

**FLATONIA  
ECONOMIC  
DEVELOPMENT**

**ECONOMIC INCENTIVE  
AWARD PROGRAM**

**2009-2010**

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## Executive Summary

The Flatonia Economic Development Commission has developed an Economic Incentive Award Plan for the fiscal year 2009-2010. The plan includes incentive recommendations that are intended to improve the business image and business opportunities in Flatonia. The target image is one of a successful thriving business district.

The economic incentives recommended are:

- Develop/Improve Communications with other Fayette County cities to develop benefits for the common good of Fayette county  
\$1,000
- Improve Flatonia business district signage  
\$2,500
- Improve Flatonia business district building façades.  
\$5,000
- Improve Flatonia business staff skills  
\$3,000
- Advertising/promoting Flatonia  
\$2,500
- Upgrading commercial building to current code/ADA requirements \$3,000

The total cost of the economic incentive plan if fully utilized would be \$17,000.

This economic incentive plan is presented to the Flatonia City Council for consideration and approval.

## **FLATONIA ECONOMIC DEVELOPMENT PLAN 2009-2010**

### **GENERAL**

The following economic incentive plan developed by the Flatonia Economic Development Commission (FEDC) is intended to be a starting point for economic development in Flatonia. The FEDC interviewed five surrounding area cities to gain information on how and what they do to develop existing business, new businesses and tourism. This information was helpful in drafting a plan that is applicable to Flatonia in 2009-2010.

This plan concentrates only on promoting existing businesses.

The intent is to recommend incentives that will improve the aesthetic image of the Flatonia business district, help promote Flatonia in a positive manner and improve the technical skills of the local workforce.

It is the goal to have all incentive awards completed by the end of the 2010 fiscal year.

Considering this is the start of an Incentive Program for the City of Flatonia, the incentives suggested were chosen because they can be accomplished in a short term and at a reasonable cash outlay from the city.

The following recommended incentives were developed by the FEDC with the intent of helping to improve the city's image to one that is thriving and successful.

The recommendations are presented for the City Council's consideration and approval.

If additional funds become available from sources other than those derived from city taxes, the incentive plan may be amended to include additional types of incentives as well as to increase the incentive award amounts to fully utilize these additional funds.

The total value of the recommended incentive awards if fully utilized would be \$17,000 for the fiscal year 2009/ 2010.

## **INCENTIVE RECOMMENDATIONS**

### **Improved Communication and Coordination within Fayette County**

Promote and improve communications with other cities within Fayette County with an emphasis on the cities helping each other in promoting the assets of Fayette County. By working for the common good of the county by better communication of events and other activities could result in better attendance and eliminate competing events. The recommendation is to allocate \$1,000.00 per fiscal year for this incentive. The money would cover the cost of hosting the multi- city coordination meetings on a quarterly basis. This would be administered/ coordinated by a committee appointed by the City Council. It is suggested this committee be made up of FEDC, Chamber of Commerce and Flatonia City Council members

### **Existing Business Signage Improvement Incentive**

An incentive of up to \$250 per business would be paid for signage improvement or replacement. There would be a fiscal year goal of 10 incentive awards for a total of \$2500. The intent of this incentive is not only to improve the aesthetics of the business district but also to draw the attention of visitors to our local businesses.

### **Existing Business Facade Improvement Incentive**

This incentive is intended to encourage existing business owners to improve the façade of their building thus helping to promote a professional image of a successful and thriving business area. The incentive would be a matching fund up to \$500.00 per business. On the successful completion of the façade improvement, the incentive would be paid. The goal for this incentive would be 10 awards to businesses during fiscal year 2009-2010 for a cost not to exceed \$5,000.

### **Skills Training Incentive**

An Incentive of up to \$300 for completion of a certified/accredited training program would be available to existing business owners to upgrade their staff skills. Existing businesses would be eligible for this incentive for current employees. There would be a limit of this award to two employees per business per fiscal year. Training programs that would qualify for the incentive could be: English as a second language, vocational training such as welding, and any other official program that would improve the worker skills such as accounting, office management, or machine tool operation as examples. The goal would be to award this incentive to five businesses (10 students) for fiscal year 2009-2010 for a \$3,000 budget item.

### **Advertising Flatonia in Local and Regional Newspapers and Periodicals**

A matching incentive would be paid to existing businesses advertising in local newspapers and regional periodicals such as but not limited to Texas Monthly, San Antonio Business Journal and or Austin Business Journal.

The advertising must include verbiage that would promote Flatonia as well as the business. The Ad must be approved in advance by the FEDC. A matching fund incentive up to \$250 would be available to businesses meeting these requirements. The goal for award of this incentive would be 10 awards per fiscal year with a single business limited to two per fiscal year for a \$2,500 budget item.

### **Existing Commercial Building Improvement**

An incentive intended to encourage building owners to upgrade their commercial buildings to meet present day city codes, American's with Disabilities Act (ADA) and safety requirements. There are existing buildings that do not to meet city code requirements or requirements of the ADA. This incentive of matching funds up to \$1000 per business should motivate owners to upgrade their buildings. It is understood that city tax money would be used to assist commercial building owners but it is the opinion of the FEDC members that preserving the historical business district buildings out weighs this concern. Also the FEDC is of the opinion that vacant, unmaintained buildings do not present the successful thriving atmosphere that is so important for our business district to be successful. These buildings could also be a safety liability to the owner and the City of Flatonia. A goal for award of this incentive would be three businesses per fiscal year for a total of \$3,000 budget item.

## **INCENTIVE AWARD PROCEDURE**

The incentive program would be openly promoted in the local news papers, by presentations to the local business clubs such as the Lions and Rotary and any other means deemed effective in promoting public awareness.

The incentive program would be available to any existing business receiving city services such as electricity and/or water whether in the city limits or not. The business must submit a completed written application to the FEDC. The completed application must be supported by a detailed description of what will be done along with drawings, sketches, plans or other supporting documents.

Applications may be submitted at any time and will be reviewed and accepted or denied within 30 days after receipt by the FEDC review committee.

Completed applications must be delivered to the person and address named on the application and would be reviewed and evaluated by the FEDC review committee. Emphasis would be placed on those applications that best promote Flatonia or improve the Flatonia business district.

The FEDC would review the incentive award program every 6 months and may reallocate funds from one incentive that is not being fully utilized to another incentive that may be in more demand. The reallocation of funds would be only to the incentives approved by the city council for that fiscal year. The reallocation of funds would be based on actual incentive applications received. Any reallocation of funds from one incentive to another would be reported to the city council prior to the actual reallocation of the funds.

Any FEDC member or City Council member including the Mayor and City Manager that had an interest in the business applying for the incentive award would not be allowed to participate in the approval or award process in any manner. Participation by any such individual would deem that incentive award null and void.

Businesses would be eligible for a maximum of two different incentive awards in the 2009-2010 fiscal year not including the skills training incentive award.

There would be a written legal agreement between the FEDC and the business that is awarded the incentive that would spell out the details of the requirements for receiving the incentive payment. The minimum requirement would be proof of expenditures as applicable, a visual inspection of physical work by the responsible FEDC member, copies of advertisements with the name of the publication, training certificates or a passing grade in applicable classes.

**The recipient of the incentive would be reimbursed only after the completion sign-off by the city council or their designee.**