



MEETING MINUTES
JULY 23, 2026

SEABROOK ECONOMIC DEVELOPMENT
CORPORATION
MEETING

Chairman Paul Dunphey called the Seabrook Economic Development Corporation to order at 6:00 p.m. in the Council Chambers in Seabrook City Hall. Present were Mayor Jim Sweeney, Paul Dunphey, Terry Chapman, Ann Wacker, and Tracy Powell. Also present were Economic Development Director Rick Guerrero, City Manager Gayle Cook, Finance Director Sahib Rao, and Community & Economic Development Coordinator Ranya Botros.

1. WORKSHOP

1.1 **Discussion, presentation, and demo on EDC marketing/advertising initiatives, including the website, digital lead generation, and a marketing campaign for The Point property. Rick Guerrero, Economic Development Director & Alex de Demko, Golden Shovel**

Economic Development Director Rick Guerrero gave a presentation on EDC marketing/advertising initiatives, including a website and a digital lead generation.

Alex de Demko, John Marshall, and Darren Varley of Golden Shovel gave a presentation on their website product and conducted a demonstration on how their website product looks and functions. In addition, Jeff Suneson of FT locations and John Bryant of Resimplifi answered questions and provided information on their products.

1.2 **Discussion and presentation on various short and long-term economic development funded capital projects identified in the City's Capital Improvement Program (CIP) for FY 2027 - 2030 + and the draft FY 2027 SEDC Budget. Rick Guerrero, Economic Development Director & Sahib Rao, Finance Director**

Sahib Rao, Finance Director gave a presentation on the FY 2027 SEDC Budget.

2. PUBLIC COMMENTS AND ANNOUNCEMENTS

There were no public comments.

3. CONSENT AGENDA

3.1 **Consider and take all appropriate action on the approval of the minutes of the July 8, 2026 Joint Meeting with City Council and the Planning & Zoning Commission.**

Motion:	To Approve
Made By:	EDC Secretary Wacker
Seconded By:	EDC Member Powell
Vote:	Passed unanimously by all present.

3.2 **Consider and take all appropriate action on the approval of the minutes of the July 9, 2026 regular EDC meeting.**

Motion:	To Approve
Made By:	EDC Vice-President Chapman
Seconded By:	EDC Member Powell
Vote:	Passed unanimously by all present.

4. NEW BUSINESS

- 4.1 Consider and take all appropriate action on the approval of the new EDC website and digital lead generation provided by Golden Shovel in the amount not to exceed \$92,000.

Motion: To Approve
Made By: Mayor of Seabrook Sweeney
Seconded By: EDC Secretary Wacker
Vote: **Failed** unanimously by all present.

- 4.2 Consider and take all appropriate action on the approval of the SEDC Financial Figures for FY 2027.

Motion: To approve the budget with clarification to generalize two budget figures but leave the \$110,000.
Made By: Mayor of Seabrook Sweeney
Seconded By: EDC Secretary Wacker
Vote: **Passed** unanimously by all present.

5. ROUTINE BUSINESS

- 5.1 Establish future meeting dates and agenda items.

Economic Development Director Rick Guerrero indicated the next regular EDC meeting will be held on August 13, 2026.

Motion: To Adjourn
Made By: Mayor of Seabrook Sweeney
Seconded By: None
Vote: **Passed** unanimously by all present.

The meeting adjourned at 8:31 p.m.

APPROVED:

Chair

DATE:

8/13/26

ATTEST:

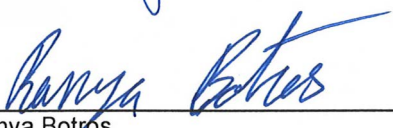

Ranya Botros
Community & Economic Development Coordinator

Exhibit A



Digital Lead Generation, Website, New EDC Storefront Office & CIP Projects

JULY 2026

.GOV

VS.

.COM WEBSITES



.GOV

- Regulations restrict promotion of businesses
- Limitations on promoting partner events and information from Small Business Administration (SBA), Small Business Development Center (SBDC), etc. on EDC website and social media channels
- Approval process to make updates to the website or post on social media hinders efficiency
- Leaves little room for creativity
- Official & formal government communications

.COM

- Flexibility to promote businesses
- Works best for EDCs because they function as business-facing, marketing-driven organizations rather than formal government administrative offices.
- Streamlines approval process
- Makes EDC staff more efficient and productive
- Leaves room for more creativity
- Business-friendly perception

WHY DOES THE EDC NEED A NEW WEBSITE?

