



NOTICE OF A REGULAR MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JULY 7, 2021
6:00 P.M.

This meeting will be held virtually. To actively participate in the meeting, please register at:

Registration URL: <https://attendee.gototraining.com/r/5253902380158060802>

Training ID: 211-621-148

Long Distance: +1 (510) 365-3332


Access Code: 533-666-085

Notice is hereby given that the Community & Economic Development Committee of the City of Sunset Valley, Texas will hold a Regular Meeting on Wednesday, July 7, 2021 at 6:00 P.M. virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen/Public Comments
3. Approval of Minutes from the June 2, 2021 Regular Meeting
4. Council Liaison Report
5. HDL Sales Tax Report for June 2021
6. Consider and award the Sunset Valley Stimulus Program Small Business Grants
7. Proposed Items for the next Meeting Agenda
8. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 2nd day of July 2021 at 6:00 P.M.


Matt Lingafelter
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act.
Reasonable modifications and equal access to communications will be provided upon request.



MINUTES OF A REGULAR MEETING OF THE SUNSET VALLEY
COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, JUNE 2, 2021
6:00 P.M.

This meeting was held virtually at: <https://attendee.gototraining.com/r/2848849336487517441>
Training ID: 325-046-764

COMMITTEE MEMBERS PRESENT: Clayton Stice (Chair), Horacio Zambrana (Vice-Chair), Macy Hurwitz, John Kestner, Wanda Reetz (Council Liaison)

STAFF PRESENT: Matt Lingafelter

1. Call to Order
 - Chair Stice called the meeting to order at 6:04 P.M.
2. Citizen/Public Comments
 - None
3. Approval of Minutes from the May 5, 2021 Regular Meeting
 - Macy Hurwitz made a motion to approve the minutes as amended to include John Kestner in attendance. All voted in favor and the motion carried.
4. Council Liaison Report
 - Council Member Reetz delivered her report
 - Staff directed to bring back the number of occupied versus vacant retail spaces
5. Final Review of Sunset Valley Stimulus Program
 - The Committee looked at the program with the comments and edits from the City Attorney
 - The Committee made changes in real-time to the program documents
 - John Kestner made a motion to send the revised Stimulus Program for final review and for staff to implement. All voted in favor and the motion carried.
6. Committee Budget Requests FY22
 - Committee discussed budget requests for the upcoming fiscal year
 - The Economic Development budget will depend on proposals from Ampersand
 - Macy Hurwitz made a motion for a General Fund Budget Request for Community Engagement for Residents at \$6,000. All voted in favor and the motion carried.
7. Economic Development Discussion – attracting businesses to Sunset Valley
 - This item was discussed after Agenda Item #2

- Committee discussed economic development opportunities to attract businesses, especially in lieu of the Brodie Oaks Development plans
- Horacio Zambrana made a motion to recommend to the City Council to engage with the Marketing Firm for a B2B Program, specifically reading out to businesses that may be affected by the proposed Brodie Oaks Development and attracting them to Sunset Valley. All voted in favor and the motion carried.

8. Proposed Items for Next Meeting Agenda

9. Adjourn

- Macy Hurwitz made a motion to adjourn, and the meeting adjourned at 7:38 P.M.

DRAFT

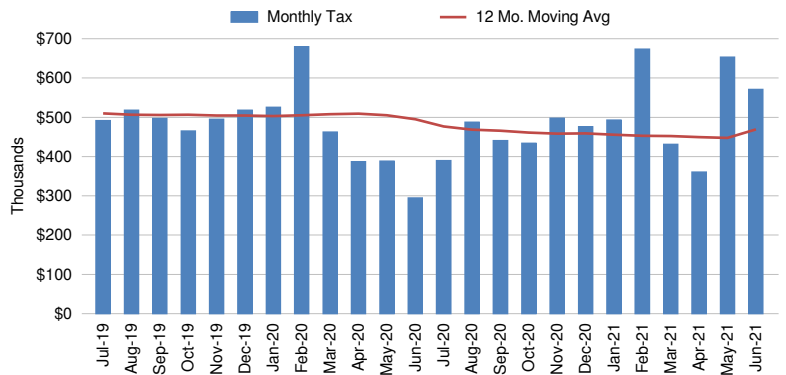
SALES TAX SNAPSHOT Sunset Valley

Jun-21

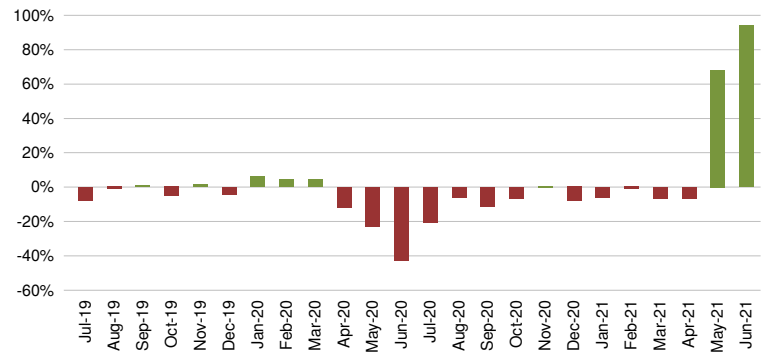
Sales Tax Net Payments

FY Mo.	FY2020	FY2021	YoY % Change
Oct	\$ 465,420	\$ 433,705	-6.8%
Nov	\$ 495,228	\$ 497,739	0.5%
Dec	\$ 517,793	\$ 476,091	-8.1%
Jan	\$ 525,321	\$ 492,702	-6.2%
Feb	\$ 679,963	\$ 673,293	-1.0%
Mar	\$ 462,568	\$ 430,956	-6.8%
Apr	\$ 387,192	\$ 360,765	-6.8%
May	\$ 388,573	\$ 652,949	68.0%
Jun	\$ 294,578	\$ 570,943	93.8%
Jul	\$ 390,053		
Aug	\$ 487,412		
Sep	\$ 440,434		
FYTD	\$ 4,216,638	\$ 4,589,142	8.8%
FY Total	\$ 5,534,536		

