BEE CAVE
TEXAS

AGENDA

Special Meeting

BEE CAVE DEVELOPMENT BOARD

Tuesday, May 14, 2024

4:30 PM, City Hall

4000 Galleria Parkway

Bee Cave, Texas 78738-3104

THE CITY OF BEE CAVE DEVELOPMENT BOARD MEETINGS ARE AVAILABLE TO ALL PERSONS REGARDLESS OF DISABILITY. IF YOU REQUIRE SPECIAL ASSISTANCE, PLEASE CONTACT THE CITY SECRETARY OFFICE AT (512) 767-6641 AT LEAST 48 HOURS IN ADVANCE OF THE MEETING. THANK YOU.

1. Call meeting to order
2. Roll Call
3. Public hearing, discuss and consider possible action on Resolution No. BCDC 2024-02 adopting a project for training and providing incentives to youths entering the employment market and creating the youth incentives project for 2023/2024 fiscal year.
4. Discuss and consider action on Resolution No. BCDC 2024-03 approving a consulting contract with Opportunities Strategies for the development of an Economic Development Strategic Plan for the Bee Cave Development Board.
5. Discuss and consider action to request a joint workshop session with the City Council regarding the involvement and direction of the Bee Cave Development Corporation's strategic plan.
6. Discuss changes made to concept plans for new City wayfinding signs.
7. Adjournment

The Board may go into closed session at any time when permitted by Chapters 418 or 551, Texas Government Code, or Section 321.3022 of the Texas Tax Code. Before going into closed session a quorum of the Board must be present, the meeting must be convened as an open

meeting pursuant to proper notice, and the presiding officer must announce that a closed session will be held and must identify the sections of Chapter 551 or 418, Texas Government Code, or Section 321.3022 of the Texas Tax Code authorizing the closed session.

Economic Development Board Meeting
5/14/2024
Agenda Item Transmittal

Agenda Item:	**3.**
Agenda Title:	**Public hearing, discuss and consider possible action on Resolution No. BCDC 2024-02 adopting a project for training and providing incentives to youths entering the employment market and creating the youth incentives project for 2023/2024 fiscal year.**
Board Action:	**Discussion and possible action**
Department:	**Administration**
Staff Contact:	**Dori Kelley, Business Relations and Development Manager**

1. INTRODUCTION/PURPOSE

The Bee Cave Development Corporation is proud to sponsor the annual Lake Travis High School Job Fair, scheduled for Monday, May 20th. This event stands as the largest hiring platform in the region, offering a valuable opportunity for businesses within Lake Travis to obtain summer, part-time, and seasonal staffing. Best of all, participation is free.
The job fair is hosted in the Lake Travis High School gymnasium and is scheduled from 12 pm through 3 pm, hosting over 2,500 students.

2. DESCRIPTION/JUSTIFICATION

a) Background

Prior to the start of the job fair, the City of Bee Cave organizes two consecutive leadership panels featuring Mayor King, executives, and community leaders.
This year's panelists are: Mayor King; Jeff Wilkinson, Founding President, CEO and Director of Keystone Bank; Shey Sabripour, Founder and CEO of Cesium Astro; and Monica Hall-Porter, Director of the Texas Interdisciplinary Plan (TIP) Scholars program in the College of Natural Sciences at the University of Texas at Austin and holds a joint appointment as an Associate Professor of Instruction.
These panels are dynamic and engaging, featuring an array of swag, video clips, and anecdotes, all aimed at emphasizing the significance of acquiring soft skills and responsibility through workforce experience.

After the two back-to-back panels, the job fair will open in the Lake Travis High School gymnasium from 12pm to 3pm.
Historically, we have averaged 80 businesses in attendance and hosted over 2500 high school students at the job fair. Additionally, we have had over 35 on-site hires, over 50 off-site hires, and businesses have boasted long-term retention with their job fair recruits.

b) Issues and Analysis

Attached is the resolution to budget and approve the annual high school job fair.

3. FINANCIAL/BUDGET

Amount Requested	$10,000	Fund/Account No.
Cert. Obligation		GO Funds
Other source		Grant title
Addtl tracking info		

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Staff recommends the Bee Cave Development Corporation Board of Directors approve the resolution.

ATTACHMENTS:

Description	Type
Resolution No. BCDC 2024-02	Cover Memo

RESOLUTION NO. BCDC 2024-02

A RESOLUTION OF THE BEE CAVE ECONOMIC DEVELOPMENT BOARD ADOPTING A PROJECT FOR TRAINING AND PROVIDING INCENTIVES FOR YOUTHS ENTERING THE EMPLOYMENT MARKET AND CREATING THE YOUTH INCENTIVES PROJECT FOR 2023/2024 FISCAL YEAR

WHEREAS, the City of Bee Cave is a home rule municipality organized under the laws of the State of Texas; and

WHEREAS, the City of Bee Cave City Council has previously determined that economic development is essential for the continued viability and operation of the City of Bee Cave; and

WHEREAS, the City of Bee Cave Economic Development Board (EDB) finds it beneficial to develop an incentive program to incentivize youths in the community and to assist them with entering the workforce, including the local work force; and

WHEREAS, the City of Bee Cave Economic Development Board finds incentivizing youths in the community to enter the local work force is likely to bring in new businesses or assist with the retention of existing businesses, including but not limited to helping supplement the local work force pool; and

WHEREAS, the City of Bee Cave Economic Development Board finds that establishing incentives for youths entering the workforce within the City of Bee Cave will allow for growth of local businesses within the City of Bee Cave; and

WHEREAS, the City of Bee Cave Economic Development Board finds the cost of the Youth Incentives Project will not exceed ten thousand dollars ($10,000) between October 1, 2023, and September 30, 2024, at which point the Project concludes and that any excess funds be returned to the City of Bee Cave Economic Development Board's general fund.

