



**Bartonville Community Development Corporation**

**Fiscal Year 2019-20 Work Plan**

Approved 09/04/2019)

Bartonville Community Development Corporation

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# BARTONVILLE COMMUNITY DEVELOPMENT CORORATION

## ANNUAL PLAN 2019-2020

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## INTRODUCTION

**Work Plan Purpose:** This Work Plan identifies all aspects of the Bartonville Community Development Corporation (BCDC), and allows the BCDC Board to establish goals and objectives for the coming year. As well, the Bylaws of the BCDC require the following:

*“The Board shall research, develop, prepare, and submit to the Council for its approval, an annual work plan, which shall set out goals and objectives of the Corporation, including but not limited to short-term and long-term goals for the economic development of the Town, proposed methods for the elimination of unemployment and underemployment, goals and objectives for the unitization of funds to promote the expansion and development of a sound corporate business base for and within the Town, and any other similar goals including proposed methods and the expected costs of implementation.”*

**BCDC Mission Statement:** *“The Mission of the Bartonville Community Development Corporation is to retain and attract businesses that meet the vision and standards desired by the Community.”*

## ESTABLISHMENT

**Authorization:** The BCDC was authorized for establishment by Section 4B of the Development Corporation Act of 1979 (The Act).

**Sales Tax Election:** On February 4, 2002 the Town of Bartonville voters approved the adoption of an additional one-half of one percent Sales and Use Tax for projects authorized by Section 4B of the Development Corporation Act of 1979. The ballot item was worded as follows:

*“The adoption of an additional one-half of one percent Sales and Use Tax for projects authorized by Section 4B, Article 5190.6, Vernon’s Texas Civil Statutes, as amended, including the payment of maintenance and operating expenses of public owned and operated projects.”*

The item to establish a Type B Sales Tax Development Corporation passed by a vote of 63 in favor and 20 opposed.

**Sales Tax Amendment:** On May 7, 2016 the Town of Bartonville voters approved a proposition reallocating the dedicated sales and use taxes of the Community Development Corporation from 0.5% to 0.25%, effective October 1, 2016.

**BCDC Establishment:** On June 18, 2002, the Town Council of Bartonville adopted Resolution 2002-18 creating the Bartonville Community Development Corporation.

## ORGANIZATIONAL

**Bylaws:** On June 30, 2004, the BCDC adopted bylaws in accordance with The Act. These Bylaws were approved by the Bartonville Town Council on July 20, 2004.

**Board Membership:** The BCDC Board is composed of seven (7) members, appointed by the Council. These members are reflected on the cover of this Work Plan. Board members are not compensated for their commitment.

**Meetings:** The BCDC Board generally meets at Town Hall in the evening of the second Monday or Wednesday of each month.

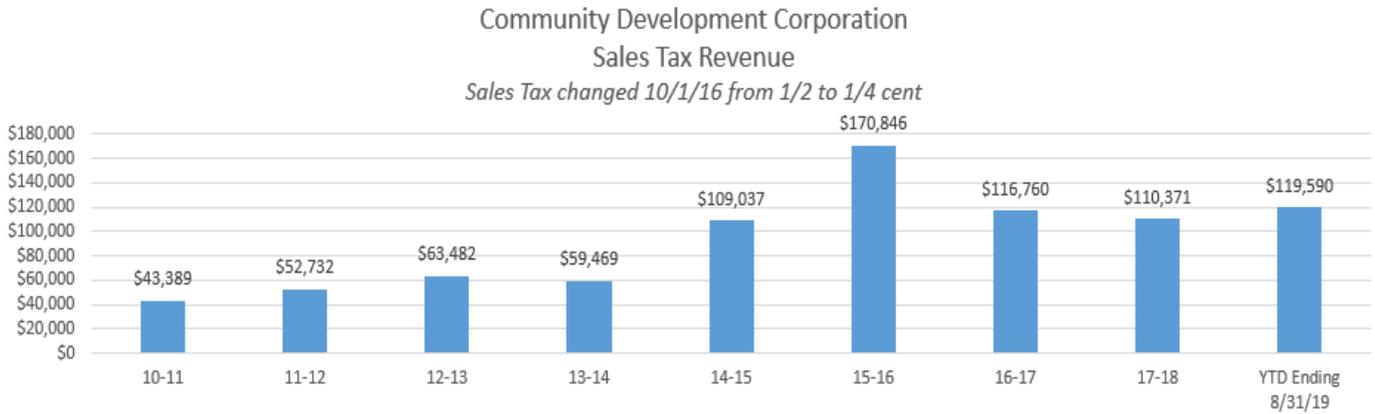
**Staffing:** There are currently no staff dedicated to administration of the BCDC. The Town Secretary performs the duties of the BCDC Secretary. In Fiscal Year 2014 the Board approved funding a proportional cost of this administrative support as reimbursement to the Town’s general fund for these costs as provided for in the Bylaw’s.



