

NOTICE OF JOINT WORKSHOP MEETING

March 29, 2016

MONTGOMERY CITY COUNCIL AND MONTGOMERY EDC

STATE OF TEXAS

AGENDA

COUNTY OF MONTGOMERY

CITY OF MONTGOMERY

NOTICE IS HEREBY GIVEN that a Joint Workshop Meeting of the Montgomery City Council and Montgomery EDC will be held on Tuesday, March 29, 2016 at 6:00 p.m. at the City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas for the purpose of considering the following:

CALL TO ORDER

WORKSHOP:

1. Presentation and discussion regarding Economic Development and Community Master Plan as suggested by Randy Moravec, Montgomery EDC Board Member.
2. Discussion regarding Montgomery EDC financial participation with Montgomery Area Chamber of Commerce.

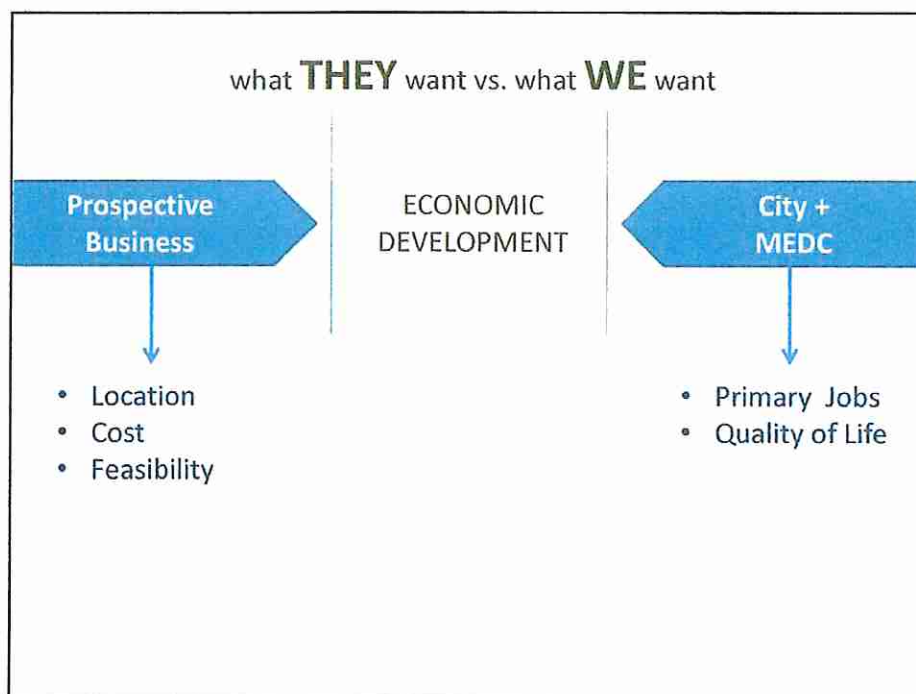
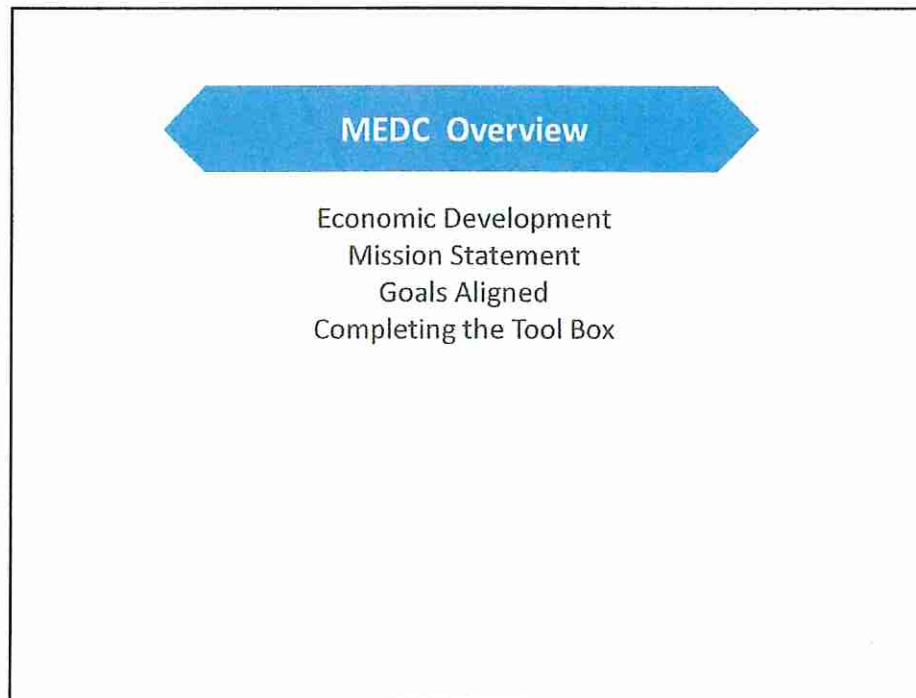
ADJOURNMENT