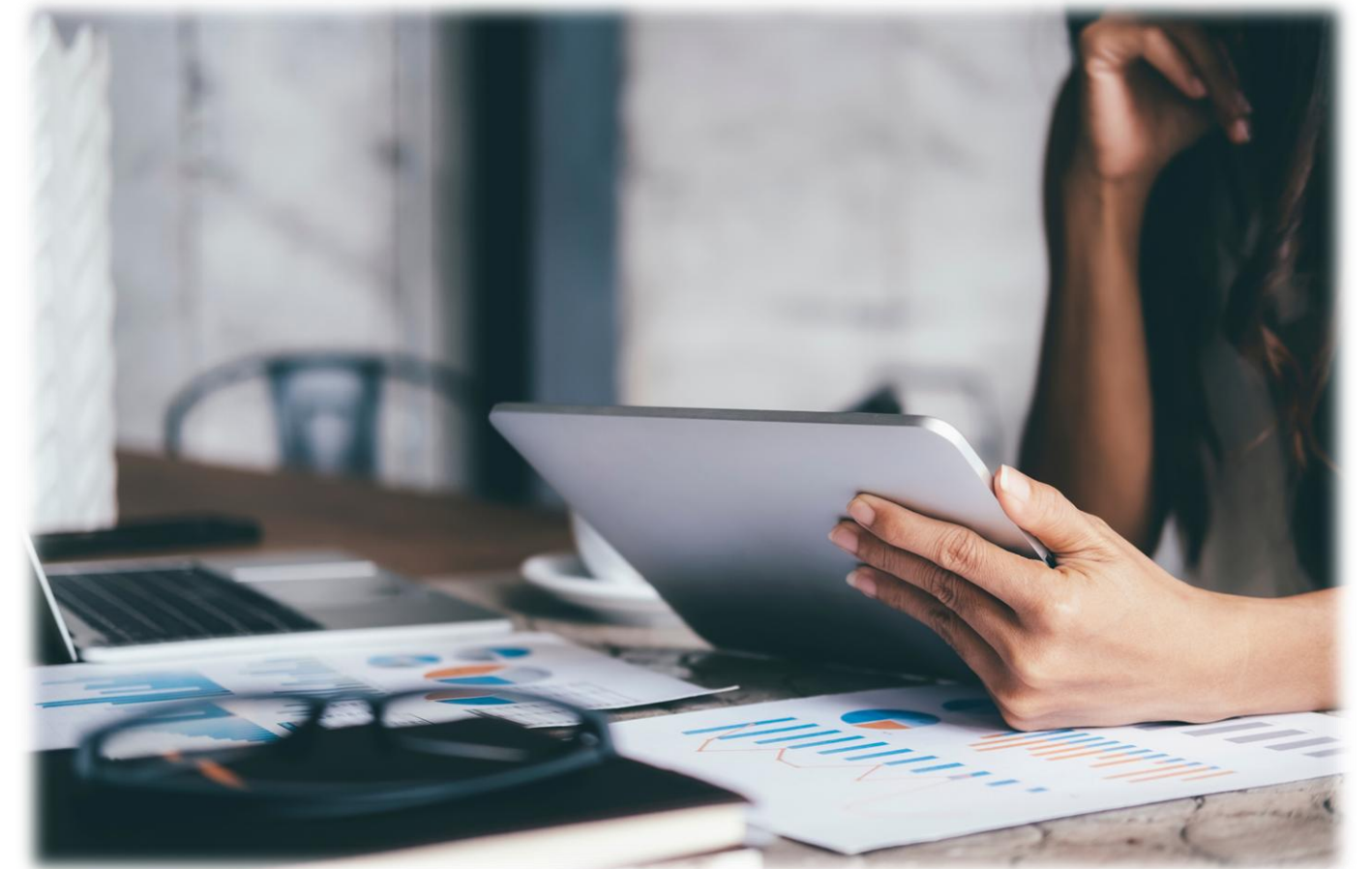
- Generates new development and business leads
- Provides site selectors with available properties and demographic data
- Promotes local businesses
- Lists an up-to-date business listing
- Equips EDC staff with tools to generate reports and trends on local businesses
- Increases Seabrook's competition among other cities of similar size
- Showcases Seabrook's strong coastal identity, quality of life, and Seabrook's strengths



ZOOMPROSPECTOR MODULE

Why is ZoomProspector important on an EDC Website?