## FINANCIAL

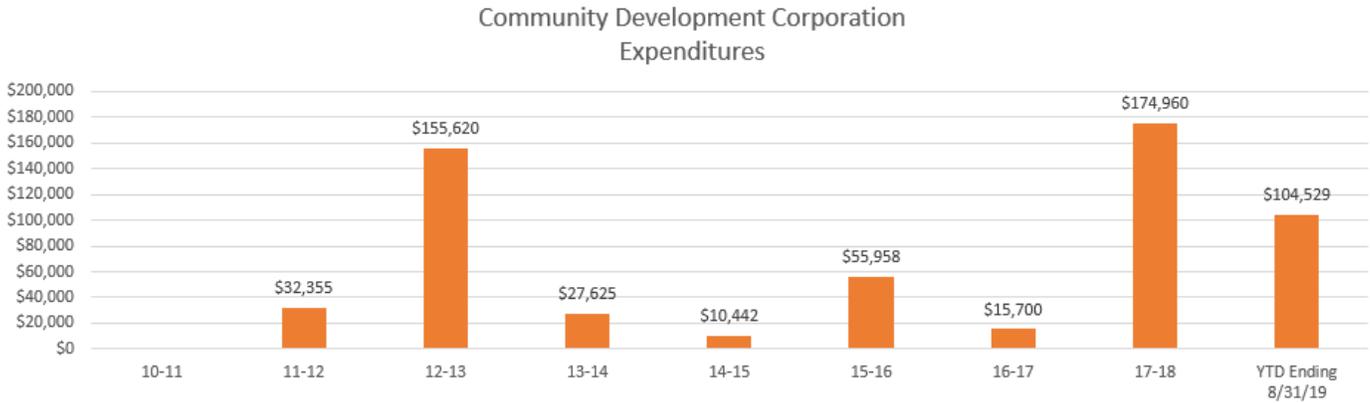
Following are the major financial aspects of the BCDC. All data reflects a Fiscal Year of September 1 to October 31, updated through August 2019.

**Revenue:** Revenue for the BCDC is generated by the sales tax approved by the election previously discussed. Revenues collected over the past several years are reflected in the following chart:

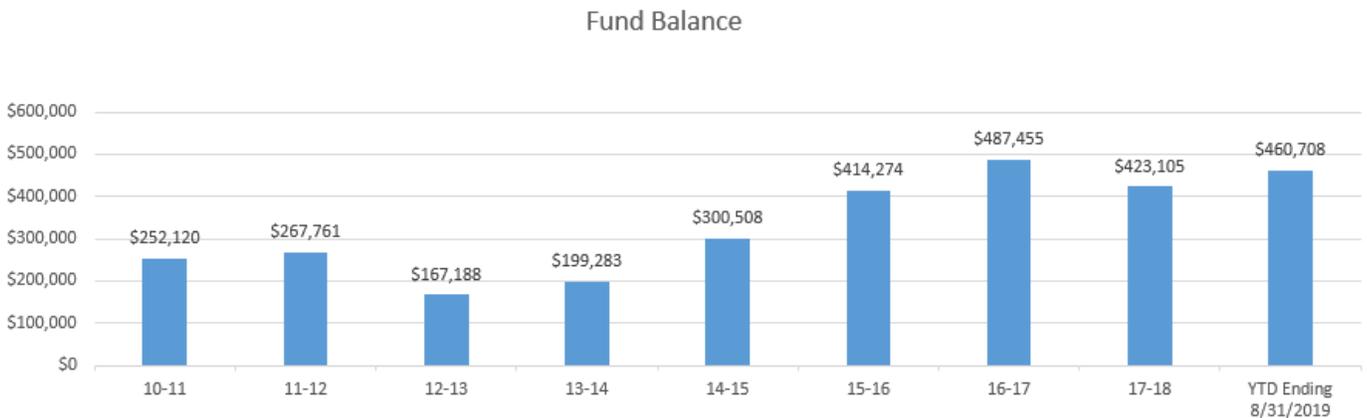


**Budget:** The budget for the BCDC is prepared annually by the Board and submitted to Council for approval.

**Expenditures:** Expenditures by the BCDC must be approved by the Council prior to expenditure. Depending on the type of project this may be accomplished via the approval of the budget by Council, or a more formal hearing of the project and proposed expenditures. Budgeted amounts and actual expenditures over the past several years are reflected in the following chart:



**Fund Balance:** A conservative approach to budgeting and expenditures has maintained an appropriate fund balance. The BCDC fund balances over the past several years are reflected in the following chart:

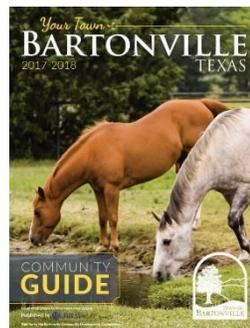


## ACTIVITIES

**BCDC Project History:** Following is a summary of projects undertaken and completed by the BCDC in recent years.

- **Annual Work Plan:** Council approved the annual Work Plan submitted by the BCDC. (FY 15-16)
- **Savory Bistro - Performance Agreement (PA):** A PA of \$9,000 was approved and allowed for establishment of an outside dining area. (FY 15-16)
- **Grapes to Wine - Performance Agreement:** A PA of \$9,200 was approved and allowed for establishment of an outside dining area. (FY 15-16)
- **BCDC Webpage:** A dedicated webpage was developed for the BCDC including several new features. (FY 15-16)
- **Available Properties Summary:** Available properties were identified. A page was established on the website to show the location of the sites and provide links to more information. (FY 15-16)
- **Existing Business Summary:** A “Business Information Form” was developed to facilitate gathering information from businesses. Information has been gathered on many existing businesses in the Town. A page was established on the website and now provides searchable info and links to business websites. (FY 15-16)
- **BRE Forms:** A “Business Visitation Form” was developed to standardize a format for documenting topics discussed during business visitations. A “Visitation Status Form” was developed to maintain an ongoing record of tasks to be performed and progress on those tasks. (FY 15-16)
- **BRE Visitations:** A visitation was held with representatives of Bartonville Town Center. Information was shared and several recommendations were made to enhance marketing exposure of the center. (FY 15-16)
- **Facilitation Recommendation:** BCDC received and evaluated proposals and recommended to Council H&E Consulting, Inc. as a facilitator and Strategic Planning services provider. This recommendation was not adopted by Council.

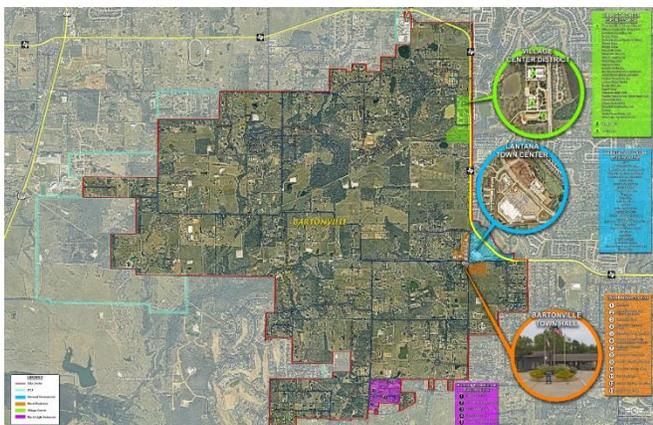
- **Property Enhancement Incentive Policy Evaluation:** Staff discussed with the BCDC the merits of pursuing a Property Enhancement Incentive Policy (PEIP) and although this is a good approach in many cities, in actuality there are not enough properties in the Town to warrant the expenditure to prepare the Policy. (FY 15-16)
- **96 McMakin Remediation:** The remediation of the site at the northwest corner of McMakin and Jeter Road was completed to the satisfaction of TCEQ. (FY 15-16)
- **E.D. Agreement:** Authorized the BCDC to execute an E.D. Agreement with Denmiss, LLC not to exceed \$22,500 for engineering costs and \$70,000 for construction costs related to decel lanes for Bartonville Town Center, January 29, 2013.
- **Community Guide & Business Directory:** Completed the first Community Guide & Business Directory. This full color, glossy, print magazine contains community information as well as a directory of existing businesses. This was mailed to all residents in September and is being distributed to new residents and available at Town Hall. There is also a digital version available on the BCDC website. (FY16-17)
- **Business Marketing Guide:** Developed and completed the first Bartonville business marketing guide mailed in August 2017 and will be mailed quarterly. The guide reaches approximately 45,000 homes which include Bartonville, Lantana, Flower Mound, Argyle, Copper Canyon and Double Oak. (FY16-17)
- **Traffic Counts:** Traffic study counts on corridors near all commercial properties were collected in October 2016 and will be conducted annually. (FY16-17)
- **Funding Guidelines & Application:** Developed Funding Guidelines and application in May 2017. (FY16-17)