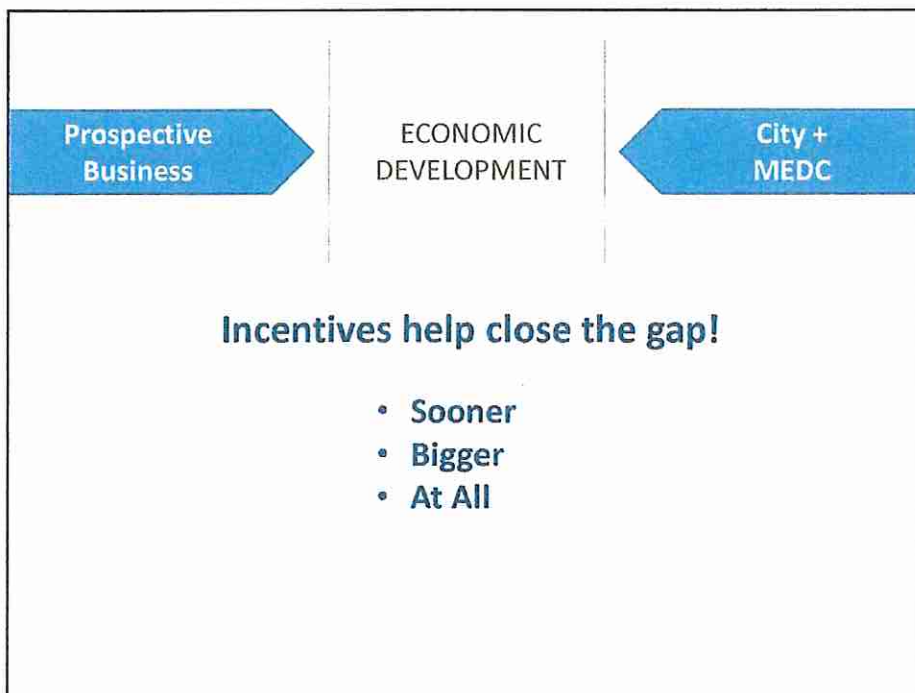
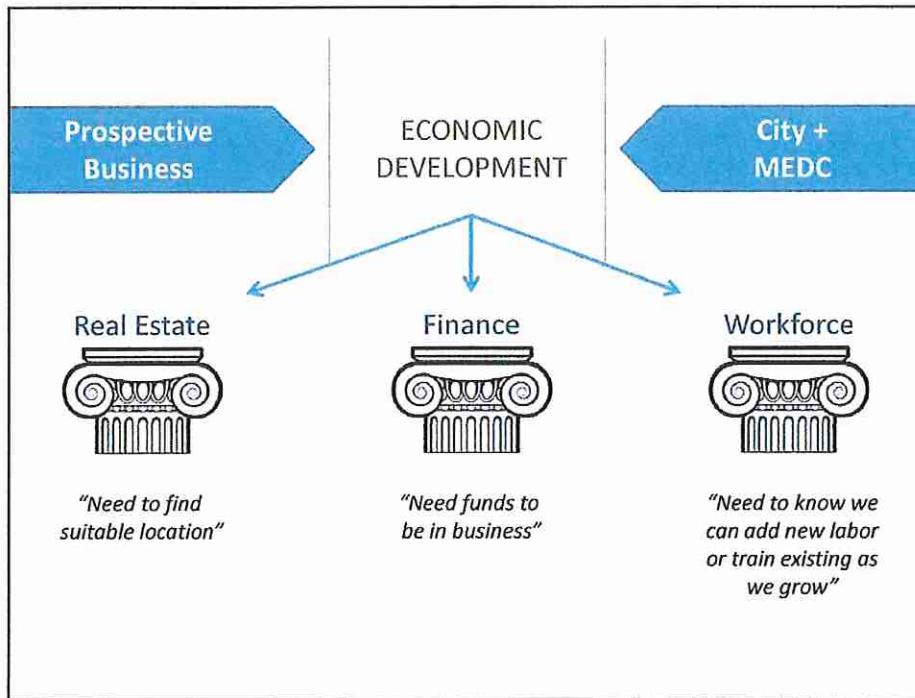