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

1. The Youth Incentives Project for 2023/2024 Fiscal Year is hereby authorized, created and budgeted.

2. The Youth Incentives Project is authorized to utilize funds in an amount not to exceed ten thousand dollars ($10,000) for the Project, which is to commence on October 1, 2023, and conclude on September 30, 2024. **This project does not automatically renew.**

3. The Youth Incentives Project shall utilize the budgeted funds throughout the 2023/2024 fiscal year to create youth incentives and youth trainings to promote and assist youths in the local community, including those from local high schools and colleges, to enter the local workforce. Such incentives must:

a. Be applied in a uniform manner for each incentive created;
b. Be targeted towards training or promoting youths between the ages of fifteen and twenty-five years of age who are entering or have entered the local workforce;
c. Be related to encouraging youths to enter the workforce, and may provide specific targeted encouragement to enter the local workforce;
d. Be targeted towards youths between the ages of fifteen and twenty-five years of age who are members of the local community; and
e. Are accessible to all youths qualifying for each incentive type.

4. Such incentives may include, but are not limited to:

    a. Scheduling and providing training for writing resumes.
    b. Promoting and rewarding participation in the Lake Travis High School Job Fair.
    c. Scheduling and providing training for participating in interviews.
    d. Scheduling and providing training for job application writing.
    e. Creating incentives for local youths entering the local workforce which assists youths who may have logistic challenges, such as transportation or language barriers.
    f. Creating positive benefits to reward or incentivize youths to work for local businesses in the Bee Cave community.

5. Each incentive created under this Project must be approved and budgeted out of available Project funds by the board of the EDB.

6. This Project will conclude on September 30, 2025, and excess funds will return to the Bee Cave EDB's general fund.

7. The President of the EDB or his/her designee is hereby authorized to proceed forward, under the law, with implementing this Project as funded.

8. The first approved and budgeted incentive is for the EDB to fund, no more than $500.00, as an incentive to be distributed to youths participating in and obtaining employment from participating in the Lake Travis High School Job Fair for 2024.

DULY PASSED AND APPROVED, on the _____ day of _____, 2024, at a regular meeting of the Board of Directors of The Bee Cave Development Corporation held in compliance with the Open Meetings Act, Gov't. Code §551.001, et. Seq. at which meeting a quorum was present and voting.

CITY OF BEE CAVE, TEXAS

_____

Quinn Gramley- President, City of Bee Cave Economic Development Board

ATTEST:

_____

Rebecca Regueira, *Deputy City Secretary*

APPROVED:

_____

Ryan Henry, *City Attorney*

Economic Development Board Meeting
5/14/2024
Agenda Item Transmittal

Agenda Item:	**4.**
Agenda Title:	**Discuss and consider action on Resolution No. BCDC 2024-03 approving a consulting contract with Opportunities Strategies for the development of an Economic Development Strategic Plan for the Bee Cave Development Board.**
Board Action:	**Discuss and Consider Action**
Department:	**Administration**
Staff Contact:	**Dori Kelley, Business Relations and Development Manager**

1. INTRODUCTION/PURPOSE

Adoption of this resolution formally adopts the action decided by the EDB at the previous meeting (3.26.24)

2. DESCRIPTION/JUSTIFICATION

a) Background

b) Issues and Analysis

3. FINANCIAL/BUDGET

Amount Requested	Fund/Account No.
Cert. Obligation	GO Funds
Other source	Grant title
Addtl tracking info	

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

ATTACHMENTS:

Description	Type
Resolution No. BCDC 2024-03	Resolution Letter

RESOLUTION NO. BCDC 2024-03

A RESOLUTION OF THE CITY OF BEE CAVE ECONOMIC DEVELOPMENT BOARD APPROVING A CONSULTING CONTRACT WITH OPPORTUNITIES STRATEGIES FOR THE DEVELOPMENT OF AN ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR THE BOARD

WHEREAS, the Bee Cave Economic Development Board has previously determined that if the Board contracts Opportunity Strategies to develop a strategic plan this would be essential for the continued viability and operation of the City; and

WHEREAS, the Bee Cave Economic Development Board finds that it would be suitable for continued development and to retain existing businesses within the city; and

WHEREAS, the Bee Cave Economic Development Board finds City Council for the City of Bee Cave should be involved in the strategic planning process for the EDB; and

WHEREAS, the Economic Development Board finds that in order to increase a viable plan within the City, it must have a strategic plan that aligns with the City to bring in and/or retain economic stability; and

WHEREAS, the Economic Development Board finds that the funding for this project shall not exceed thirty thousand dollars ($30,000).

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE BEE CAVE DEVELOPMENT CORPORATION AUTHORIZES THAT

1. The Opportunities Strategies contract is hereby authorized for the purpose of developing a strategic plan for the City of Bee Cave EDB.

2. The contract with Opportunities Strategies is authorized to utilize funds in an amount not to exceed **$30,000** for the contract.

3. The President of the EDB is hereby authorized to execute the contract with Opportunities Strategies.

DULY PASSED AND APPROVED, on the _____ day of _____, 2024 at a meeting of the Board of Directors of the City of Bee Cave, Texas, which was held in compliance with the Open Meetings Act, Gov't. Code §551.001, et. Seq. at which meeting a quorum was present and voting.

CITY OF BEE CAVE, TEXAS

_____
Quinn Gormley, President, Board of Directors

ATTEST:

_____
Rebecca Regueira, *Deputy City Secretary*

APPROVED:

_____
Ryan Henry, *City Attorney*

Economic Development Board Meeting
5/14/2024
Agenda Item Transmittal

Agenda Item:	**5.**
Agenda Title:	**Discuss and consider action to request a joint workshop session with the City Council regarding the involvement and direction of the Bee Cave Development Corporation's strategic plan.**
Board Action:	**Discussion and possible action**
Department:	**Administration**
Staff Contact:	**Dori Kelley, Business Relations and Development Manager**

1. INTRODUCTION/PURPOSE

On March 26 the Bee Cave Development Corporation voted to move forward with a Strategic Plan.