- Helps businesses quickly find the information they need to decide if our community is the right place to invest in.
- Assists businesses in finding the right location by showing available commercial sites and buildings with key details, such as size, price, and maps.
- Provides valuable data instantly by giving users access to workforce data, demographics, industry strengths, and community insights.
- Increases qualified leads by making the search process simple and efficient. It attracts more serious prospects and encourages them to reach out to our EDC team.
- It makes our community easier to discover, understand and choose, which boosts business attraction and investment.



LEAD FORENSICS MODULE

Why is Lead Forensics important on an EDC Website?

- Identifies business visitors – View which companies are looking at our community; get auto notifications with their contact information.
- Helps the EDC become proactive – EDC can use their contact information to reach out to interested businesses rather than waiting for them to reach out.
- Strengthens business attraction – Provides the EDC with high-quality intelligence about real prospects, which help the EDC to focus efforts on companies already showing interest.
- Lead Forensics reveals hidden opportunities and helps our community connect with serious business prospects more effectively.



RESIMPLIFI MODULE

Why is ReSimplifi important on an EDC Website?

- Makes it easy for businesses to find accurate, up-to-date commercial real estate information on our community.
- Provides real-time property listings. Updates automatically ensuring businesses always see current sites and buildings.
- Saves time for prospects and our EDC team. Our website becomes a more trustworthy and useful tool for serious investors.
- Helps businesses find the right property faster and positions our community as organized, responsive, and investment-ready.



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

MODULE

Why is a Customer Relationship Management (CRM) important on an EDC Website?

- Helps the EDC team stay organized, understand their customers better, and build stronger relationships.
- Improves organization by storing all business details and interactions on one system.
- Drives growth by identifying new opportunities and measures results, which leads to better decision-making and more successful business development.
- Includes an up-to-date business listing on the website.
- Stores, tracks, measures, and analyses business survey data.



VENDORS WE REACHED OUT TO

#1 GOLDEN SHOVEL

#2 MADDEN

#3 SIMPLEVIEW



TOP VENDOR – GOLDEN SHOVEL

INVESTMENT OVERVIEW

(One-Time Fees)

- Branding & Logo Redesign -----\$7,500 (Refresh EDC Logo and Brand)
- Economic Gateway Website -----\$25,000 (Redesign a new EDC website)
- Video & Photography Package -----\$18,500 (Includes production of new videos and high-quality photos)

Total One-Time Fees - \$51,000

(Annual Fees)

- GateKeeper Content Creation & Strategy -----\$12,000 (Includes website & social media updates, support, quarterly report reviews, etc.)
- Lead Forensics -----\$4,500 (Find out who visited the EDC website to circle back with for business recruitment)
- CRM & Business Directory -----\$11,000 (Includes Customer Relationship Management software and public facing business directory)
- Zoom Prospector -----\$5,000 (Provides current demographics of locations throughout Seabrook for prospective businesses)
- ReSimplifi-----\$5,000 (Provides real estate listings updated on a monthly basis)
- Strategic Digital Ad Placement -----\$3,500 (Targeted marketing campaigns to attract new businesses to Seabrook)

Total Annual Fees - \$41,000

Total Project Cost Including One-Time & Annual Fees - \$92,000

Budget Line Item - 770-5071-50100



VENDOR COMPARISON CHART

Branding & Logo	Economic Gateway Website	GateKeeper Content Creation & Strategy	Lead Forensics	CRM & Business Directory	Zoom Prospector	ReSimplifi	Strategic Digital Ad Placement	Video & Photography
Golden Shovel	✓	✓	✓	✓	✓	✓	✓	✓
Madden	✓			✓				
Simpleview	✓			✓				

BUDGET VS. ACTUALS

ADVERTISING

Budget (Historical)

- FY2022 - \$90,000
- FY2023 - \$100,000
- FY2024 - \$50,000
- FY2025 - \$51,300
- FY2026 - \$ 52,400

Budget (Actuals)

- FY2022 - \$15,134
- FY2023 - \$34,154
- FY2024 - \$19,850
- FY2025 - \$10,742
- FY2026 - \$-----



LEASING OFFICE SPACE

WHY AN EDC STOREFRONT OFFICE?