Susan Hensley
Susan Hensley, City Secretary

I certify that the attached notice of meeting was posted on the bulletin board at City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas, on the 24th day of March 2016 at 3:15 o'clock p.m. I further certify that the following news media was notified of this meeting as stated above: The Courier

This facility is wheelchair accessible and accessible parking spaces are available. Please contact the City Secretary's office at 936-597-6434 for further information or for special accommodations.





MEDC MISSION STATEMENT:

The mission of MEDC is to (a) preserve and promote the quality of life in the Montgomery Area and (b) envision improvements and plan for progress in the local economy.

*Source: Goal Setting Workshop conducted by Jay Rice, 2012
Updated: Shannan Reid, March 2016*

GOAL 1. Preserve and promote the small town atmosphere and quality of life that is conveniently close to the economic assets of the Houston Metropolitan Area.



Objective 1A: Maintain and improve aesthetic quality of city by supporting city and business efforts to create high standards of development and projects supporting the hometown lifestyle of Montgomery.
Ex: Kemifer Corp., Westmont Bldg.


 Real Estate
Finance
 Cat II – Biz Dev
Cat III – Quality of Life

Objective 1B: Support projects that would remove or repair blighted buildings, and preserve historic buildings.
Ex: Liberty Bell Antiques



 Real Estate
 Cat III – Quality of Life

*Source: Goal Setting Workshop conducted by Jay Rice, 2012
Updated: Shannan Reid, March 2016*




GOAL 2. Use incentives to encourage investments that create wealth in the Montgomery area while preserving and promoting its quality of life.



Objective 2A: Prepare and maintain high quality platforms such as website, social media and brochures to communicate the business and development community about the rich cultural, lifestyle, and business amenities in Montgomery.
Ex: Experience Montgomery

 Finance
 Cat IV – Marketing & Tourism


Objective 2B: Conduct market and demographic studies to provide information to existing and prospective businesses or residents regarding labor force, customer base, and retail needs of the area.
Ex: The Retail Coach® Study

 Workforce
 Cat II – Biz Dev
 Cat III – Quality of Life



*Source: Goal Setting Workshop conducted by Jay Rice, 2012
Updated: Shannan Reid, March 2016*

GOAL 2. Use incentives to encourage investments that create wealth in the Montgomery area while preserving and promoting its quality of life.



cont.



Objective 2C: Develop specific criteria for recruiting and incentivizing businesses to expand or relocate to Montgomery.
Ex: Impact Data Source Model


 Finance
 Cat II – Biz Dev

Objective 2D: Develop Existing Business Program to receive input and provide support to existing Montgomery businesses.
Ex: _____

 Workforce
 Cat II – Biz Dev

*Source: Goal Setting Workshop conducted by Jay Rice, 2012
Updated: Shannan Reid, March 2016*

GOAL 3. Continue to encourage the maintenance and enhancement of Montgomery area infrastructure, particularly infrastructure associated with business investment.



Objective 3A: Continue support of existing financial obligations and new projects related to the expansion of the water and sewer system to serve commercial areas in the city.
Ex: Summit, Apache, Kroger, Pizza Shack

Finance
 Cat I – Infrastructure

Objective 3B: Prepare effective outreach program to communicate with prospective businesses about the water, sewer, streets, and drainage infrastructure that is available in Montgomery.
Ex: _____

Real Estate
 Financial
 Cat I – Infrastructure

*Source: Goal Setting Workshop conducted by Jay Rice, 2012
 Updated: Shannan Reid, March 2016*

GOAL 4. Engage in a persistent marketing campaign for the Montgomery area that has had public input and has been given considerable long-term thought. The marketing campaign shall encourage local community involvement, accentuate positive aspects of the Montgomery area and be disseminated to target audiences outside the Montgomery area.