The Bee Cave Development Corporation Strategic Plan will be led by Alysia A. Cook, PCED, IOM, Principal of Austin, TX-based Opportunity Strategies LLC. Alysia Cook is a noted organizational & downtown strategist and professional facilitator. She is an international public speaker.
Alycia Cook is the owner of Opportunity Strategies and uses a Strategic Planning Methodology called The Drivers Method for strategic planning processes. The Drivers Model is a strategic approach to addressing an organization's situation, created by Leadership Strategies.
It is a simple 4-step tool that can be used by any sized organization for any sized planning process. The four steps include:

1. Where are we now? (Current Assessment)
2. Where do we want to go? (Strategic Direction)
3. How do we plan to get there? (Implementation Guide)
4. How will we monitor progress? (Metric & Monitoring)

Miss Cook has a 5-step menu for clients to choose from:
1. *Economic Development Workshop*
2. *Board Member Interviews*
3. Strengths/Weaknesses/Opportunity/Threats (SWOT) Analysis
4. *Strategic Planning*
5. *Customized Business Retention & Expansion (BRE) Program*

2. DESCRIPTION/JUSTIFICATION

a) Background

Following successful discussions with EDC Directors and Alysia Cook from Opportunity Strategies, the

EDC is prepared to move forward with scheduling the first step of the Strategic Plan: *Economic Development Workshop*. This workshop will play a crucial role in shaping the Bee Cave Development Corporation strategic plan moving forward.

Considering the significance of this initiative, it could be beneficial to include city council in this initial workshop. Their insights and input will be invaluable in charting the course for the Bee Cave Development Corporation. Our expectation is that this workshop will span a half day.

b) Issues and Analysis

Attached is a resolution to address the inclusion of the City Council in the workshop, providing an opportunity for the Board to vote on this matter today.
Miss Cook has provided dates of her availability in the coming months which include:
- June 17
- July 15, 26
- August 5-10, 12-17, 21-24

3. FINANCIAL/BUDGET

Amount Requested	Fund/Account No.
Cert. Obligation	GO Funds
Other source	Grant title
Addtl tracking info	

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Staff recommends the Development Corporation moves forward with a joint workshop with City Council.

ATTACHMENTS:

	Description	Type
🗋	BCDC Proposal	Cover Memo

BEE CAVE
DEVELOPMENT CORPORATION

Proposal for

Bee Cave Development Corporation
for
Board Development &
Strategic Planning Services

Submitted by

Opportunity Strategies LLC

March 7, 2024

March 7, 2024

Ms. Dori Kelley
Bee Cave Development Corporation
4000 Galleria Parkway
Bee Cave, TX 78738

Dear Dori:

I am pleased to submit this proposal in response to your request for economic development board development and strategic planning services. Opportunity Strategies LLC is well-versed in community and economic development, organizational management, city council development, and will provide the Bee Cave Development Corporation with powerful tools for creating its desired future. We have over three decades of experience working with communities and economic development organizations across the United States. This enables us to deliver a meaningful implementable plan that reflects the unique challenges and opportunities facing your organization and community.

Our process offers options for you to choose the tools that fit your needs best using our extensive experience. This proposal offers economic development training and board development for your board, elected officials, and economic development partners, as well as strategic planning options. The Bee Cave Development Corporation will have a clear direction, and this will ensure the plan has a meaningful impact on the Bee Cave area, your citizens, your employers, your stakeholders, and serves the community well.

Our proposal below details a training workshop as well as a Strategic Planning process and the accompanying Strategic Plan.

Opportunity Strategies has the experience, the talent, and the knowledge to ensure the Bee Cave Development Corporation is successful in its training and strategic planning endeavors and provides a clear framework for decision-making to protect and improve the business community, the quality of life, and the employment experience in Bee Cave, helping ensure continued economic vitality into the future.

I want your business!

Sincerely,

Alysia A. Cook

Alysia A. Cook, PCED, IOM
PO Box 50101
Austin, TX 78763
512-963-2263
alysia@opportunitystrategies.com

OUR OBSERVATIONS & FINDINGS FOR

The Bee Cave Development Corporation

At Opportunity Strategies LLC, we are committed to providing the Bee Cave Development Corporation with the process and deliverables that will be the solution to successfully equip the board, staff, elected officials, and other community leaders with the tools needed to continue to be successful in economic development.

We understand that each project begins from its own unique place. We want to meet you where you are and help you get to where you want to be. For this project, we understand that:

- ### *You are Interested in Economic Development*

  Being a successful and eager organization and wanting to retain relevance and impact in a changing business world, you understand the need for self-reflection and focus on business retention and attraction.

- ### *You Have a Focus on Strategic Planning*

  The fact that you have an ongoing interest in facilitating key catalyst projects benefits this process in that you're used to working together toward common goals and achieving objectives.

- ### *You are Poised for Success*

  Your organization is poised for success by embarking on a process with robust economic development education and a meaningful strategic plan with the help of your leadership, staff, partners, and an experienced professional facilitator.

WHAT IS REQUIRED FOR SUCCESS?

Our Methodology

At Opportunity Strategies, we use a Strategic Planning Methodology called The Drivers Method for strategic planning processes. The Drivers Model is a strategic approach to addressing an organization's situation, created by Leadership Strategies.

It is a simple 4-step tool that can be used by any sized organization for any sized planning process. The four steps include:

1. Where are we now? (Current Assessment)
2. Where do we want to go? (Strategic Direction)
3. How do we plan to get there? (Implementation Guide)
4. How will we monitor progress? (Metric & Monitoring)

We know the importance of the 5 P's and take each into consideration throughout the project: purpose, products, participants, probable issues, and process.

We see you, our client, as a partner throughout the entire project and we remain your partner post-project when you need advice or have questions during implementation. Yes, the whole implementation period.

