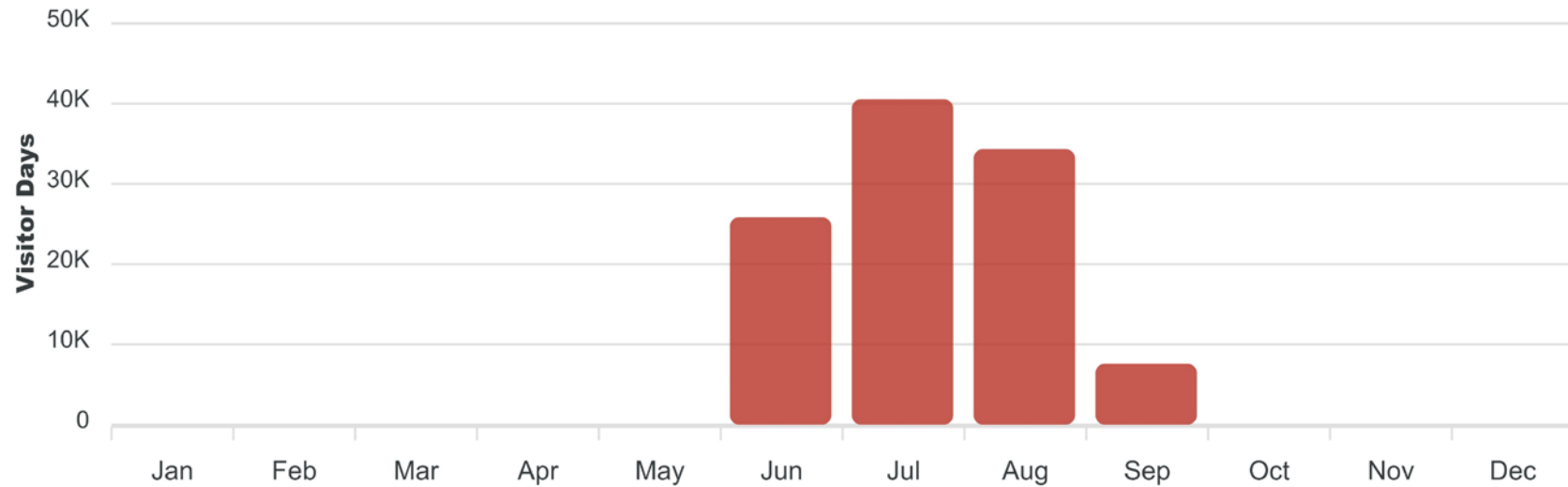
 **Avg Length of Stay**
1.2 Days

 **Unique Visitors**
81,527 Visitors

Date Ranges
6/1/2023- 9/15/2023

Tanger Outlets Houston Monthly Volume

Monthly Volume by Visitor Days



● 2023

0	0	0	0	0	25.8K	40.6K	34.3K	7.6K	0	0	0
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Thank you!

Ariel Callis
Economic Development Project Manager



Q & A?





Texas City
ECONOMIC DEVELOPMENT CORPORATION

AJR
media group



**2023
END OF CAMPAIGN REPORT**

CAMPAIGN HIGHLIGHTS

286,561

Impressions
Delivered



5,247

Clicks



2,078

Engagements



1.83%

CTR



CHANNEL SUMMARY



- ❑ Your campaign ran from 4.1.23 – 9.30.23, with 6 months of Search and 3 months of LinkedIn across 2 separate flights.
- ❑ Your flights drove nearly 300,000 impressions and more than 5,000 clicks.
- ❑ Your Search flight was the overall higher performer with an almost 7.00% CTR.

Channel	Impressions	Clicks	Engagements	CTR
Search	46,767	3,173		6.78%
LinkedIn	239,794	2,074	2,078	0.86%
Totals:	286,561	5,247	2,078	1.83%



SEARCH

SEARCH - OVERVIEW



- ❑ Your Search CPC came in at \$1.59, 21% below the high-end of the benchmark CPC of \$1.50 - \$2.00. High competition for the word "Texas" makes Search slightly more expensive for you than some other locations in Texas, but through optimization and across targeting and keywords, we were able to maintain a CPC within the benchmark range and drive some great interaction across prospecting keyword phrases like Texas Growing Economy and Small Business Texas.
- ❑ Your highest performing longtail keywords were Interesting Places to Go in Texas, Things to Do in Texas City TX and Texas City Economic Development .
- ❑ Your ads focused on 6th Street drove the most impressions and total clicks.