- Grant Fund: Approved Funding Agreement with Marty Bs, LLC in the amount of \$19,988 for Marty Bs restaurant improvements for outside cabanas. (17-18)
- Business Marketing Guide: Updated Bartonville business marketing guide mailed in September 2018. (17-18)
- Traffic Counts: Traffic study counts on corridors near all commercial properties were collected in March 2018. (17-18)
- Grant Fund: Approved Funding Agreement with Marty Bs, LLC to provide financial assistance in the amount of \$32,175.00 for the Marty B's restaurant rooftop improvements. (17-18)

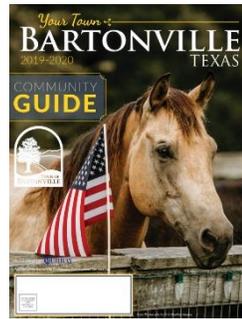


- CoServ Economic Development Grant: Applied for and received Economic Development Grant in the amount of \$14,940 for aerial map brochures to provide an overview of available properties, development, land use with integrated graphics specific to our community. (17-18)
- Aerial Map Brochures and Mural Maps funded by aforementioned grant. (17-18)



**Work Completed in FY 2018-19:** Following is a summary of BCDC projects completed in the prior fiscal year.

- Community Guide & Business Directory 2019-20:



20: Completed second Community Guide & Business Directory. This is a full color, glossy, print magazine that contains community information as well as a directory of existing businesses. Mailed

to all residents in September and is being distributed to new residents and available at Town Hall. There is also a digital version available on the BCDC website.

- Traffic Counts: Traffic study counts on corridors near all commercial properties were collected in October 2018.
- Grant Fund: Approved Funding Agreement with Blue Pup Pub, LLC to provide financial assistance in the amount of \$66,750 for the Bartonville Store improvements.



- Grant Fund: Approved Funding Agreement with Cloud 9 Salon and Spa to provide financial assistance in the amount of \$32,000 for the Cloud 9 Salon and Spa Construction.
- Grant Fund: Approved Funding Agreement with Tractor Supply to provide financial assistance in the amount of \$25,000 for the Tractor Supply Improvements.
- Business Survey: Completed Bartonville Business Survey.

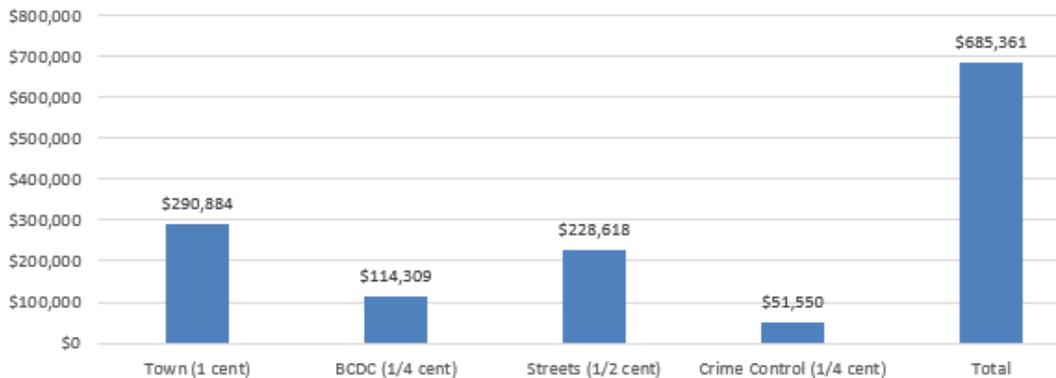
## SALES TAX REVENUE

Sales tax-generating goods purchased from businesses located within the Town of Bartonville help finance important community projects and programs that significantly impact the quality of life in Town.

For each dollar spent on sales taxable goods at businesses within Bartonville:

- Approximately \$0.92 will go to the business— expenses & profit
- About \$0.06 is collected for use by the State of Texas
- The remaining \$0.02 is returned to the Town of Bartonville. This may not sound like much, however, in 2018, revenues generated through sales tax totaled approximately \$685,000.