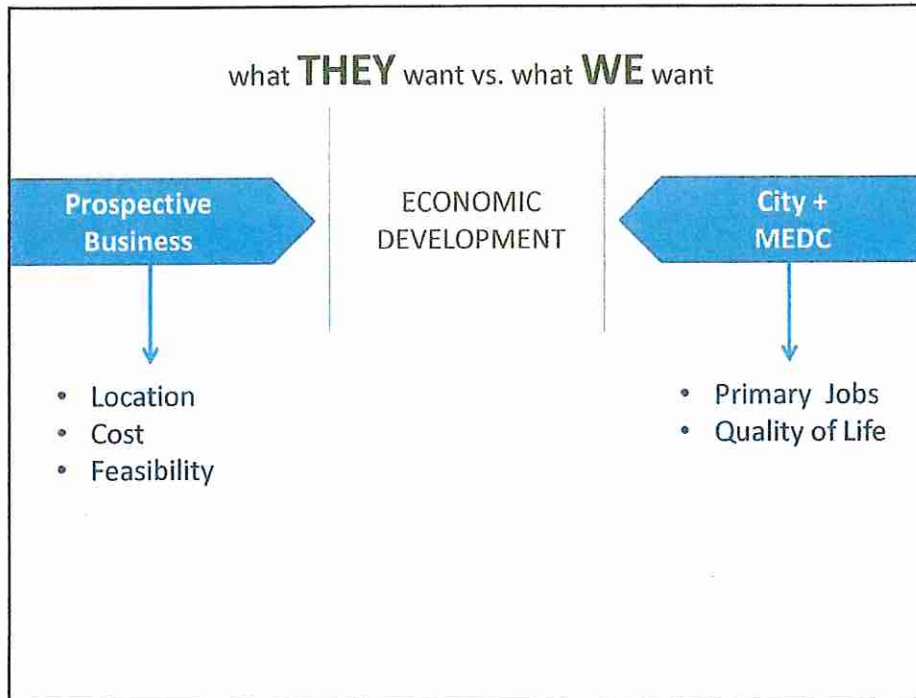
Objective 4A: Utilize relationship with Historic Montgomery Business Association, Montgomery Independent School District, and other local organizations to develop and implement tourism, business recruiting, and marketing plan.
Ex: MACC, HMBA, Video

Cat IV – Marketing & Tourism

Objective 4B: Utilize existing community events and functions to showcase Montgomery lifestyle and business opportunity.
Ex: Antiques, Freedom Fest, Wine & Music Fest, Christmas in Montgomery

Cat IV – Marketing & Tourism

*Source: Goal Setting Workshop conducted by Jay Rice, 2012
 Updated: Shannan Reid, March 2016*



Set the Stage:

- Mission Statement
- Goals
- Strategic Plan

Tell Other People:


- Demographic Study
- Build Brand
- Market the Brand

Now They're Here:

Developer's Guide -- (support materials)

- Zoning and Land Use Plan
- Water – Sewer – Infrastructure
- Permit Process
- Code Integrity

Filling in the Tool Box



Shannan Reid

Scope of Work provided to City of Montgomery, Chamber of Commerce and Surrounding Community

Economic Development

- Establish and maintain Retail Trade Area Demographics
- Maintain development video and maintain current stats on economic development website
- Publish and distribute demographics and statistics as needed to developers, businesses and consumers alike, via website, marketing campaigns and workshops
- Establish and manage all Impact Data Analysis projects
- Provide evaluations of Impact Data Analysis to guide MEDC in decisions to provide incentives to businesses
- First point of contact for potential developers to the city
- Maintain developer contact for fielding questions to the right department
- Research, vet, and recruit potential developers and businesses who could eventually come to Montgomery
- Represent Montgomery EDC and the City at all community-wide, county-wide, regional, state and national gatherings for economic development
- Research on various outside funding sources to assist in development and revitalization
- Receive and follow through on all RFP's from the Governor's Office-- Working directly with Business Park and other land owners for a potential best fit
- Research and facilitate land use information for potential developers
- Represent Montgomery by participating in Leadership Montgomery County, establishing presence and legitimacy among county leaders
- Manage Marketing budget for MEDC
- Establish relationships with property owners/managers within the city limits so as to help recruit and place potential tenants
- Establish relationships with business owners to be a resource for city ordinances, zoning information and other demographic data to aid their businesses
- Attend state, regional and local training to stay current on market trends and best practices