- EDC needs a space that supports accessibility, visibility, and continued success.
- Moving the EDC to a storefront outside City Hall is the next step in strengthening our economic development presence.
- Current office inside City Hall poses challenges for business owners and investors to easily find and engage with EDC staff.
- Outside storefront creates a welcoming, public-facing space that encourages walk-in conversations, strengthens outreach, and reflects the city's commitment to business growth.
- New office space will increase EDC visibility, create more room for staff, have a dedicated space for meetings, consultations and outreach



LEASING OFFICE SPACE COMPARISON CHART

Property Address	Sq. Ft.	Base Rent Per Sq. Ft.	NNN Per Sq. Ft.	Total Per Sq. Ft.	Buildout Allowance	Est. Annual Rent	Available Fiber
5735 Bayport Blvd.	1,500	\$15.00	\$6.00	\$21.00	2nd. Gen	\$31,500	No
5735 Bayport Blvd.	2,900	\$15.00	\$6.00	\$21.00	2nd. Gen	\$60,900	No
3300 Bayport Blvd. (The Commons)	1,586	\$17.48	0.00	\$17.48	\$105.00	\$27,723	No
3300 Bayport Blvd. (The Commons)	2,861	\$17.48	0.00	\$17.48	\$105.00	\$50,010	No
2100 Nasa Pkwy. (Seabrook Center)	3230	\$14.88	\$0.00	\$14.88	2nd.Gen. No allowance	\$48,000	Yes
2100 Nasa Pkwy. (Seabrook Center)							Yes
3101 NASA Pkwy. (Marine Max)		TBD					Yes
3101 NASA Pkwy. (Marine Max)							Yes



PROPOSED CIP PROJECTS

LIVABLE CENTER PROJECT

- \$500,000 EDC Funding
- Old wastewater site
- Construct new open space
- \$83,000 conceptual design
- \$276,000 final design, construction, and management



GATWAY & DIRECTIONAL SIGNAGE

- \$1,155,000 EDC Funding
- Gateway signage
- Directional signage
- Wayfinding signage
- Park signage