Sales Tax Net Payments Trend



Sales Tax Net Payments Change - YoY



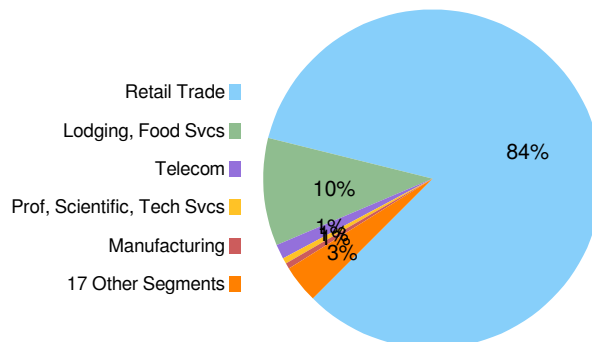
Top 10 Taxpayers

Rank	Company	FYTD Collections	% Total
1	HOME DEPOT U.S.A., INC.		
2	ACADEMY, LTD.		
3	FINE WINES & SPIRITS OF NORTH TEXAS LLC		
4	HOMEGOODS, INC.		
5	NORDSTROM, INC.		
6	MARMAXX OPERATING CORP.		
7	KOHL'S ILLINOIS, INC.		
8	BED BATH & BEYOND, INC.		
9	ROSS DRESS FOR LESS, INC.		
10	PETSMART, INC.		
Top 10 Companies		\$ 2,114,379	65.1%
2141 Other Large Companies		\$ 1,100,233	33.9%
Small Companies/Other		\$ 28,730	0.9%
Single Local Tax Rate (SLT)		\$ 5,105	0.2%
Total		\$ 3,248,447	100.0%

Industry Segment Collections Trend - YoY % Chg

SEGMENT	Jan	Feb	Mar	Apr	May	Jun
Retail Trade	-3.2%	4.0%	-5.7%	-4.5%	74.6%	101.7%
Lodging, Food Svcs	-17.6%	-18.2%	-7.8%	-10.9%	37.8%	41.4%
Telecom	-47.5%	-44.1%	-38.0%	-60.5%	56.1%	243.0%
Manufacturing	-25.2%	-39.7%	-31.7%	-32.4%	57.5%	82.8%
Prof. Scientific, Tech Svcs	126.5%	120.5%	-15.6%	-13.4%	14.7%	34.7%
All Others	-9.8%	-13.2%	-15.5%	-33.1%	62.6%	107.7%
Total Collections	-6.2%	-0.9%	-7.0%	-6.8%	69.6%	94.5%

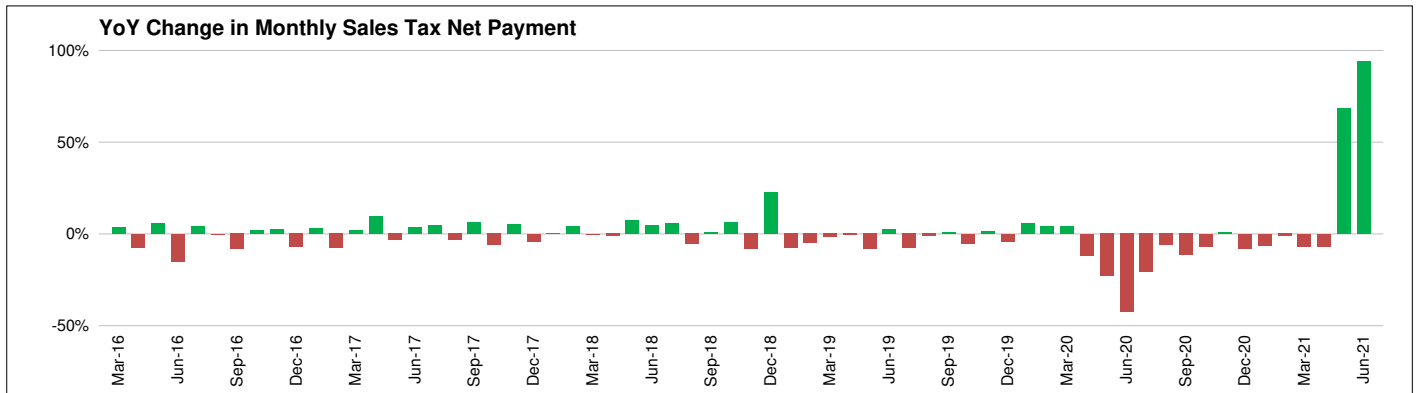
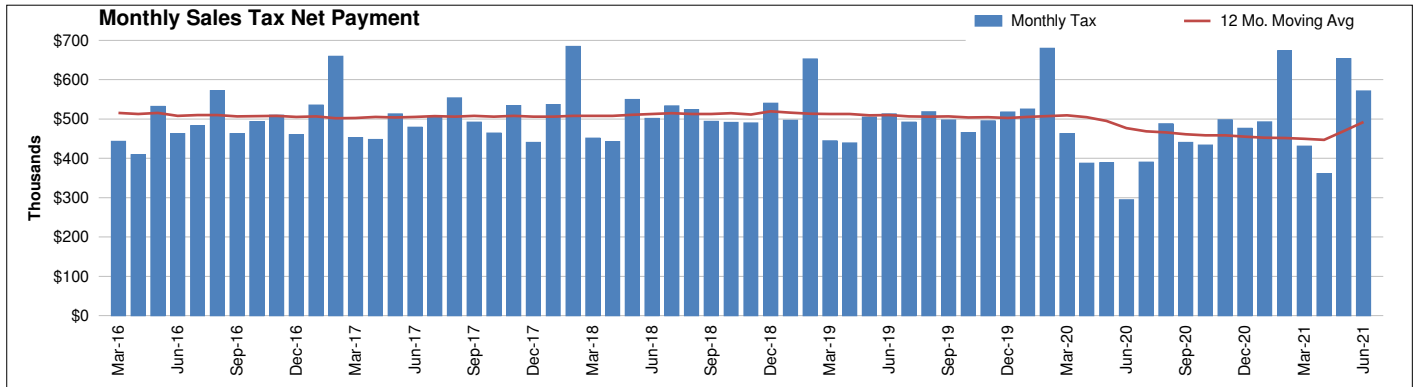
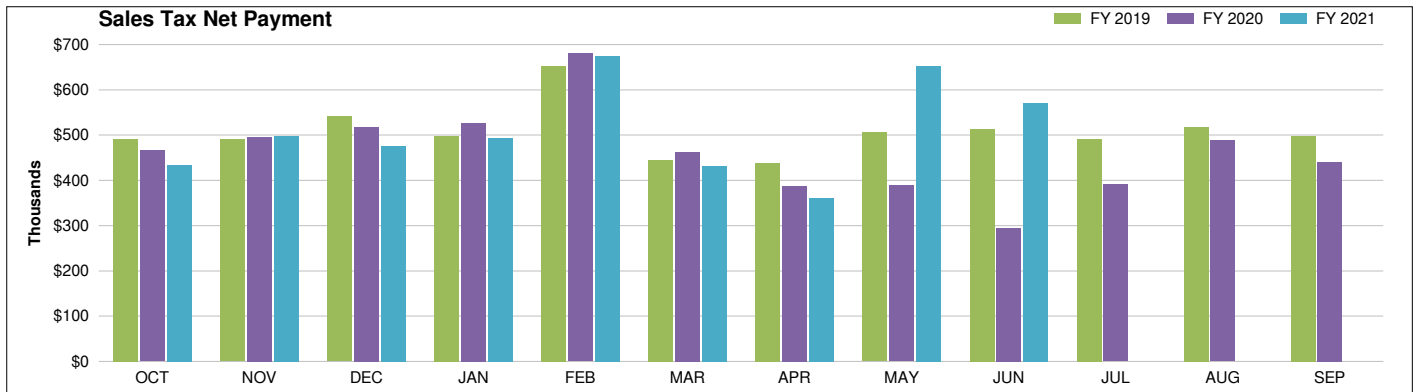
Sales Tax Collections by Industry Segment