Community Development / PR Director

- Facilitate TxDOT projects as they effect Montgomery city limits, specifically The Historic District
- Liaison between all City utilities personnel and Engineers to communicate TxDOT and other projects
- Signage and way finding navigation
- Social Media Manager on all platforms-fielding questions, educating community, dispelling myths
- Program and maintain Historic District LED Sign
- Branding, Marketing, Promotion for the City
- Historic Tourism Development – QR Code Project
- Coordinate efforts and participate in Conroe CVB, various Montgomery County entities, Greater Houston Partnership, H-GAC, Texas Downtown Association

Main Street Coordinator

- Work directly with Historic District merchants for:
 - Special events – including all logistics teams, marketing, volunteers, and event day activities
 - Branding
 - Marketing
 - Tourism
 - Liaison to merchants for outside parties

Montgomery Area Chamber of Commerce Administration

- Recruit, facilitate all documentation and follow up for new membership
 - Member retention and invoicing
 - Represent Chamber at all local, area, county, regional, state and national gatherings
 - Communication to all membership on:
 - Events
 - Activities
 - Volunteer opportunities
 - Workshops and training
 - Maintain budget
 - Monthly P&L reporting
 - Annual audits of Chamber
 - Filing taxes and other necessary legal NP paperwork
 - Work with each department Chair to maintain budget integrity year round
 - Government Affairs
 - Coordinate regular Town Hall meetings for sitting elected officials
 - Coordinate panel discussions for candidate forums as needed
 - Represent and promote engagement of Montgomery constituents in the legislative process
 - Bring Proposition and Bond information before BOD for resolutions
 - Champion legislation that is good for Montgomery businesses and residents
 - Business Development
 - Aid in training and supporting local businesses toward sustainability
 - Provide resources to help businesses connect and grow in Montgomery
 - Bring in outside speakers on pertinent subjects to support businesses
 - Special Events
 - All in house administrative work on events
 - Logistics
 - Vendors
 - Marketing and advertising
 - Event day volunteer coordination
 - Liaison with all merchants for downtown use
 - Insurance, security, sanitation and clean-up efforts
 - Reporting for Sales Tax and Use to State Comptroller
 - Securing sponsorships
 - Board of Directors
 - Training
 - Regular communication
 - Administrative assistance
 - Online Presence/Technology
 - Maintaining website
 - Social Media presence on all platforms
 - Online information up to date
 - Technology updates, security, web hosting
 - Membership
 - Membership value felt with personal touch
 - Follow up to member concerns and questions
 - Disseminate information to membership to keep them up to date
 - Assist in membership engagement through volunteerism and other opportunities
 - Marketing
 - Promote MACC in the area for recruitment and event participation
-