Impressions	Clicks	CTR	Avg. CPC
46,767	3,173	6.78%	\$1.59

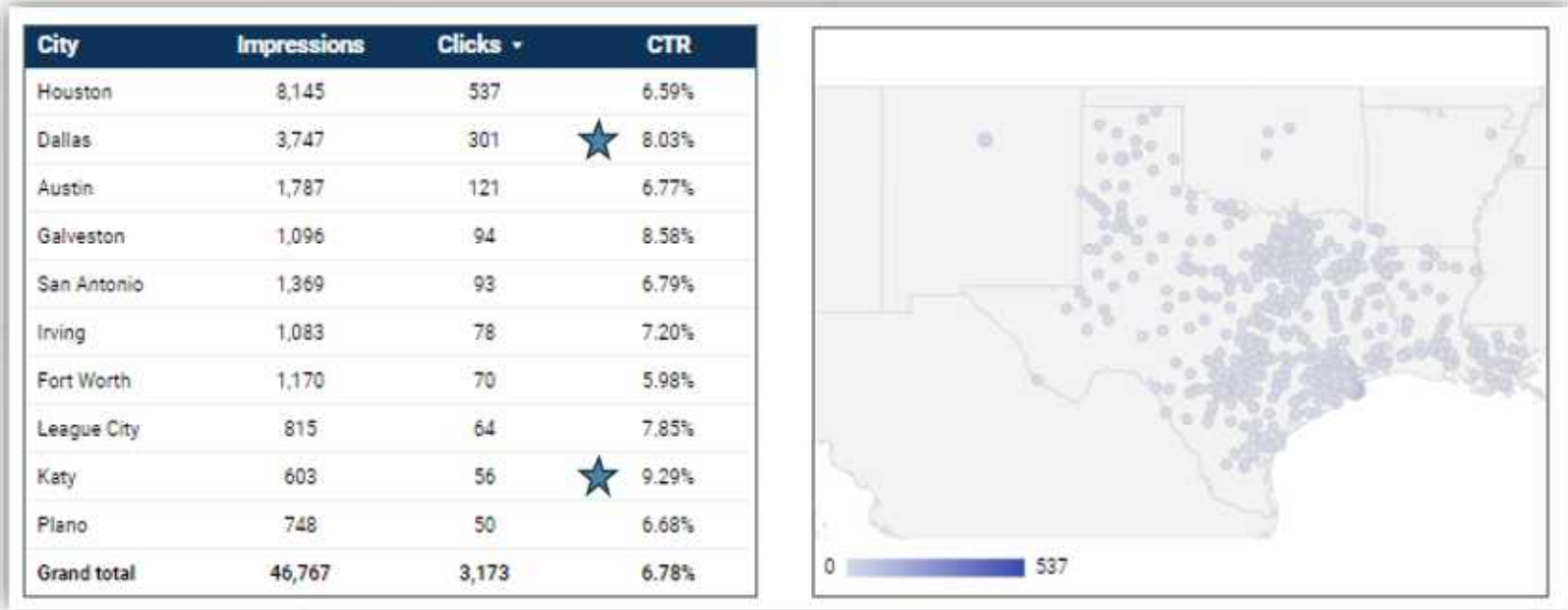
Ad	Impressions	Clicks	CTR	Avg. CPC
Focus on 6th Street	41,335	2,916	7.05%	\$1.60
Business	1,791	85	4.75%	\$1.50
Benefits	3,641	172	4.72%	\$1.43
Grand total	46,767	3,173	6.78%	\$1.59