Sunset Valley - Sales Tax Net Payment Trend

	FISCAL YEAR				
	2017	2018	2019	2020	2021
Oct	\$ 493,183	\$ 463,808	\$ 491,236	\$ 465,420	\$ 433,705
Nov	\$ 509,333	\$ 533,899	\$ 489,434	\$ 495,228	\$ 497,739
Dec	\$ 459,870	\$ 440,419	\$ 540,146	\$ 517,793	\$ 476,091
Jan	\$ 535,108	\$ 536,750	\$ 496,433	\$ 525,321	\$ 492,702
Feb	\$ 659,119	\$ 684,587	\$ 652,244	\$ 679,963	\$ 673,293
Mar	\$ 452,440	\$ 451,270	\$ 444,118	\$ 462,568	\$ 430,956
Apr	\$ 447,500	\$ 442,078	\$ 438,610	\$ 387,192	\$ 360,765
May	\$ 513,096	\$ 549,709	\$ 504,872	\$ 388,573	\$ 652,949
Jun	\$ 478,966	\$ 501,082	\$ 512,957	\$ 294,578	\$ 570,943
Jul	\$ 503,723	\$ 533,027	\$ 491,551	\$ 390,053	
Aug	\$ 553,650	\$ 523,730	\$ 518,181	\$ 487,412	
Sep	\$ 491,445	\$ 493,832	\$ 497,138	\$ 440,434	
YEAR	\$ 6,097,435	\$ 6,154,191	\$ 6,076,919	\$ 5,534,536	\$ 4,589,142
YoY Change		0.9%	-1.3%	-8.9%	na

Change: FY '21/'20			
Month		Year-to-Date	
\$	%	\$	YTD %
\$ (31,714)	-6.8%	\$ (31,714)	-6.8%
\$ 2,510	0.5%	\$ (29,204)	-3.0%
\$ (41,703)	-8.1%	\$ (70,907)	-4.8%
\$ (32,619)	-6.2%	\$ (103,526)	-5.2%
\$ (6,670)	-1.0%	\$ (110,196)	-4.1%
\$ (31,612)	-6.8%	\$ (141,808)	-4.5%
\$ (26,428)	-6.8%	\$ (168,236)	-4.8%
\$ 264,375	68.0%	\$ 96,139	2.5%
\$ 276,365	93.8%	\$ 372,505	8.8%



Sunset Valley
SALES TAX PAYMENT DETAIL

Jun-21

Fiscal Year: Oct-Sep

COLLECTIONS	Jun-20	Jun-21	Chg. \$ Chg. %	Prior FYTD	Current FYTD	Chg. \$ Chg. %
Current Period	282,774	572,338	289,564 102.4%	4,200,246	4,560,699	360,453 8.6%
Prior Period	13,813	610	(13,203) -95.6%	37,920	28,180	(9,741) -25.7%
Future Period	12	1,396	1,383 11320.8%	40,614	30,438	(10,177) -25.1%
Audit	51	842	791 1560.5%	1,912	25,315	23,403 1224.3%
Unidentified	23	472	449 1980.4%	644	985	341 53.0%
Single Local Tax Rate	1,959	5,105	3,146 160.6%	17,192	39,829	22,637 131.7%
TOTAL	298,631	580,763	282,131 94.5%	4,298,527	4,685,446	386,918 9.0%
Service Fee	(5,973)	(11,615)	(5,643) 94.5%	(85,971)	(93,709)	(7,738) 9.0%
Current Retained	(5,853)	(11,383)	(5,530) 94.5%	(84,251)	(91,835)	(7,584) 9.0%
Prior Retained	7,773	13,179	5,406 69.6%	88,332	89,240	909 1.0%
NET PAYMENT	294,578	570,943	276,365 93.8%	4,216,638	4,589,142	372,505 8.8%