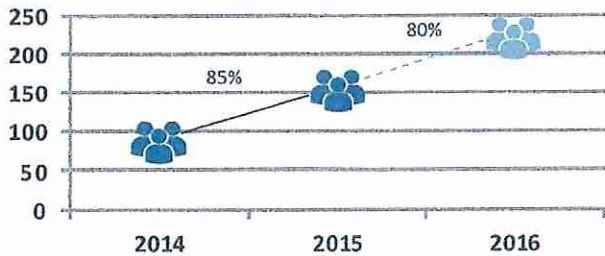
2015 REPORT CARD



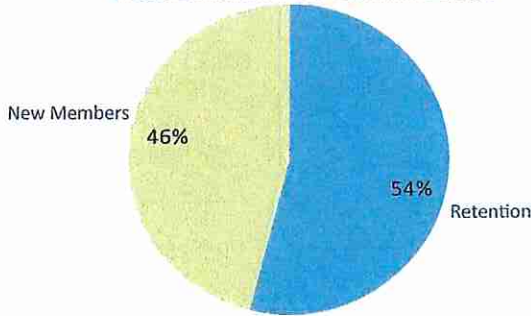
MONTGOMERY — Area Chamber of Commerce

MEMBERSHIP OVERVIEW

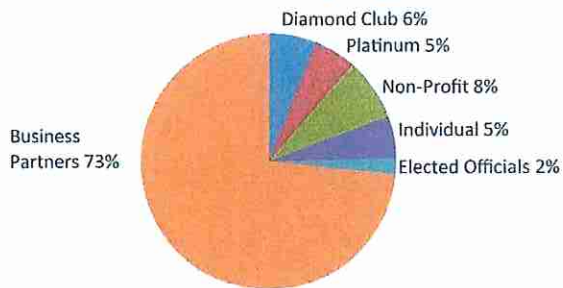
Overall Growth



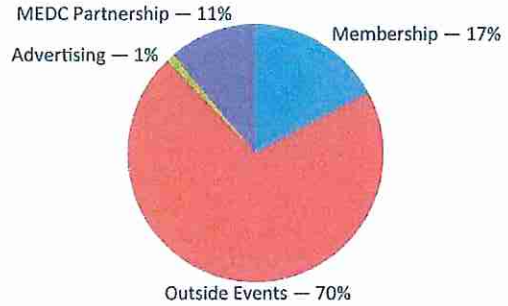
Retention Breakdown



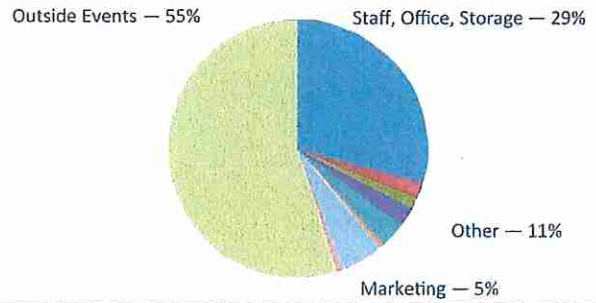
Membership Type



Revenues



Expenses



10 Events Held
Avg. Attendance 23



9 Events Held
Avg. Attendance 20



25 Table Sponsors
100 Attendees



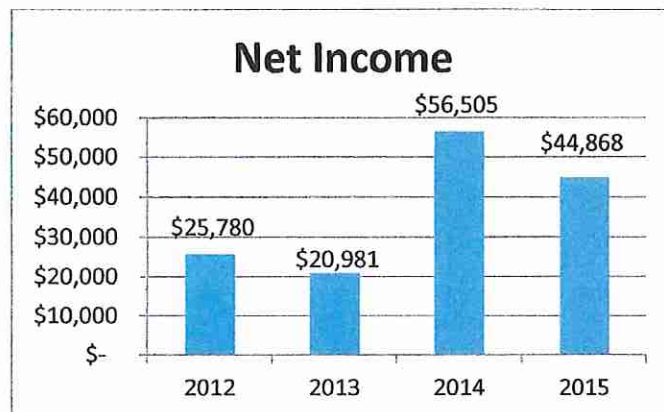
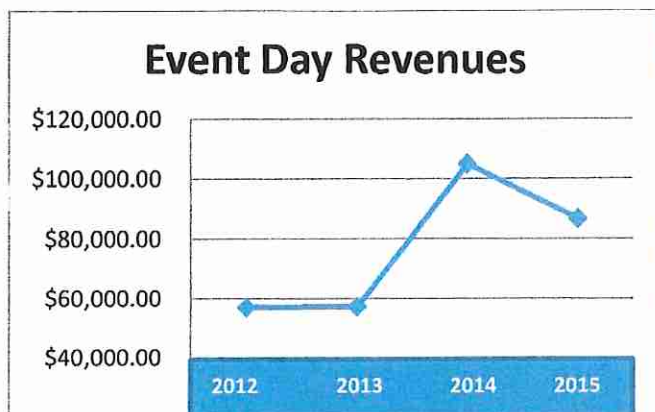
Visits: **42,554** ↑12%
New Users: **72%**
Organic: **56%**
Referral: **20%**



Visits: **4,523** since Mar.
New Users: **80%**
Referral: **72%**
Organic: **20%**

Wine & Music Fest 2015

Recap



Website Traffic:

September 2012	=	4,388 total visits	
September 2013	=	5,764 total visits	= 31.36% increase
September 2014	=	11,799 total visits	= 104.70% increase
September 2015	=	11,090 total visits	= -6% decrease

	2012	2013	2014	2015	% chg
Organic (Search engine)	19.8%	40.2%	58.7%	57.3%	↓2%
Referrals	48.3%	32.3%	17.9%	12.5%	↓30%
Direct	30.5%	27.4%	23.1%	22.0%	↓4%

Insignificant changes in marketing strategies from last year to this year. Showed in small adjustments to the web traffic.