Sales Tax Revenue Calendar Year 2018



Notes: 1. The Town's portion reflects the amount AFTER deducting the Lantana Sales Tax Grant.  
2. Crime Control does not receive any sales tax from the Lantana Town Center.

## FY 2019-2020 GOALS

The Bartonville Community Development Corporation goal is to preserve the unique character of Bartonville, while taking advantage of the positive aspects of growth in the commercial zoned properties to expand the Town's Sales Tax Base without sacrificing Bartonville's unique rural atmosphere. This is accomplished by using sales tax to promote economic development through grants, performance agreements, marketing, and special projects as permitted by State law.

The Bartonville Community Development Corporation will:

1. Work cooperatively with NewQuest to accelerate the development of available properties on their site.
2. Work cooperatively with Denmiss, LLC to accelerate the development of the remaining lot on Phase II.
3. Work cooperatively with Premier Properties in maintaining completed lease space throughout the property.
4. Continue to build a positive relationship with existing Bartonville businesses.
  - a. The Town currently has over 70 businesses. Each BCDC member will visit one business per month for the next 12 months until each business has been visited.
5. Support Bartonville businesses properties through Marketing Programs.
  - Marketing Brochure Map
  - Community Guide
  - Quarterly Mailer
  - Cross Timbers Gazette
  - Shop Local Campaigns

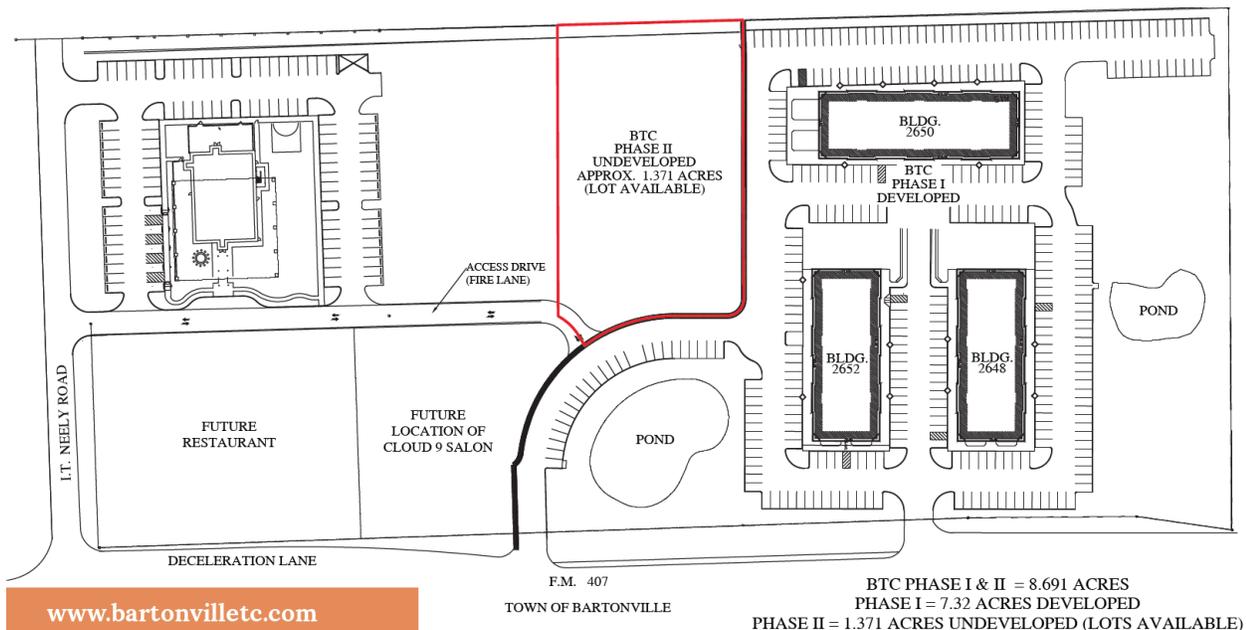


## VILLAGE CENTER DISTRICT

This property consists of three areas: The Bartonville Town Center Phase I, Phase II and the Yeti Addition.