SEARCH – Top Performing Keywords by Clicks

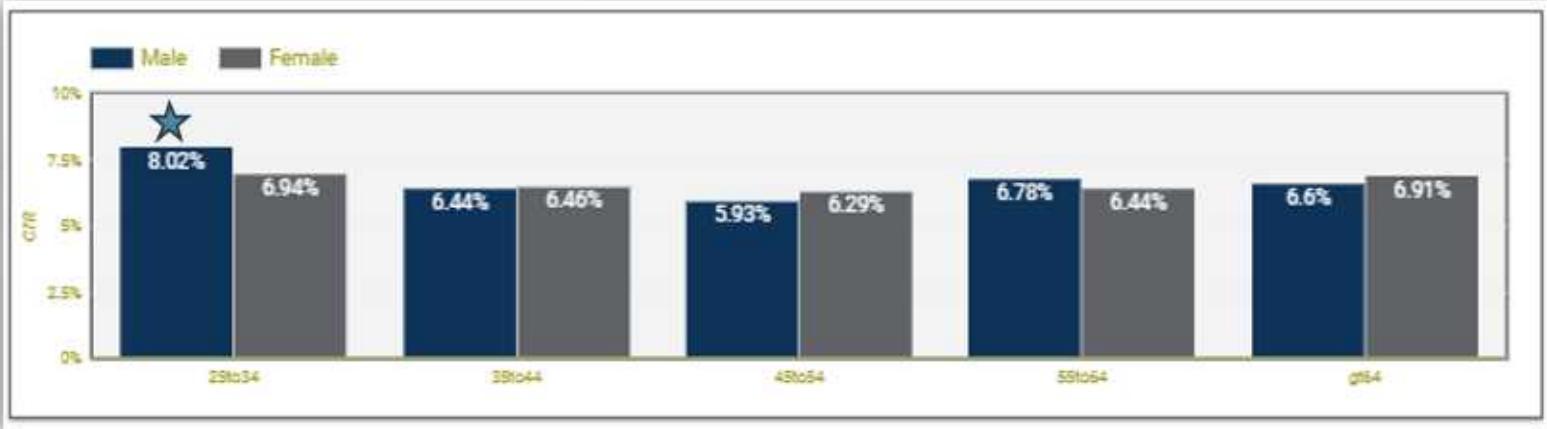


Ad Group/Strategy	Search keyword	Impressions	Clicks	CTR
Focus on 6th Street	things to do in texas	13,082	874	6.68%
Focus on 6th Street	texas city	9,283	703	7.57%
Focus on 6th Street	texas destinations	4,939	376	7.61%
Focus on 6th Street	where to go in texas	3,030	223	7.36%
Focus on 6th Street	places to visit in texas	2,261	161	7.12%
Focus on 6th Street	texas things to do	2,287	156	6.82%
Focus on 6th Street	texas city texas	1,469	82	5.58%
Benefits	Texas	1,132	66	5.73%
Benefits	Texas City	1,736	66	3.80%
Focus on 6th Street	best spots in texas	977	64	6.55%
Focus on 6th Street	top destinations in texas	855	58	6.78%
Focus on 6th Street	places to visit near me	841	55	6.54%
Focus on 6th Street	best places to visit in texas	463	37	7.99%
Focus on 6th Street	live in texas city	594	30	5.05%
Business	Texas Growing economy	579	27	4.66%
Business	Texas Small business	522	25	4.79%
Benefits	business in texas city	465	24	5.16%
Business	Texas	489	20	4.09%
Focus on 6th Street	places to visit in texas with kids	156	13	8.33%
Focus on 6th Street	interesting places to go in texas	107	12	11.21%
Focus on 6th Street	things to do in texas city tx	55	11	20.00%
Benefits	texas city Economic Development	115	11	9.57%
Focus on 6th Street	places to visit in texas for couples	163	10	6.13%
Focus on 6th Street	fun cities to visit in texas	254	10	3.94%
	Grand total	46,767	3,173	6.78%

SEARCH – Top Performing Cities by Clicks




SEARCH – Age/Gender Performance



SEARCH – Creative Performance by CTR

Business - 4.75% CTR

Sponsored


 www.texascityedc.com/

Join our Business Community | Bring Your Business Here

Discover the Benefits of Texas City for Your Business. We'll Work with You! Texas City: A Forward-Thinking Community with a Growing Economy.

Benefits - 4.72% CTR

Sponsored

 www.texascityedc.com/benefits


Texas City | REAL Incentives | SMB Incentives | Texas City

Bring your business to Texas City – We'll Work with You. From Workforce to Incentives, Texas City Works for Your Business!

6th Street - 7.05% CTR



Sponsored

 **Business name**
www.texascityedc.com/downtown/6thstreet

Local Incentives | Texas City | Business Resources | TX City

Texas City – A Forward-Thinking Community Perfect for Shops and Restaurants. Grow Your Business in Texas City – 6th Street is ready for you!