Started Wine & Music Fest Facebook Page: **1,274** fans since August.

Organic Search Keywords:

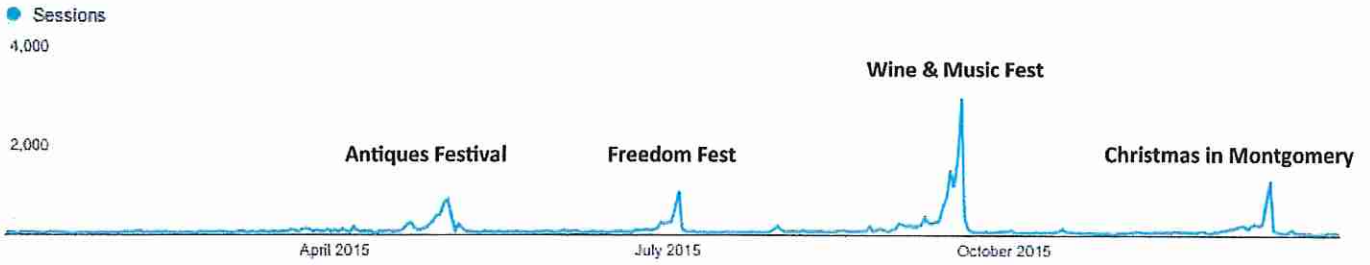
*For YTD 2015 - **33,207** total visits to our site (compared to 30,062 in 2014)*

- **18,210** total ORGANIC searches (compared to 15,435 in 2014)
- **628** different ORGANIC search phrases (compared to 871 in 2014)
- All but 9 searches included: *Montgomery Texas* or *TX*
or some combo of these plus whatever event or adventure they were looking for.