Sunset Valley
TOP 30 COMPANIES RANK and CHANGE SUMMARY
Jun-21

Fiscal Year: Oct-Sep

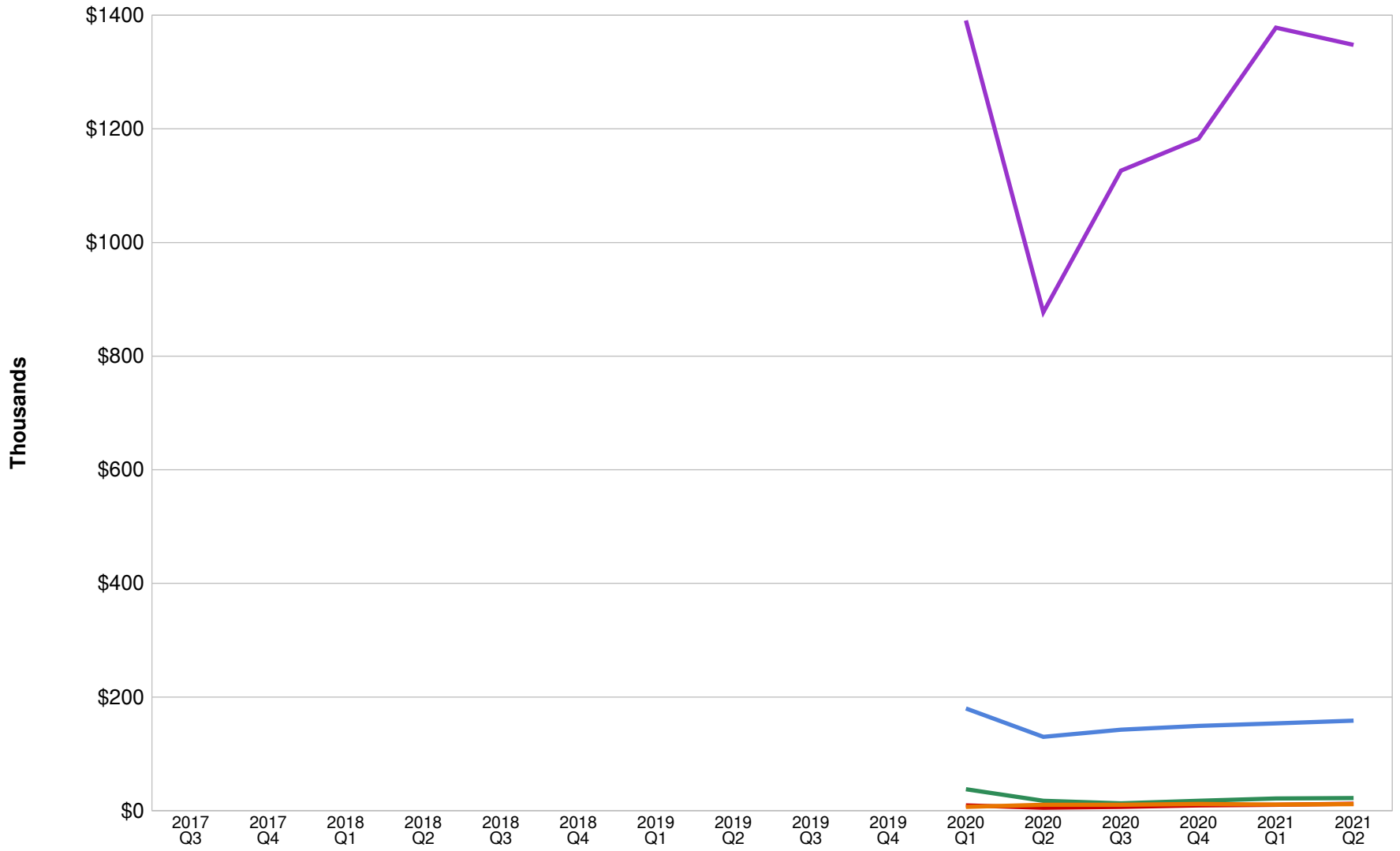
Rank*	Company	Prior		Current		Change \$	Change %	Current Calendar YTD % Total Collections
		Calendar YTD NAICS Key	Sales Tax Collections	Calendar YTD Sales Tax Collections	Sales Tax Collections			
1	HOME DEPOT U.S.A., INC.	9						
2	ACADEMY, LTD.	9						
3	FINE WINES & SPIRITS OF NORTH TEXAS LLC	9						
4	HOMEGOODS, INC.	9						
5	NORDSTROM, INC.	9						
6	MARMAXX OPERATING CORP.	9						
7	KOHL'S ILLINOIS, INC.	9						
8	BED BATH & BEYOND, INC.	9						
9	ROSS DRESS FOR LESS, INC.	9						
10	PETSMART, INC.	9						
TOP 10 LARGE** COMPANIES			1,702,744	2,114,379	411,635	24.2%	65.1%	
11	MICHAELS STORES, INC.	9						
12	ULTA SALON, COSMETICS & FRAGRANCE, INC.	9						
13	PETCO ANIMAL SUPPLIES STORES INC.	9						
14	COST PLUS OF TEXAS, INC.	9						
15	OLD NAVY, LLC	9						
16	DSW SHOE WAREHOUSE, INC.	9						
17	BURLINGTON COAT FACTORY OF TEXAS L.P.	9						
18	BARNES & NOBLE BOOKSELLERS, INC.	9						
19	BUY BUY BABY INC.	9						
20	CELLCO PARTNERSHIP DBA VERIZON WIRELESS	12						
21	TARKA HOLDINGS LLC	22						
22	SCHLOTZSKY'S TEXAS STORES LLC	22						
23	CHICAGO PIZZA & BREWERY, L.P.	22						
24	CHIPOTLE MEXICAN GRILL OF COLORADO, LLC	22						
25	FIVE BELOW INC.	9						
26	RARE HOSPITALITY INTERNATIONAL, INC.	22						
27	HAZA FOODS LLC.	22						
28	KEN SCHILLER & BRIAN NOLEN	22						
29	CITY OF AUSTIN	3						
30	M. PATEL ENTERPRISES, INC.	9						
TOP 30 LARGE COMPANIES			2,368,344	2,811,831	443,487	18.7%	86.6%	
TOP 100 LARGE COMPANIES			2,707,306	3,160,811	453,506	16.8%	97.3%	
2,050 OTHER LARGE COMPANIES			50,195	53,800	3,606	7.2%	1.7%	
SMALL COMPANIES & OTHER			31,974	28,730	(3,244)	-10.1%	0.9%	
SINGLE LOCAL TAX RATE COLLECTIONS (SLT)				5,105	5,105	0.0%	0.2%	
TOTAL COLLECTIONS			2,789,474	3,248,447	458,973	16.5%	100.0%	
STATE COMPTROLLER FEES			51,278	66,839	15,562	30.3%	2.1%	
NET PAYMENTS			2,738,196	3,181,608	443,411	16.2%	97.9%	