LinkedIn – Sponsored Content

LinkedIn- Overview

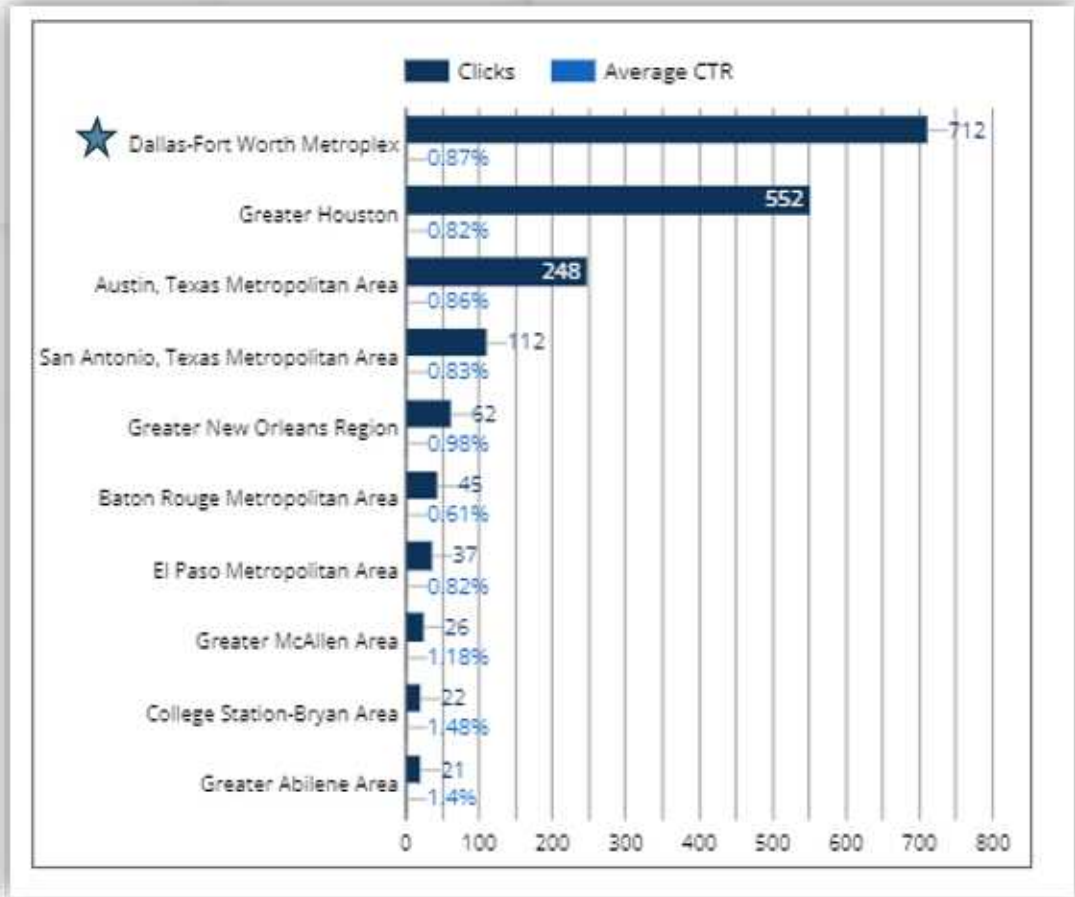


- ❑ At .86% CTR, your Sponsored Content ads came in nearly 100% over the .44% benchmark for LinkedIn CTR across all industries. This is exceptional performance, especially as compared to other destinations in Texas.
- ❑ While your May-June flight had a slightly higher CTR, the later Summer flight from July – Aug saw more impressions (greater reach & exposure) and more clicks overall.
- ❑ Your performance shows a high level of interest among the targeted audiences and value in your offering.

Impressions	Clicks to Landing Page	Average CTR	Total Engagement	Likes	Reactions
239,794	2,074	0.86%	2,078	2	2

Campaign Name	Impressions	Clicks to Landing Page	Average CTR ▾
Sponsored Content_May 1-June 15, 2023	83,523	795	0.95%
Sponsored Content_July 1-Aug 15, 2023	156,271	1,279	0.82%

LinkedIn— Top Performing Metros by CTR



LinkedIn – Member Demos by CTR



Job Function	Impressions	Average CTR
Research	2,487	★ 1.25%
Customer Success and Support	6,331	1.06%
Community and Social Services	7,351	1.03%
Media and Communication	12,402	1.02%
Program and Project Management	2,960	1.01%
Marketing	13,960	0.99%
Entrepreneurship	9,644	0.97%
Arts and Design	13,503	0.97%
Engineering	7,402	0.95%
Grand total	239,794	0.86%

Company Size	Impressions	Average CTR
501-1,000	3,738	★ 1.15%
10,001+	20,798	1%
1,001-5,000	16,959	0.94%
2-10	59,284	0.85%
51-200	27,475	0.84%
Grand total	239,794	0.86%

Industry	Impressions	Average CTR
Philanthropic Fundraising Services	304	★ 2.3%
Wholesale Hardware, Plumbing, Heating Equipment	264	2.27%
Education	559	1.79%
Events Services	898	1.78%
Fundraising	170	1.76%
Appliances, Electrical, and Electronics Manufacturing	968	1.76%
Specialty Trade Contractors	2,364	1.69%
Wholesale Computer Equipment	630	1.59%
Military and International Affairs	714	1.54%
Travel Arrangements	728	1.51%
Artists and Writers	274	1.46%
Wholesale Import and Export	275	1.45%
Entertainment Providers	1,295	1.39%
Funds and Trusts	1,365	1.32%
Food and Beverage Services	3,281	1.31%
Capital Markets	5,867	1.23%
Grand total	239,794	0.86%