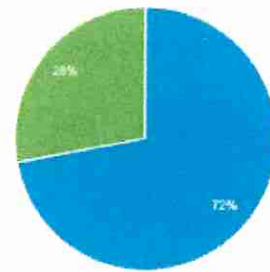
Wine and Music Festival 2015

	2012 Actual	2013 Actual	2014 Actual	2015 Projected	2015 Actual	vs projected	vs 2014
Income							
All Tickets - Cash/Credit Sales - Wine/Beer - Children's Area	\$ 57,176.38	\$ 57,394.00	\$ 105,052.00	\$ 90,000.00	\$ 89,489.79	\$ (610.21)	\$ (15,562.21)
Vendor Fees	\$ 8,170.00	\$ 9,087.50	\$ 9,100.00	\$ 9,000.00	\$ 11,350.00	\$ 2,350.00	\$ 2,250.00
Sponsorships	\$ 29,500.00	\$ 18,250.00	\$ 27,100.00	\$ 30,000.00	\$ 27,250.00	\$ (2,750.00)	\$ 150.00
Total	\$ 94,846.38	\$ 84,731.50	\$ 141,252.00	\$ 129,000.00	\$ 128,089.79	\$ (910.21)	\$ (13,162.21)
Expense							
Marketing + Printing							
Advertising	\$ 15,479.53	\$ 15,546.50	\$ 16,500.00	\$ 17,000.00	\$ 17,100.00	\$ (100.00)	\$ (600.00)
Banners/Signs/Programs	\$ 2,058.12	\$ 1,300.00	\$ 3,500.00	\$ 1,500.00	\$ 1,010.70	\$ 489.30	\$ 2,489.30
Entertainment							
Main Stage	\$ 6,222.28	\$ 9,000.00	\$ 15,270.00	\$ 16,000.00	\$ 15,620.00	\$ 380.00	\$ (350.00)
Second Stage			\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ -	\$ -
Sound Technicians	\$ 1,300.00	\$ 1,500.00	\$ 2,500.00	\$ 2,500.00	\$ 4,090.00	\$ (1,590.00)	\$ (1,590.00)
Festival Setup							
Generators	\$ -					\$ -	
Tents/Tables/Chairs/Benches/Stage	\$ 7,174.75	\$ 5,290.25	\$ 6,031.50	\$ 6,500.00	\$ 7,752.50	\$ (1,252.50)	\$ (1,721.00)
Electrician	\$ 1,240.00	\$ 1,300.00	\$ 1,310.00	\$ 1,500.00		\$ 1,500.00	\$ 1,310.00
Security	\$ 780.00	\$ 1,080.00	\$ 1,260.00	\$ 1,300.00	\$ 1,260.00	\$ 40.00	\$ -
Event Insurance/Add'l Insured	\$ 832.00	\$ 881.00		\$ 1,000.00	\$ -	\$ 1,000.00	\$ -
Festival Supplies							
Wine Glasses	\$ 3,083.60	\$ -	\$ 3,386.00	\$ 3,000.00	\$ 2,822.06	\$ 177.94	\$ 563.94
Wristbands - Wine, Over 21, Child	\$ 922.18	\$ -	\$ 715.10	\$ 750.00	\$ 322.50	\$ 427.50	\$ 392.60
Single Tickets	\$ 64.49	\$ -	\$ 52.50	\$ 75.00	\$ 66.99	\$ 8.01	\$ (14.49)
Wine Bags for purchases			\$ 172.00			\$ -	\$ 172.00
Cups for beer	\$ -	\$ -				\$ -	\$ -
Ice	\$ 1,400.00	\$ 700.00	\$ 650.00	\$ 650.00	\$ 850.00	\$ (200.00)	\$ (200.00)
Wood Shavings	\$ -		\$ 234.00	\$ 250.00	\$ -	\$ 250.00	\$ 234.00
Shuttle - The Friendship Center	\$ 600.80	\$ 261.00	\$ 300.00	\$ 300.00	\$ -	\$ 300.00	\$ 300.00
Golf Cart Rental	\$ 435.00	\$ 520.00	\$ 675.00	\$ 700.00	\$ 675.00	\$ 25.00	\$ -
Waste Disposal/Porta Potties	\$ 565.00	\$ 907.50	\$ 1,000.00	\$ 1,000.00	\$ 1,050.00	\$ (50.00)	\$ (50.00)
T-shirts/hats	\$ 4,160.44	\$ 2,294.80	\$ 1,033.00	\$ 1,200.00		\$ 1,200.00	\$ 1,033.00
Misc Supplies + cleaning	\$ 363.86	\$ 47.77	\$ 286.75	\$ 300.00	\$ 414.28	\$ (114.28)	\$ (127.53)
Light Towers & gas	\$ 161.80					\$ -	\$ -
Clean Up Crew					\$ 1,650.00	\$ (1,650.00)	\$ (1,650.00)
Alcohol							
Wine	\$ 17,104.03	\$ 18,204.41	\$ 22,197.95	\$ 23,000.00	\$ 21,133.07	\$ 1,866.93	\$ 1,064.88
Beer	\$ 3,675.50	\$ 3,392.80	\$ 4,547.89	\$ 5,000.00	\$ 4,780.58	\$ 219.42	\$ (232.69)
TABC Permits	\$ 693.00	\$ 924.00	\$ 924.00	\$ 924.00	\$ 924.00	\$ -	\$ -
Children's Area							
Supplies	\$ 750.00	\$ 600.00	\$ 601.05	\$ 700.00	\$ -	\$ 700.00	\$ 601.05
Air Jumps			\$ 300.00	\$ 400.00	\$ 400.00	\$ -	\$ (100.00)
Total Expenses	\$ 69,066.38	\$ 63,750.03	\$ 84,746.74	\$ 86,849.00	\$ 83,221.68	\$ 3,627.32	\$ 1,525.06
Net Profit	\$ 25,780.00	\$ 20,981.47	\$ 56,505.26	\$ 42,151.00	\$ 44,868.11	\$ 2,717.11	\$ (11,637.15)

Experience Montgomery Website Analytics 2015 Overview



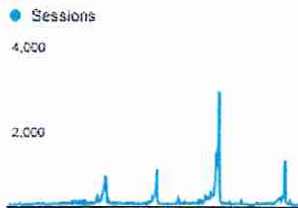
■ New Visitor ■ Returning Visitor



Top Channels



Sessions



	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	42,554	72.03%	30,651	66.41%	1.79	00:01:22
1 Organic Search	24,120			65.10%		
2 Direct	7,673			68.51%		
3 Referral	7,543			63.38%		
4 Social	3,168			78.27%		
5 Email	20			95.00%		

Comparisons:

2014

Sessions—37,852 ↑89%
 Users—28,292 ↑88%
 Pageviews—74,716 ↑46%
 New Sessions—73%

2013

Sessions—20,060
 Users—15,081
 Pageviews—51,041
 New Sessions—73%