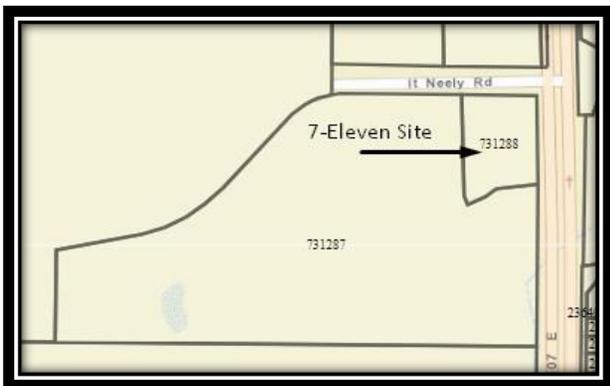
**Bartonville Town Center Phase I:** This project is being developed by Denmiss, L.L.C. on 15 acres along F.M. 407. Phase 1 was completed in 2003 and consists of three buildings totaling approximately 80,000 square feet. Currently there are more than 25 businesses located in this project. Uses include executive offices, retail businesses and restaurants. [www.bartonvilletc.com](http://www.bartonvilletc.com)

**Bartonville Town Center Phase II:** This phase began in February 2017 with the ground breaking of Marty B's restaurant which opened November 2017. Bryfam Properties purchased a 1-acre lot for a future restaurant. Cloud 9 Salon & Spa purchased a 1-acre lot to build an 8000 plus square foot two-story building to relocate the business to Bartonville expected to open in the Spring of 2020. This building is expected to include a space for a drive through coffee shop. There is one lot left available for sale in this phase.



[www.bartonvilletc.com](http://www.bartonvilletc.com)

**Yeti Addition:** This project is located on the southwest corner of FM 407 and IT Neely. Development on this project began in July 2018 with the construction of a free standing 7-Eleven Convenience Store with fuel. There are an additional 2 pad sites available on this property.



## LANTANA TOWN CENTER

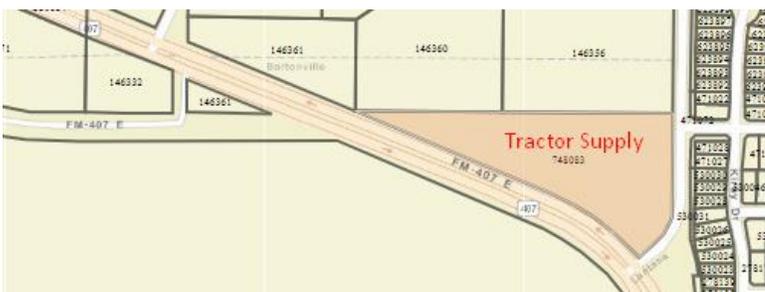
NewQuest Properties completed construction of this 246,600 square foot Kroger anchored retail/restaurant center on 46.14 acres at the southwest corner of F.M. 407 and Jeter Road. The 113,531 square foot Kroger Marketplace store opened in April of 2015. <http://www.newquest.com/property/lantana-town-center/>

Construction on Phase II began in 2018 and is now leasing. Over 25 businesses have opened in the center.



## RURAL SERVICES DISTRICT

The Rural Services District has one retail space located on FM 407 and Hilltop Rd. Development on this project began in January 2019 with the construction of a 19,097 sq. ft. Tractor Supply which opened on August 17, 2019.



# BARTONVILLE SHOPPING/DINING/SERVICIES MAP

## 1. Lone Star Country Store

## 2. Stir-Ups Liquors

## 3. Tractor Supply

## 4. Bartonville Town Center

- Alliance Construction
- Allstate Insurance - Johnny Kuntz
- Arrowhead Operating Inc.
- Cassandra & Co
- Championship Martial Arts
- Comfort Junction Massage
- Driver's Edge
- Edward Jones
- Envy Nail and Spa
- Gibbs Law Firm
- Globe X Logistics
- Golden Egg Café
- Grapes to Wine
- Integrity Media
- Lantana Water District
- Nemko Inc
- Oasis Wellness Center
- Pack 'N' Mail
- Palermo's
- Premier Properties
- ProSoft Solutions
- Ramon's Salon
- Smiles of Texas
- State Farm - Jim Bridges
- Stoic Civil Construction
- Subway
- Texas Phone Works
- Tulip Dry Cleaners

## 5. Marty B's

## 6. Cloud 9 Salon & Spa/ Cowboy Coffee *(coming soon)*

## 7. 7-Eleven

## 8. Rural Business

- A. Readerst
- B. Bartonville Town Hall/  
Police Department
- C. Embree Asset Group, Inc.  
Mechanical Insulation  
Contractors, Inc.
- D. The Bartonville Store/  
Jeter's Meat Shop
- E. Bartonville Veterinary Center
- F. Texas Health Family Care
- G. Lantana Pediatrics &  
Country Lakes Family Dental
- H. Guidance Preparatory Academy