LinkedIn – Creative Performance



LINKEDIN SPONSORED CONTENT CREATIVE
May 1-June 15, 2023
0.95% CTR



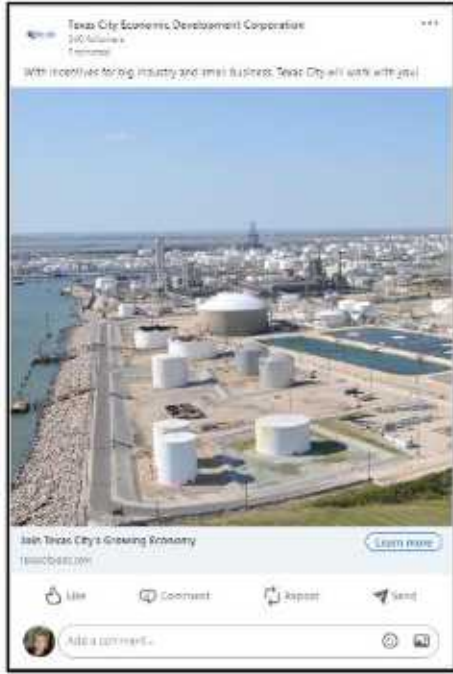
185 website visits



304 website visits


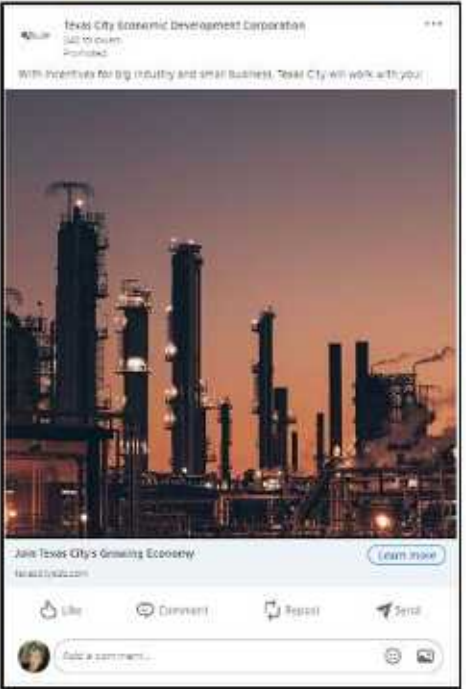
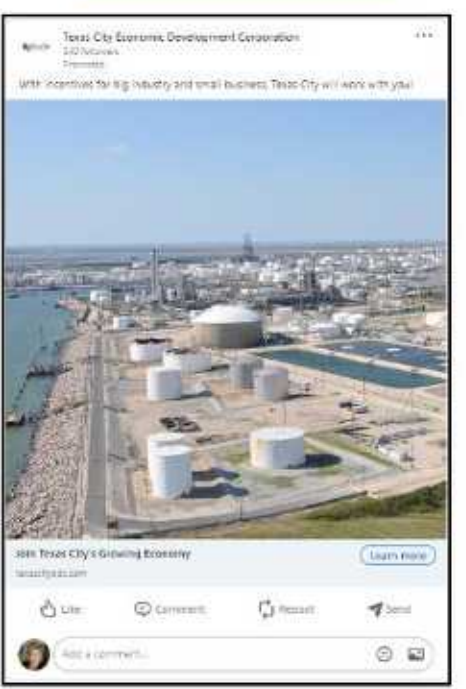


306 website visits



LINKEDIN SPONSORED CONTENT CREATIVE July 1-Aug 15, 2023 0.82% CTR



465 website visits	371 website visits	443 website visits
 <p>LinkedIn ad showing a group of people at a ribbon cutting event. The ad includes the text: "With incentives for big industry and small business, Texas City will work with you!" and "Join Texas City's Growing Economy".</p>	 <p>LinkedIn ad showing an industrial refinery at sunset. The ad includes the text: "With incentives for big industry and small business, Texas City will work with you!" and "Join Texas City's Growing Economy".</p>	 <p>LinkedIn ad showing an aerial view of an industrial facility. The ad includes the text: "With incentives for big industry and small business, Texas City will work with you!" and "Join Texas City's Growing Economy".</p>