We want the Bee Cave Development Corporation to have practical and workable operations that your citizens, businesses, visitors, and community consider efficient, effective, and serves them well.

We want to help you anticipate future needs while maintaining an ability to respond to current needs….all while maximizing your resources.

We will bring our own innovative spirit and couple it with sound best practices to help your leadership drive the process to fruition.

You get customized recommendations based on your unique situation and your specific needs. You won't find the name of another client buried deep in a cut & paste cookie-cutter document. Every goal, every objective, and every action step is a mix of your institutional knowledge and our 31 years of experience developing solutions for communities and economic development organizations.

OUR SCOPE OF WORK

The Keys to Achieving Your Vision

We agree to:

- ☑ Work with your board, elected officials, and community leaders to articulate a clear 3-year economic development strategic plan for the Bee Cave Development Corporation. This plan will identify specific priorities for the organization in pursuit of its mission.
- ☑ If interested, we will conduct a general SWOT analysis of internal and/or external perceptions of the organization.
- ☑ Develop a timetable of implementation with specific measurable benchmarks, objectives and tasks to be accomplished to achieve goals. We will identify clear, measurable outcomes for how to measure organizational and strategic effectiveness, impact, and success.
- ☑ Establish a framework and process for the organization's leadership to effectively implement the strategic plan and monitor progress toward achievement of goals and objectives.
- ☑ Prepare strategic planning agenda with the client.
- ☑ We will facilitate the meeting and provide leadership, direction and expert consultation and advice related to the development of an effective strategic plan, including successful implementation.
- ☑ Deliverable being a clear, easily consumed, strategic planning roadmap, accompanied by a strategic planning timeline, implementation, and evaluation methodology.
- ☑ Make any modifications to content or design as directed by the client.

Elements of Our Recommended Process

The Scope of Work

Step 1:

Economic Development Workshop: We recommend that in Q2 or Q3 of 2024, the Bee Cave Development Corporation participate in a workshop called “Understanding the Economic Development Process” Workshop.

Participants are expected to include members of the board of directors and staff of the Bee Cave Development Corporation, City government staff, elected officials, and can include (at the client’s wishes) any special guests such as P&Z, permitting, building inspections, code enforcement, ISD Superintendent, etc. Guests can include anyone a prospect, investor, or developer may encounter during the industrial, commercial, or downtown site selection/elimination or development process.

Final Deliverable: The topics for the “Understanding the Economic Development Process” Workshop will include but may not be limited to board vs. staff roles & responsibilities, best practices from other economic development organizations, allowable/prohibited Type B projects, business attraction, existing business retention, working with entrepreneurs, workforce development, social & physical infrastructure, confidentiality, marketing, social media, events, roles of elected officials in economic development, product development (buildings, sites) etc. The purpose is to give the Development Corporation board and other Bee Cave area leaders the tools they need to make effective and efficient decisions in the realm of economic development and be able to ask questions about economic development and what it means for their community.

We can also incorporate thorough board governance training and tips to maximize board engagement and effectiveness.

The interactive training workshop is a half-day workshop (3.5-4-hours.) The final deliverable is the workshop itself, as well as accompanying materials and handouts.

Step 2: (Optional)

Board Member Interviews: Opportunity Strategies will privately and confidentially interview each Bee Cave Development Corporation board member in person or via Zoom or phone (their preference), anonymously aggregate their responses, and present our findings to the participants of the visioning process.

Experience has proven that board members will anonymously share their true thoughts and opinions with our facilitator that they will not share in public meetings or paid staff of the client. The facilitator protects the privacy of the interview and aggregates results with the interviews of others.

The facilitator will work with the client to determine exact dates, but it must be completed at least 3-4 weeks prior to the Strategic Planning Sessions. The results are a very helpful tool to properly plan for the future during the Community Visioning process.

The facilitator will compile, categorize, and analyze all results. The facilitator will then formulate specific recommendations for the client.

Final Deliverable: Board Member Assessments with aggregated conclusions and detailed recommendations to the client electronically. These will also include the results of a SWOT (strengths, weaknesses, opportunity, threats) assessment conducted during the interviews.

Step 3: (Optional)

SWOT: We are happy to conduct a SWOT(Strengths/Weaknesses/Opportunity/Threats) Analysis with all attendees (and anyone else the client chooses to invite to give feedback) via brief email survey prior to the planning retreat. The results of the SWOT Analysis can help shape the direction of the planning retreat by allowing participants to submit their responses anonymously. Aggregated results will be presented at the Planning Session prior to Goal Development.

This work is done prior to the Planning Retreat so there is no additional time added to the Planning Session.

Step 4:

Strategic Planning: The client, the Bee Cave Development Corporation, requests professional facilitation services and strategic planning services. Participants are expected to include members of the board of directors of the Bee Cave Development Corporation, staff, and any invited guests. This is likely to be a 3-year Strategic Plan.

This will be a 1-day retreat. The facilitator will help the organization board develop specific goals, strategies, and metrics.

Final Deliverable: We recommend the strategic planning participants include board members, staff, and any other stakeholders the client invites to participate.

Exact dates and times will be decided by the client.

In this 1-day retreat, the facilitator will review the results of the SWOT Analysis, sharing her findings as well as her recommendations, reach group consensus on goal development and/or any modifications, and facilitate the initial group discussion of desired outcomes. We work together to develop 3-7 goals/goal categories in total. This participatory session will likely include:

- Mission and Vision Statement Review or Development
- Interview Results Summary (if chosen)
- SWOT Analysis (if chosen)
- Goal Development (3-7 goals)
- Strategy Development
- Metrics/Key Performance Indicators to gauge progress
- Accountability Areas (who is responsible for what)
- Timetables (estimated start and end quarters)

This will ensure that anyone who picks up the plan can quickly gain an understanding of what needs to happen to make the plan a reality.