* Ranked by Total of Last Fiscal Year + Current Fiscal YTD

** Businesses whose detailed sales tax data is available

Sunset Valley

INDUSTRY SEGMENT SALES TAX TREND



- Retail Trade
- Lodging, Food Svcs
- Telecom
- Wholesale Trade
- Prof, Scientific, Tech Svcs

Sunset Valley INDUSTRY SEGMENT RANK & CHANGE

Jun-21

Fiscal Year: Oct-Sep

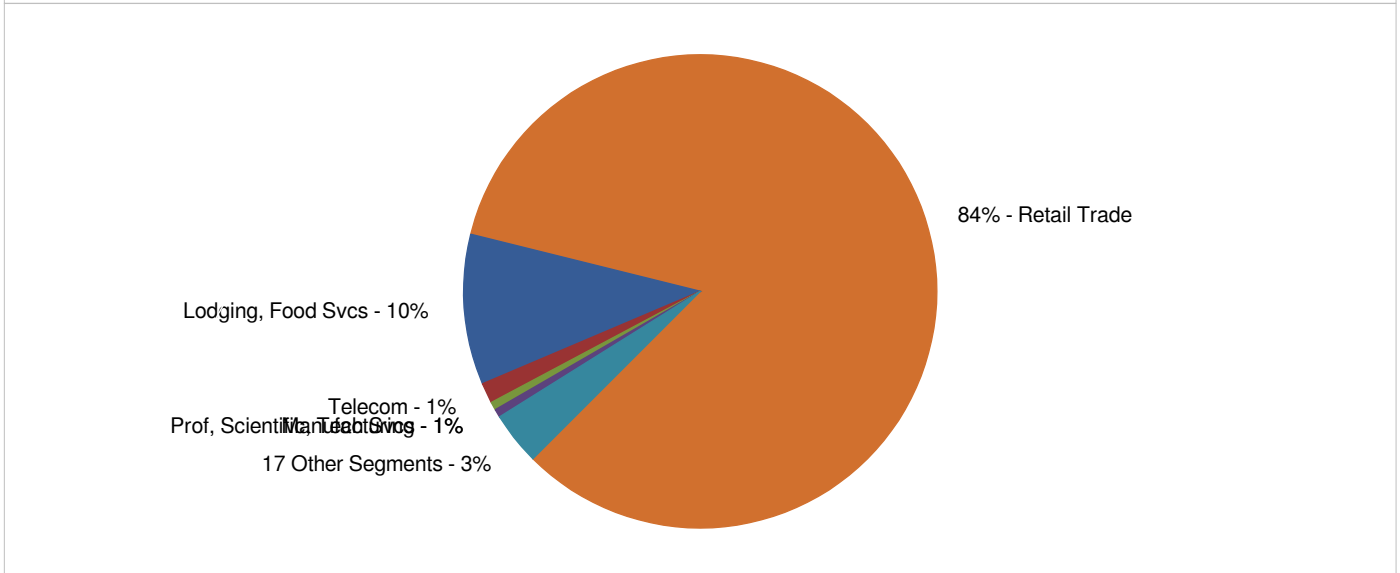
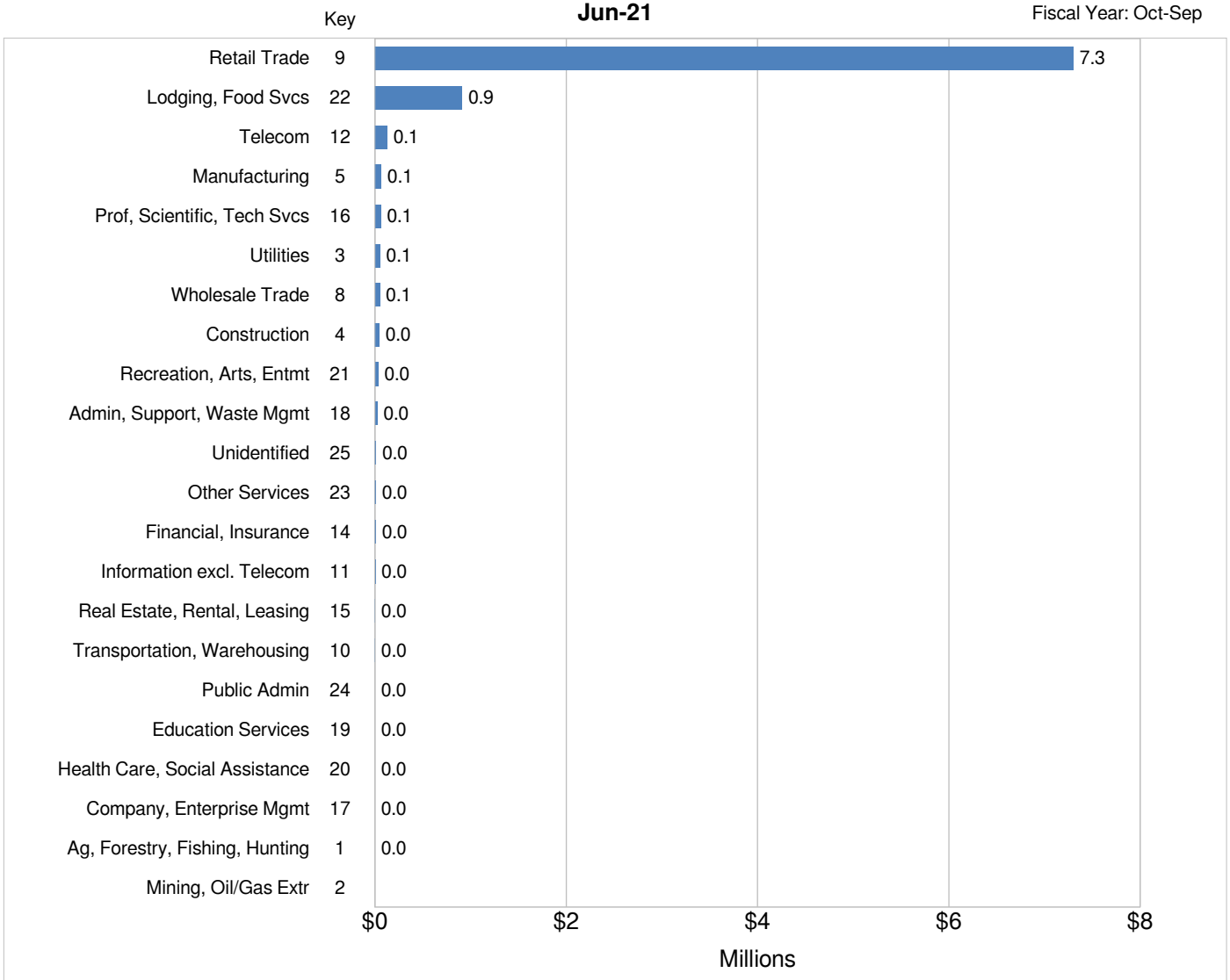
INDUSTRY SEGMENT*	% Total Current YTD Collections	Prior Calendar YTD Sales Tax Collections	Current Calendar YTD Sales Tax Collections	Change	
				\$	%
Retail Trade	84.8%	2,268,151	2,725,733	457,582	20.2%
Lodging, Food Svcs	9.7%	309,755	311,792	2,037	0.7%
Telecom	1.4%	54,987	43,548	(11,440)	-20.8%
Manufacturing	0.6%	23,921	20,538	(3,383)	-14.1%
Prof, Scientific, Tech Svcs	0.7%	17,299	22,336	5,037	29.1%
Top 5	97.2%	2,674,113	3,123,946	449,834	16.8%
Utilities	0.5%	17,587	15,702	(1,885)	-10.7%
Wholesale Trade	0.7%	14,263	22,574	8,311	58.3%
Construction	0.5%	14,880	15,807	927	6.2%
Recreation, Arts, Entmt	0.3%	7,620	10,387	2,768	36.3%
Admin, Support, Waste Mgmt	0.3%	7,542	8,980	1,437	19.1%
Unidentified	0.0%	11,317	1,169	(10,148)	-89.7%
Other Services	0.1%	3,717	3,578	(139)	-3.8%
Information excl. Telecom	0.2%	2,670	4,979	2,309	86.5%
Financial, Insurance	0.1%	1,919	4,456	2,537	132.2%
Real Estate, Rental, Leasing	0.0%	1,044	971	(73)	-7.0%
Transportation, Warehousing	0.0%	643	1,276	633	98.5%
Public Admin	0.0%	22	277	255	1151.0%
Education Services	0.0%	10	155	146	1532.4%
Health Care, Social Assistance	0.0%	68	258	190	279.1%
Company, Enterprise Mgmt	0.0%	87	98	12	13.7%
Ag, Forestry, Fishing, Hunting	0.0%	0		(0)	-100.0%
Mining, Oil/Gas Extr	0.0%				0.0%
All Other	2.8%	83,388	90,666	7,278	8.7%
TOTAL COLLECTIONS	100.0%	2,757,501	3,214,612	457,111	16.6%