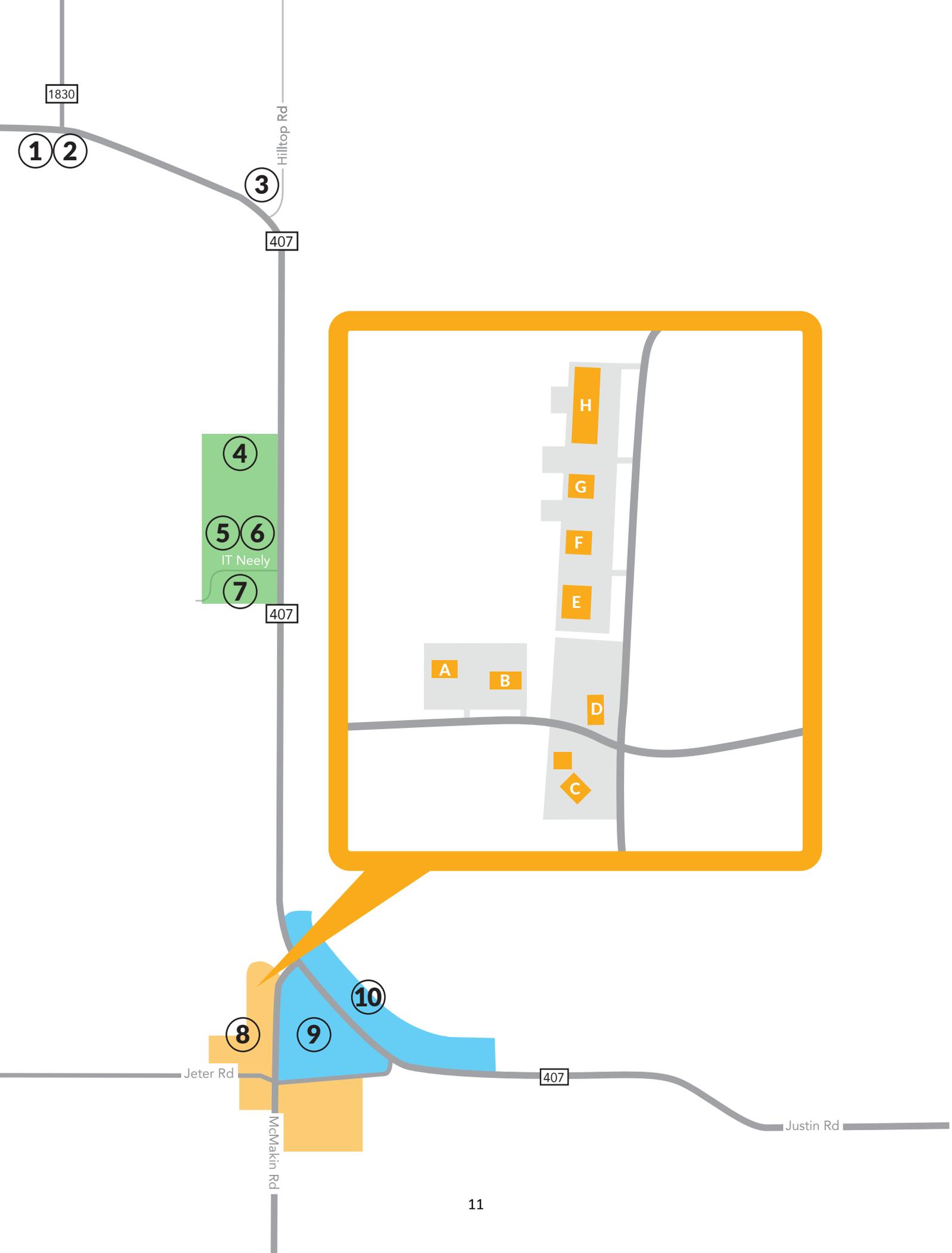
## 9. Lantana Town Center *(phase I)*

- AT&T
- ATI Physical Therapy
- Chase Bank
- Dickey's BBQ
- Domino's Pizza
- F45 Training
- Farmers Insurance
- Firestone
- Fred Meyer Jewelers
- Hollywood Feed
- Kroger
- Lantana Eye Care
- Lantana Nail Spa
- Romney Pediatric Dentistry
- Smile Up Dentistry
- Starbucks
- Supercuts
- Terry's Donuts
- Tokyo Samurai Restaurant
- Tutoring Center
- Uptown Salon