We specialize in creating realistic goals and implementation guides for organizations and communities that are “living” documents. Many clients turn to us after making the mistake of hiring a consultant who only provided “pie-in-the-sky” goals that bear no relevance to what the organization can realistically accomplish. Our strategic plans are well known for being achievable practical roadmaps to help organizations get from where you are to where you want to be. This is where we earn our repeat clients when they see goals consistently coming to fruition.

The draft Strategic Plan will be submitted in an electronic format within 30 business days of the planning session date.

Step 5: (Optional if needed)

Customized Business Retention & Expansion (BRE) Program:

Overall, we believe that a robust Business Retention and Expansion Program has the potential to make a significant positive impact on the local business community and the region's economy. We look forward to the opportunity to work with your team to develop and implement this program tailored specifically to you.

Your Opportunity Strategies LLC consultant will work with you to:

Identify key industries and businesses in the region: To effectively support local businesses, it is important to understand the needs and challenges faced by different

industries and businesses. By identifying key industries and businesses in the region, we can tailor the BRE program to meet their specific needs.

Develop resources and support programs: Based on the needs of local businesses, we will work with the Bee Cave Development Corporation to identify and/or develop a range of resources and support programs, such as training and development opportunities, financial assistance, and access to networks and partnerships.

Engage with local businesses: To build relationships with local businesses and understand their needs, we will work with you to develop methods that have proven success records to engage with business owners and leaders through regular meetings, events, and other opportunities.

Develop questions to ask: The consultant will work with the client to develop a set of specific questions that are appropriate to ask on BRE visits and supply the client a list from which to choose for future visits based on the various purposes of the visits.

Establish a system for tracking and measuring success: To ensure that the BRE program is effective, we will work with you to establish a system for tracking and measuring the success of the program. This will include strategies for follow-up. This will involve collecting data from business retention and expansion visits, as well as verbal feedback from participating businesses.

Final Deliverables: The completed project will be a customized BRE Program draft submitted to the client in an electronic format within 6 weeks of the deposit payment. The final deliverable will include the above content as well as step-by-step directions on how to build other elements of a robust BRE such as a business directory, recognition events, and workforce development connectivity for services needed by local industry leaders.

WHY OPPORTUNITY STRATEGIES LLC?

Experienced. Reliable.

Opportunity Strategies LLC specializes in organizational management, customized training, professional facilitation, and strategic planning services.

Our clients include economic development organizations, local governments, chambers of commerce, Main Street/downtown organizations, associations, and other community nonprofits. Many of our clients are repeat customers. They turn to us to assist in their organizational needs regularly as new board members are selected, new processes are developed, and new goals are established.

Our repeat customers trust us because they have seen goals accomplished, board members developed, staff improved, productivity increased, and revenues grown because of our services.

Our small low-overhead firm delivers increased efficiencies – meaning you get better results at a lower cost.

We offer superior client service with on-time, on-budget, on-point communications and deliverables.

We are committed to value.

We have the availability and bandwidth to effectively manage this project at this time. We limit our client load to ensure we fully dedicate all the time and resources necessary for a meaningful process and product.

We are enthusiastic to serve the Bee Cave Development Corporation!

YOUR PROFESSIONAL FACILITATOR

Alysia A. Cook, PCED, IOM

This project will be led by Alysia A. Cook, PCED, IOM, Principal of Austin, TX-based Opportunity Strategies LLC. Alysia Cook is a noted organizational & downtown strategist and professional facilitator. She is an international public speaker.

Her skills include the design and delivery of organizational strategic plans, as well as community and leadership development. Cook has designed and presented hundreds of training programs for elected officials, community leaders, adult and youth leadership groups, staff, and volunteers. She has much experience developing and streamlining processes specifically for chambers of commerce & economic development organizations. Her programs improve operations and relations and prepare organizations for the future.

Relevant experience includes:

- Cook has been a **professional facilitator for 31 years, serving thousands of chamber & economic development professionals, and elected officials.**
- Cook has served as a **curriculum developer and instructor of the Texas Basic Economic Development Course** for the past 20 years.
- Cook serves on the **faculty of the U.S. Chamber of Commerce Institute for Organization Management (IOM.)**
- Cook serves on the **faculty of the Community Development Institute.**

Alysia Cook is a member of the Association of Chamber of Commerce Executives (ACCE,) Southern Economic Development Council (SEDC,) Texas Chamber of Commerce Executives (TCCE,) Texas Economic Development Council (TEDC,) and recently served on the board of directors of the Texas Downtown Association (TDA.) She has completed the Program on Negotiation at Harvard Law School.

Cook holds a Bachelor of Science degree in Marketing from Louisiana State University in Shreveport, is a 1995 graduate at the Basic Economic Development Course at Texas A&M, a 1997 graduate of the Economic Development Institute (EDI) at the University of Oklahoma, a 2002 graduate of the U.S. Chamber of Commerce's Institute for Organization Management (IOM/Chamber Institute,) and a 2009 graduate of the Community Development Institute (CDI.) She earned her Professional Community & Economic Developer (PCED) certification in 2009 from the Community Development Council.