INDUSTRY SEGMENT	% Change from same month Prior Year					
	Jan	Feb	Mar	Apr	May	Jun
Retail Trade	-3.2%	4.0%	-5.7%	-4.5%	74.6%	101.7%
Lodging, Food Svcs	-17.6%	-18.2%	-7.8%	-10.9%	37.8%	41.4%
Telecom	-47.5%	-44.1%	-38.0%	-60.5%	56.1%	243.0%
Manufacturing	-25.2%	-39.7%	-31.7%	-32.4%	57.5%	82.8%
Prof, Scientific, Tech Svcs	126.5%	120.5%	-15.6%	-13.4%	14.7%	34.7%
All Others	-9.8%	-13.2%	-15.5%	-33.1%	62.6%	107.7%
TOTAL COLLECTIONS	-6.2%	-0.9%	-7.0%	-6.8%	69.6%	94.5%

* Ranked by Current + Prior YTD Collections

INDUSTRY SEGMENT SALES TAX RANK & DISTRIBUTION
(Prior Fiscal Year + Current Fiscal Year-to-Date)

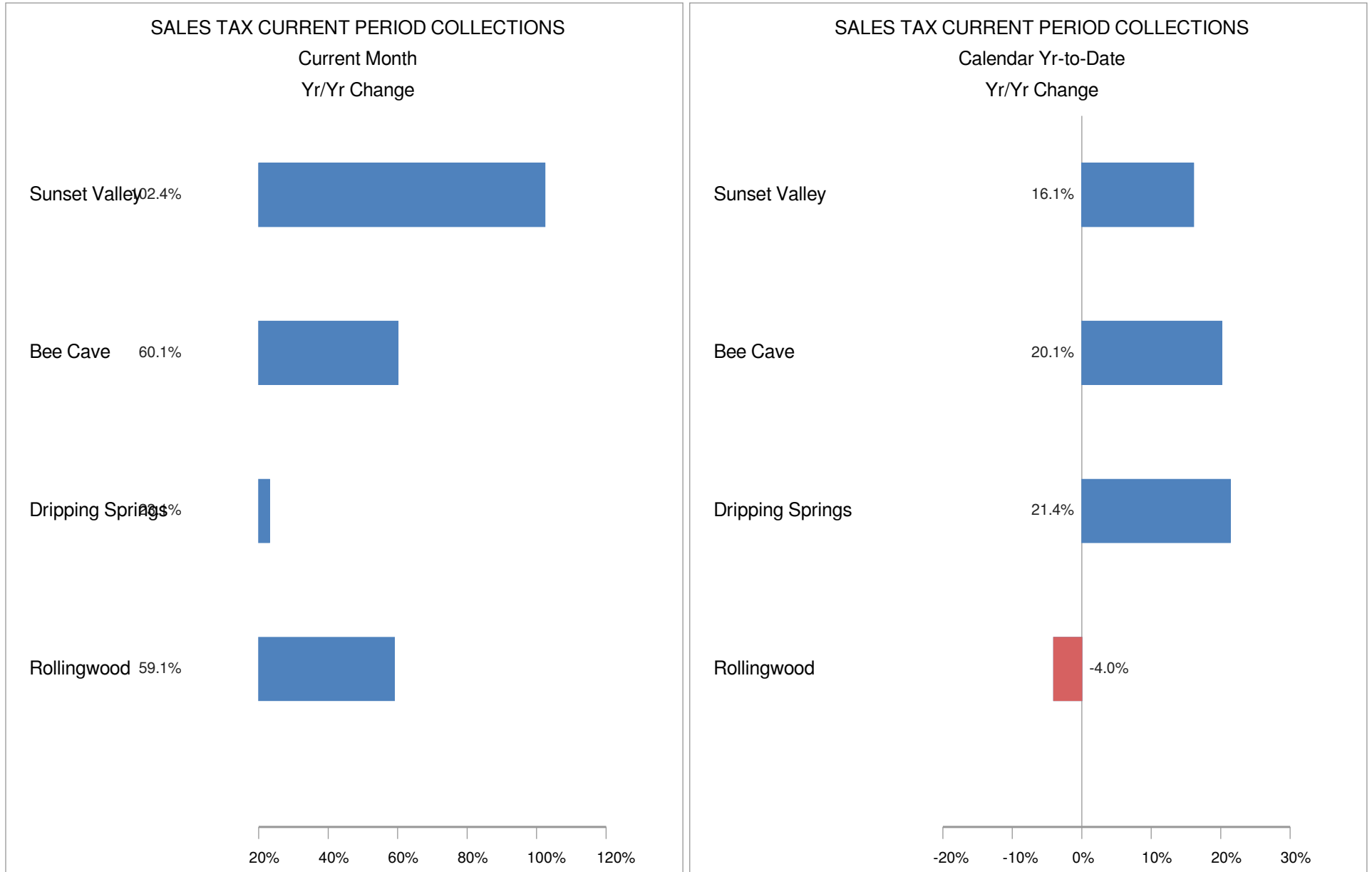
Fiscal Year: Oct-Sep



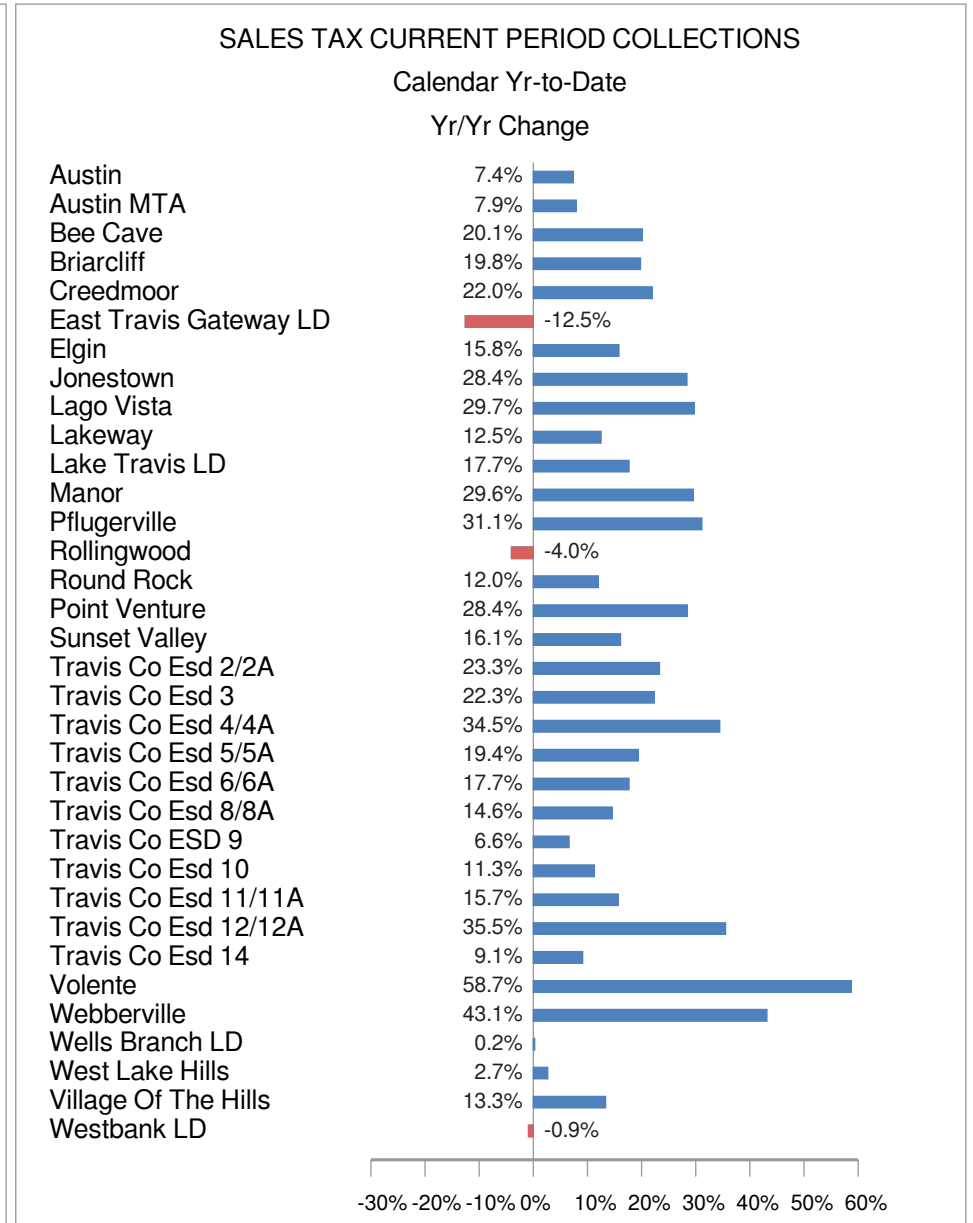
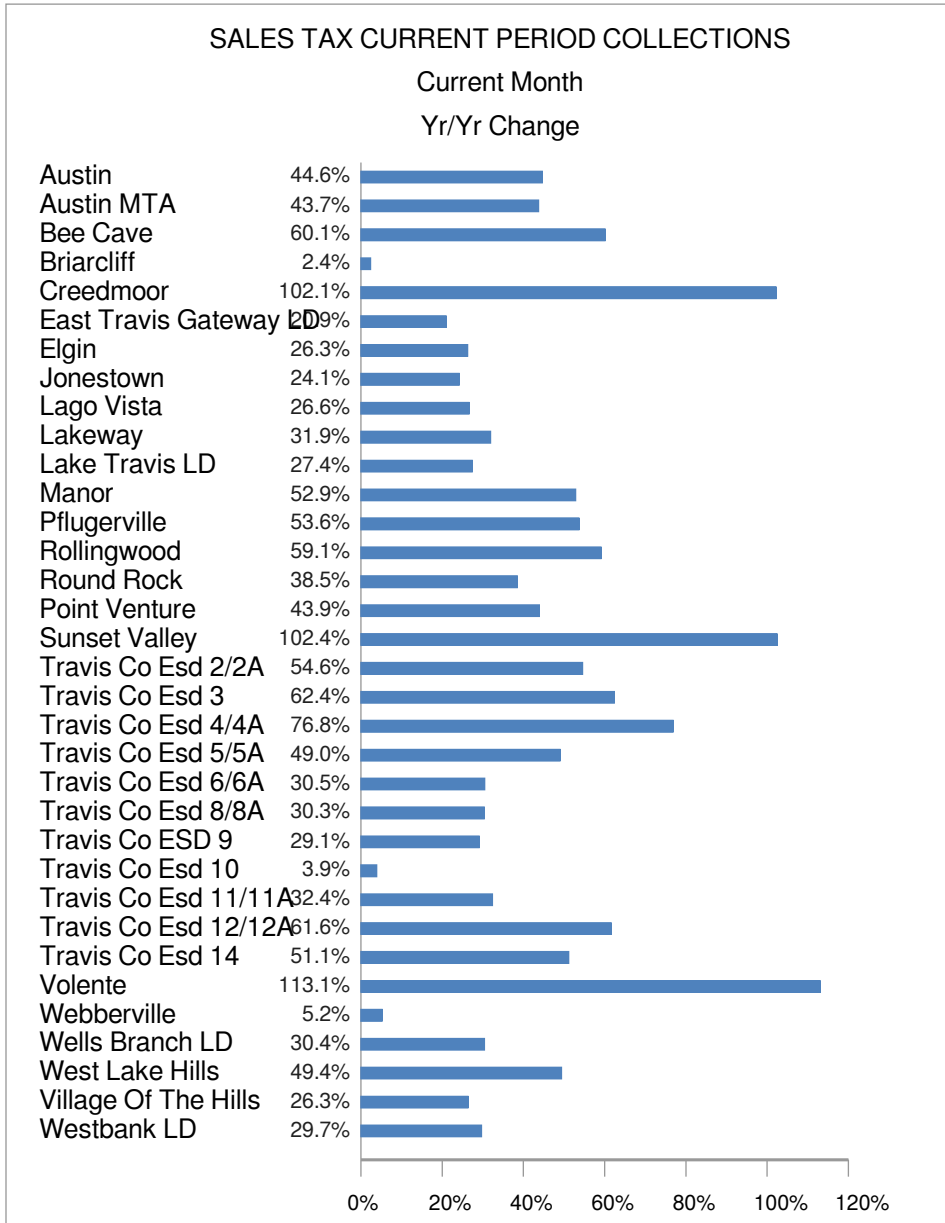
SALES TAX TREND