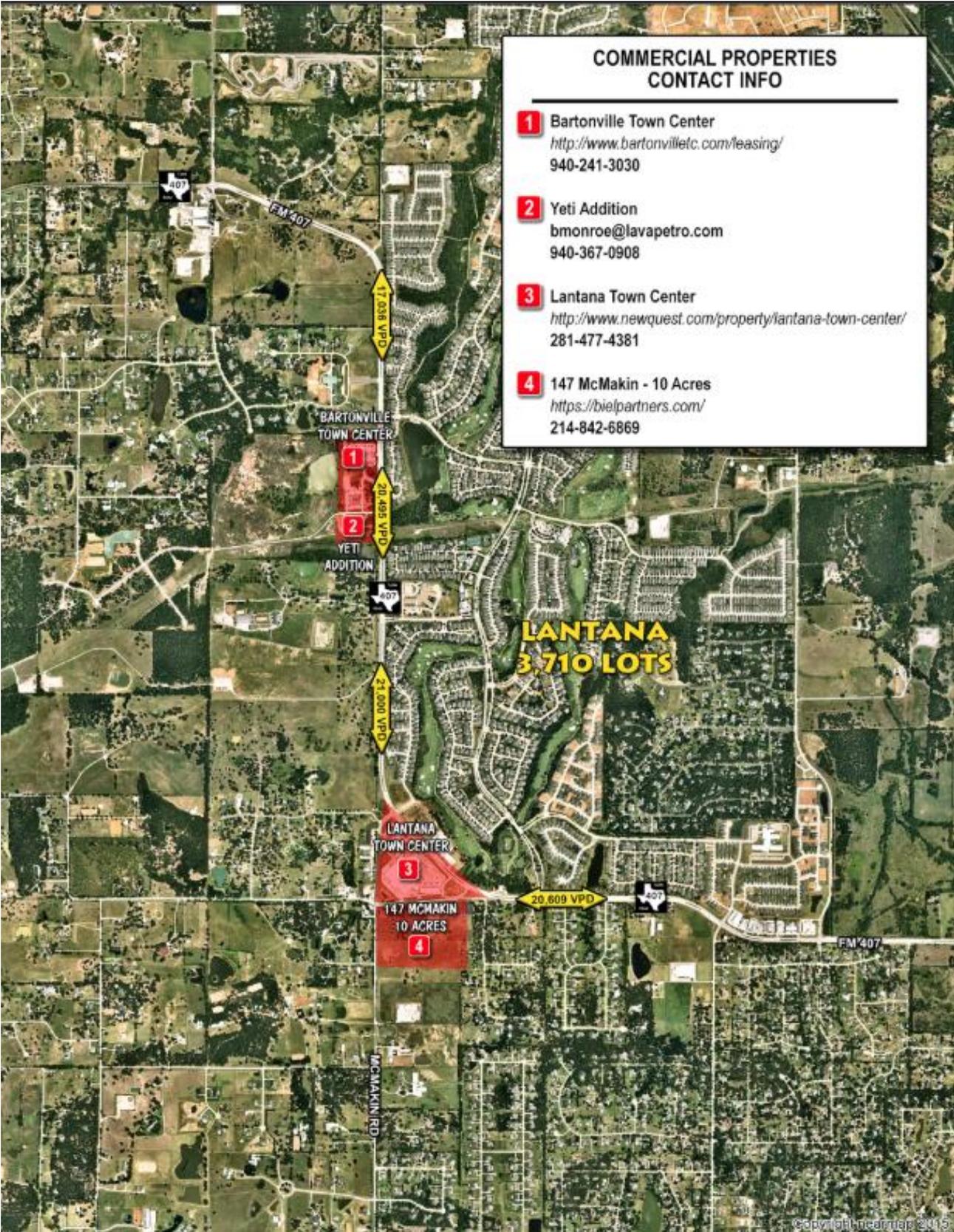
## 10. Lantana Town Center *(phase II)*

- Bank of America
- Casa Mia Restaurant
- Great Clips
- Luxury Nail Spa
- Shellman's Fine Wine and Spirits





# Available commercial properties.



## Appendix A Zoning and Land Use Maps