Your Investment

Providing Value and Return on Investment

- Travel – Some elements of this proposal can be conducted via Zoom or phone, thus saving travel expenses. The facilitator will travel to Bee Cave via car and since the facilitator lives in Austin, there are no travel expenses.
- Lodging – The facilitator lives in Austin so there will be no lodging expenses.
- Meals – No meals are ever charged to the client.
- Fees –
    - Step 1 (EconDev workshop) including all elements of the scope of work as described including all preparation & deliverables is $3497.
    - Step 2 (Board Member Interviews) including all elements of the scope of work as described including all preparation & deliverables is $4497.
    - Step 3 (SWOT Analysis) including all elements of the scope of work as described including all preparation & deliverables is $1997.
    - Step 4 (Strategic Planning Retreat) including all elements of the scope of work as described including all preparation & deliverables is $8997.
    - Optional Step 5 (BRE Program) – The total fee for all elements of the scope of work as described including all preparation & deliverables is $6997.
    - The client may mix and match any elements or choose any combination.
- Terms –
    - The client will pay 1/3 deposit upon contract execution to begin work, conduct interviews, and secure the dates of the sessions. The deposit is nonrefundable and is applied to the total fee.
    - The client will pay 1/3 upon completion of Strategic Planning Retreat.
    - The client will pay 1/3 upon electronic delivery of the draft Strategic Plan.
    - The total fee for the workshop is due on the day of the workshop delivery (if chosen.)
    - Final payment is due within 15 calendar days of the receipt of the invoice.
    - Any expenses will be charged to the nearest invoice.

    - At least 30 days' notice from the original scheduled date is required for any change in event date and payment date. If event date is changed in under 30 days of original contracted date, payment is still due the original date of the event but will be applied as payment for the new date. There is no penalty to the client for changing any dates.

- Based on client's budget, please note that we are happy to adjust fees and scope of work (increase or decrease) to meet specific needs.
- All preparation, facilitation, delivery, and documentation time are included in this proposal, as are all reasonable expenses unless otherwise specified in this contract.
- The scope of work and fees in this proposal are valid for any contract signed by June 30, 2024.
- Client will also be responsible to issue applicable tax documentation: IRS Form 1099 to Opportunity Strategies LLC for income earned in each tax year that exceeds $600. Opportunity Strategies LLC will provide appropriate tax documentation including Employer Identification Number (EIN) upon execution of the contract.

TAKE THEIR WORD FOR IT

What Our Clients Say...

“Our work with Alysia Cook was aimed to prioritize our economic development partner goals and outline organizational objectives. Within nine months, our economic development team has become much more unified, our roles are clear, and the organization is on course to realize many of our objectives. The pace of what we have achieved was beyond our expectation. She is a seasoned professional with a skilled insight and versatility marks her ability to manage multiple stakeholders effectively. Especially when the importance of the outcome matters. I have witnessed her facilitation capabilities throughout several projects of public involvement, goal setting, and economic development plans.”

Roland A. Peña
City of San Angelo, Texas
(Former) Director of Economic Development
Now at VP at the Austin Chamber of Commerce

“We needed someone who could guide us through a months-long planning process that involved several different stakeholders located all over Texas. Opportunity Strategies to the rescue! Alysia was able to balance priorities, differing opinions, and strong personalities all while maintaining an eagle-eyed focus on the mission - a unified heritage tourism strategic plan for our state program and its 10 heritage trail regions. The result? State agency and regional staff are in lockstep and motivated to achieve our joint goals. Everyone understands the important role they play in our mission, and we are working together as a team. Things like this just don't happen. Alysia may be a magician or a professional cat-herder, OR she's just exceptionally good at what she does. We would not be on this path if it weren't for her work.”

Sarah Page
Heritage Tourism Program Coordinator
Texas Historical Commission

“Alysia is the consummate professional facilitator. She engages early with staff to learn the desired outcomes and capably guides the group through the planning process with humor, poise, and sensitivity. Her skilled facilitation of our Organizational Audit helped our Chamber completely revamp our approach to the program of work and resulted in increased participation across all levels of the organization. I highly recommend her and am grateful for the opportunities that I have had to work with her in the past.”

Morgan Law, CEcD, IOM
(Former) President/CEO of the Robins Regional Chamber of Commerce (Georgia)
(Now Chief Experience Officer at the Georgia Chamber)

Additional Good-to-Knows About the Facilitator

- High energy level to keep the participants enthusiastic, on-track, and results-focused
- Helps the group excel as a team
- Effectively manages individual and group dysfunctions
- Uses a proven approach for success
- Has many repeat clients and regular referrals
- Respects the expectation of being a neutral party
- Will offer advice and recommendations if/when that is part of the assignment; otherwise provides neutral services
- Extensive experience working with strong personalities including elected/appointed officials, vocal citizens, executives, at-risk youth, and protestors
- Nimble…able to shift gears quickly to adapt to changing situations

This proposal and related materials are proprietary and confidential. No part of these documents may be disclosed in any manner to a third party without the prior written consent of Opportunity Strategies LLC.

Economic Development Board Meeting
5/14/2024
Agenda Item Transmittal

Agenda Item:	**6.**
Agenda Title:	**Discuss changes made to concept plans for new City wayfinding signs.**
Board Action:	**Discuss**
Department:	**City Secretary**
Staff Contact:	**Jenny Hoff, Communications Director**

1. INTRODUCTION/PURPOSE

Last year, the Development Corporation voted for staff to move forward with gateway signage for the city.

2. DESCRIPTION/JUSTIFICATION

a) Background

After discussions and looking through the proposals, Jenny Hoff, has chosen to move forward with a local firm, Ion Art. Ion Art has created some of the Austin region's iconic signs, such as ACL Music Fest, the ATX sign outside of Whole Foods and more.
In January, the Development Corporation approved funding to move into the design phase with Ion Art.
In March the EDC reviewed the initial conceptual renderings.

b) Issues and Analysis

Today, Jenny will present the most updated conceptual renderings for the city wayfinding signage.

3. FINANCIAL/BUDGET

Amount Requested	Fund/Account No.
Cert. Obligation	GO Funds
Other source	Grant title
Addtl tracking info	

4. TIMELINE CONSIDERATIONS

5. RECOMMENDATION

Staff recommends review of the designs.

ATTACHMENTS:

Description	Type
Signs Artbook V4	Backup Material
Signs Artbook V5	Backup Material

City of Bee Cave | Art Book

Art book for client review and approval. Not for construction.