Sunset Valley - Comp

Jun-21



SALES TAX TREND TRAVIS COUNTY Jun-21



NAICS KEY

Code	Industry Segment
1	Ag, Forestry, Fishing, Hunting
2	Mining, Oil/Gas Extr
3	Utilities
4	Construction
5	Manufacturing
6	Included in Key No. 5
7	Included in Key No. 5
8	Wholesale Trade
9	Retail Trade
10	Transportation, Warehousing
11	Information excl. Telecom
12	Telecom
13	Included in Key No. 11
14	Financial, Insurance
15	Real Estate, Rental, Leasing
16	Prof, Scientific, Tech Svcs
17	Company, Enterprise Mgmt
18	Admin, Support, Waste Mgmt
19	Education Services
20	Health Care, Social Assistance
21	Recreation, Arts, Entmt
22	Lodging, Food Svcs
23	Other Services
24	Public Admin
25	Unidentified

COMMITTEE MEETING DATE: JULY 7, 2021



CED COMMITTEE AGENDA ITEM #6

STAFF PREPARER/CONTACT INFORMATION: Matt Lingafelter, mlingafelter@sunsetvalley.org

SUBJECT: GRANT PROGRAM

DESCRIPTION: Consider and award the Sunset Valley Stimulus Program Small Business Grants

BACKGROUND: On May 18th City Council approved the Sunset Valley Stimulus Program for an amount of \$120,000, and after revisions from the City Attorney and a final review from the CED Committee on June 2nd, the program was implemented. A business may be awarded up to \$10,000. If there are over 12 qualified applicants for the program, the program funds will be distributed evenly among the qualified applicants.

[Click Here for the Stimulus Program Information and Application](#)

In order to be considered for the grant, a business must meet the following criteria:

- Physical and publicly accessible location within the City of Sunset Valley city limits (no home-based businesses).
- Experienced or projected to experience a decline in revenue and/or employment beginning on March 1, 2020 through June 1, 2021.
- In good standing with the City of Sunset Valley regarding licensing and finance (e.g., being current on sales and use tax payments, utility, etc.).
- Must be registered with the Texas Comptroller's Office as a sales tax revenue generating business for the City of Sunset Valley.
- Have less than five million dollars (\$5,000,000) in annual gross revenues.
- Engaged in activities that are legal under city and state law.

Ineligible businesses include national chains and home-based businesses.

As of July 1, 2021, seven (7) Sunset Valley Businesses have applied:

- Stouthaus Coffee
- Party City
- Brodie Nails
- Bao'd Up
- Bougies Donuts
- Cruzteca
- Crumbl Cookie

The Grant Applications will be emailed to Committee Members, and any additional applications received before the deadline (5:00 P.M. on July 7th) will also be distributed to the Committee.

STAFF RECOMMENDATION: Review and award grants to qualified applicants

SUPPORTING MATERIALS PROVIDED: *GRANT APPLICATIONS WILL BE EMAILED TO COMMITTEE*