DATE
04.12.2024

Client Approval

Name _____

Signature _____

Date _____

Landlord Approval

Name _____

Signature _____

Date _____

BEE CAVE
TEXAS
Simply Elevated

ION ART
NEON + DESIGN + BUILD

407 Radam Lane, Suite A100
Austin, TX 78745
512.326.9333

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ION JOB #
6657

CLIENT
City of Bee Cave Sign Package

PROJECT ADDRESS
Various

City of Bee Cave | **Concept 1**

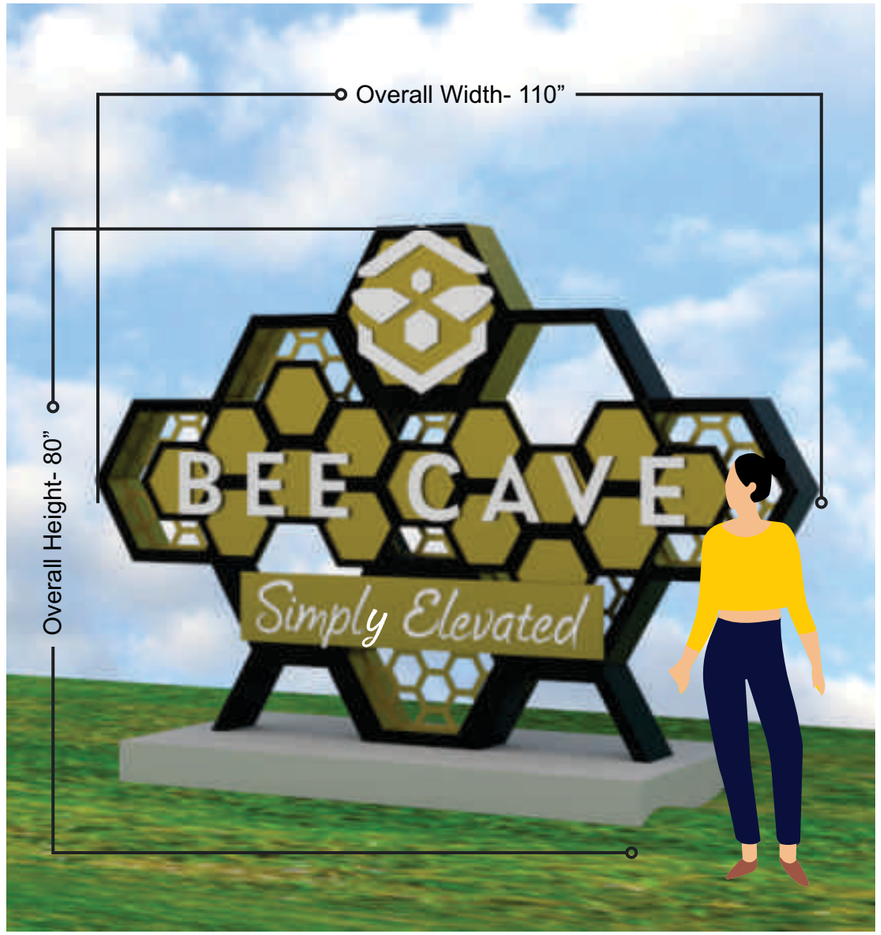
1 ATX Monumental Sign



Concrete Footer







2 Laser Cut Metal screen Pattern





Rustic metal that matches the aesthetic of the natural beauty of the Bee Cave region. Details are elegantly cut

3 Photo from Client



Inspiration Image

Potential Designs for interior of Filled Honeycomb:



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City of Bee Cave | **Concept 2**

1 City of Bee Cave Central Park Sign



Dark rustic metal background with aluminum letters that pop.

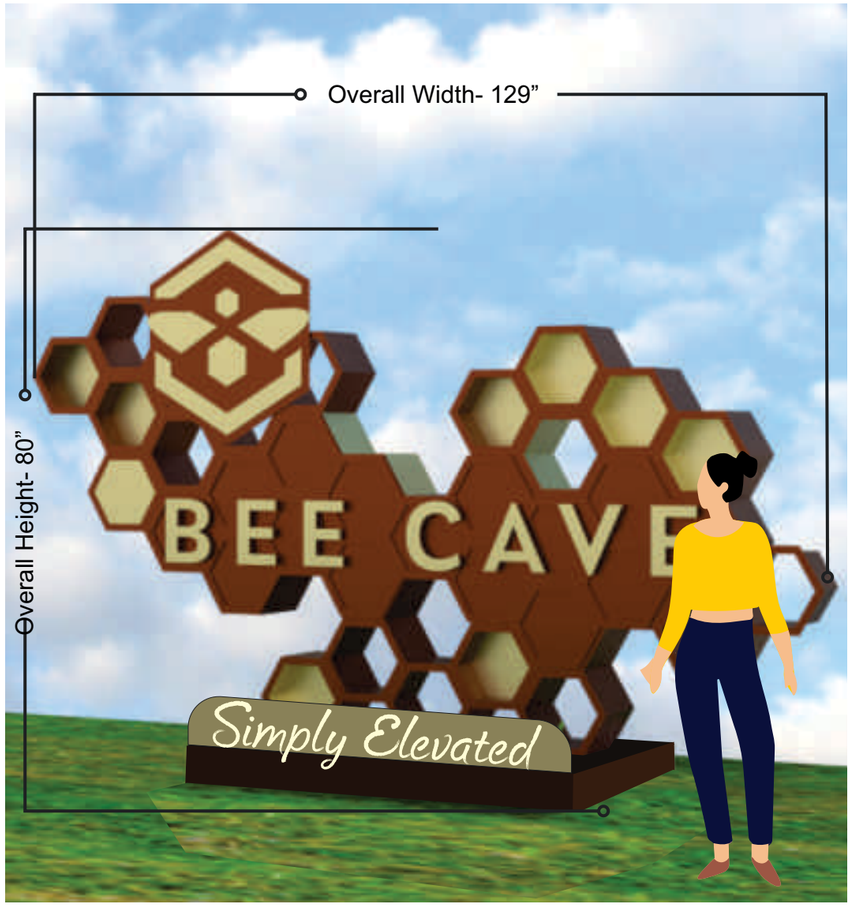
2 Image provided by Client



Painted Aluminum Footer







3 Laser Cut Metal screen Pattern



Inspiration Image

Potential Designs for interior of Filled Honeycomb:



ION ART
NEON + DESIGN + BUILD

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City of Bee Cave | **Concept 3**

1 Whole Foods Market Sign



Hidden Concrete Footer

2 Photo from Client



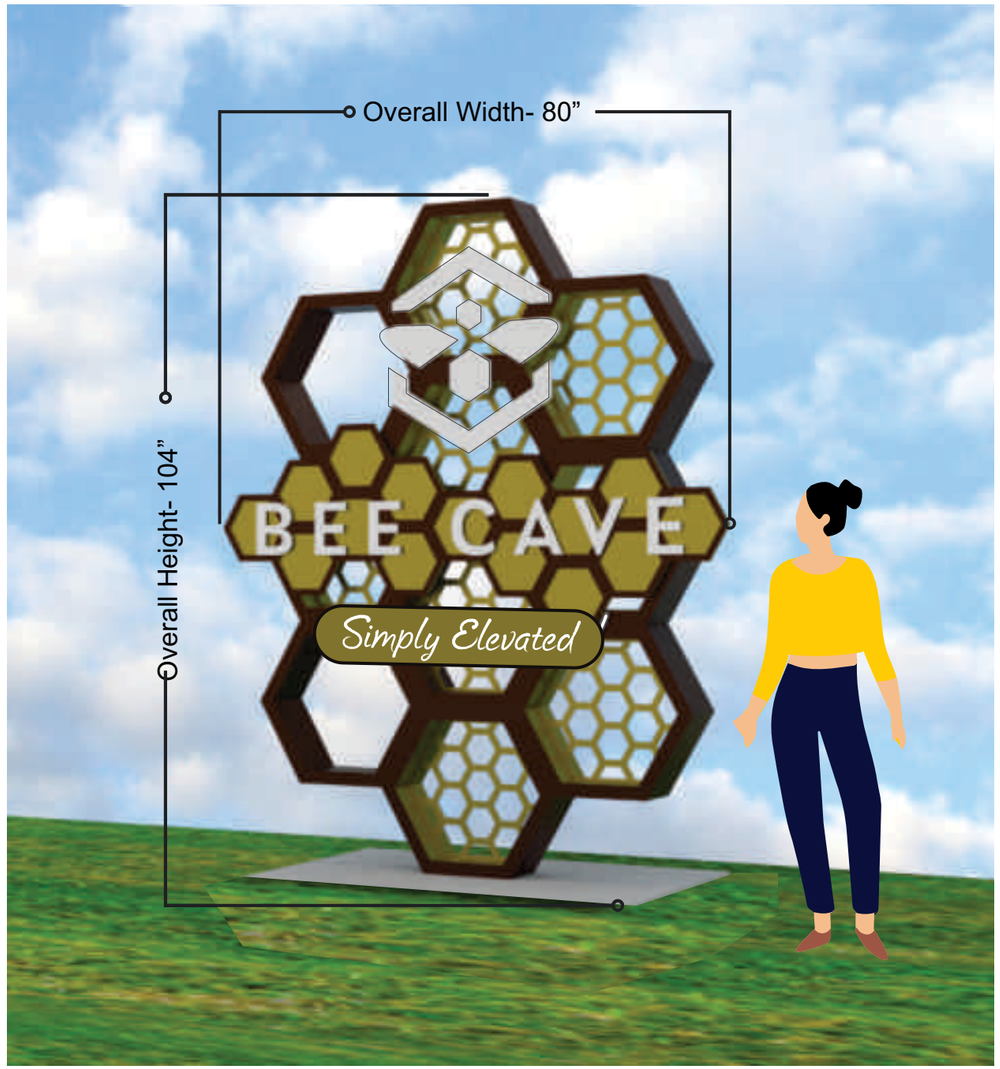
Inspiration Image

3 City of Bee Cave Central Park Sign



Dark rustic metal background with aluminum letters that pop.





Potential Designs for interior of Filled Honeycomb:



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City of Bee Cave | **Concept 4**

1 Image provided by Client



Concrete Footer

2 Laser Cut Metal screen Pattern





Rustic metal that matches the aesthetic of the natural beauty of the Bee Cave region. Details are elegantly cut out of the material.

3 City of Bee Cave Central Park Sign



Dark rustic metal background with aluminum letters that pop.





Potential Designs for interior of Filled Honeycomb:



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City of Bee Cave | Art Book

Art book for client review and approval. Not for construction.

DATE
04.18.2024

Client Approval

Name _____

Signature _____

Date _____

Landlord Approval

Name _____

Signature _____

Date _____

BEE CAVE
TEXAS
Simply Elevated

ION ART
NEON + DESIGN + BUILD

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ION JOB #
6657

CLIENT
City of Bee Cave Sign Package

PROJECT ADDRESS
Various

City of Bee Cave | **Concept 1**

1 Whole Foods Market Sign



Hidden Concrete Footer

2 Laser Cut Metal screen Pattern





Rustic metal that matches the aesthetic of the natural beauty of the Bee Cave region. Details are elegantly cut

3 Frieden Project



Masonry



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City of Bee Cave | **Concept 2**

1 City of Bee Cave Central Park Sign



Dark rustic metal background with aluminum letters that pop.

2 Image provided by Client



Painted Aluminum Footer

3 Laser Cut Metal screen Pattern



Inspiration Image



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1 Whole Foods Market Sign



Hidden Concrete Footer

2 Photo from Client



Inspiration Image

3 City of Bee Cave Central Park Sign



Dark rustic metal background with aluminum letters that pop.



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