WAYFINDING: Bird Pier Theme Urban



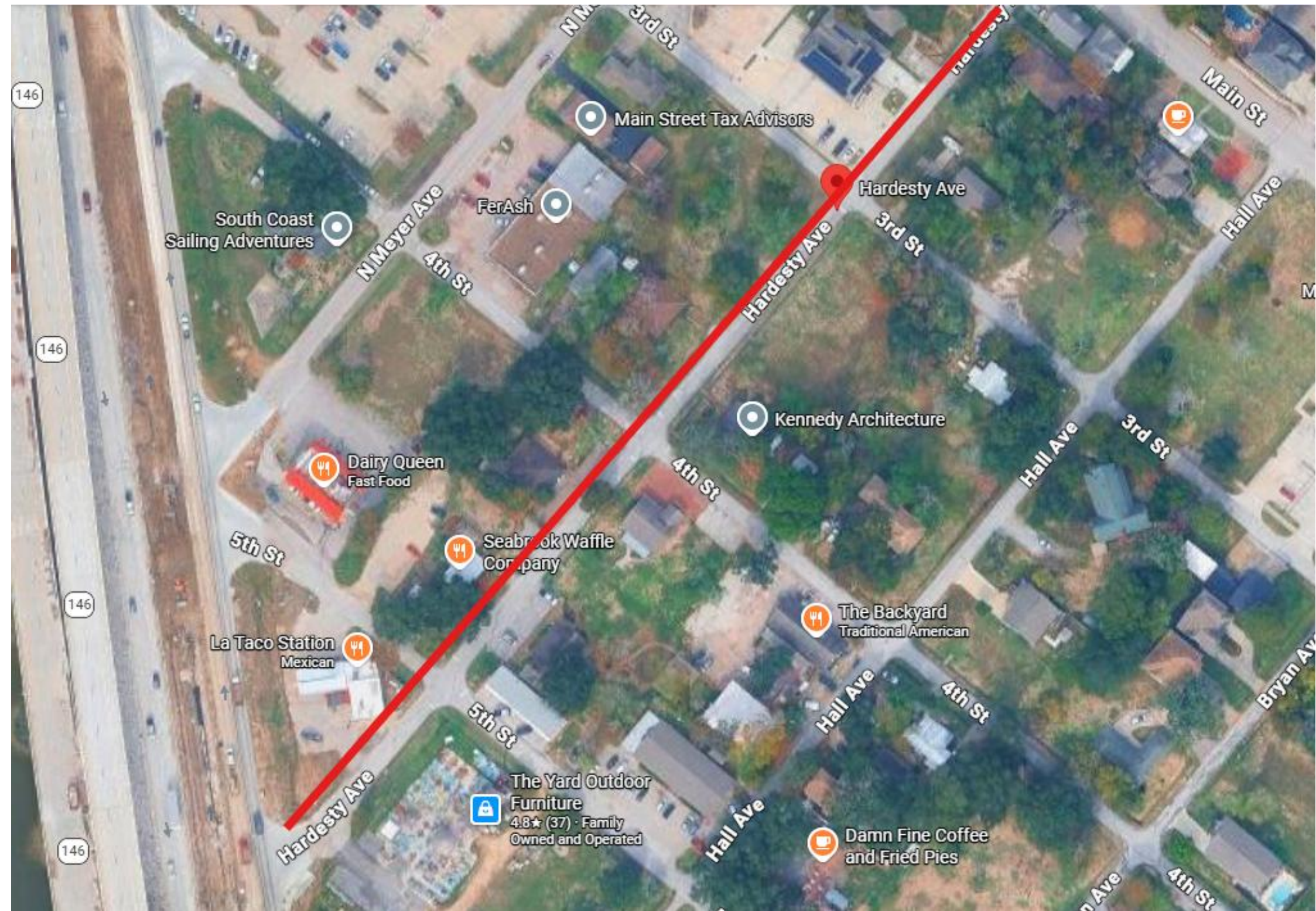
TOOKIE'S PERIMETER PARKING

- \$31,200 EDC Funding
- Perimeter Parking
- Support Old Seabrook District with additional parking



HARDESTY ROAD IMPROVEMENTS

- \$28,531 EDC Funding
- Hardesty road design improvements
- Project Boundaries- Hwy 146 to Main St.





SEABROOK DEVELOPMENT

DEVELOPMENT OPPORTUNITIES

- Approximately 8.2 acres
- One of the last mixed use development opportunities along the Clear Lake waterfront in Seabrook
- Ideal for hospitality, residential, retail, and entertainment uses
- Price undisclosed

Waterfront Development Opportunity



DEVELOPMENT OPPORTUNITIES (CONT'D)

- Three tracks of vacant land
- Approximately 2.3 acres
- Proximity to NASA, Kemah, and Clear Lake
- Supports lodging, hospitality, and mixed use development
- Price \$2,528,125



DEVELOPMENT OPPORTUNITIES (CONT'D)

- Approximately 11.07 acres
- Prime waterfront development on Clear Lake
- Ideal for hospitality, retail, office, conference center, and entertainment
- Price undisclosed



DEVELOPMENT OPPORTUNITIES (CONT'D)

- Approximately 69.85 acres
- Mixed use land development opportunity
- Close proximity to the major junction of Beltway 8 and Highway 225
- Four miles to the Bay Area Business Park, three miles to the Kemah Boardwalk, and five miles to the Johnson Space Center
- Price undisclosed



STAFF RECOMMENDATIONS

Encourage the EDC Board to:

- Approve the website and digital lead generation in the amount not to exceed \$92,000 to propel our EDC forward and attract greater business leads
- Move forward with leasing a new store front office space for the EDC in the amount not to exceed \$27,723.00
- Fund proposed CIP projects for FY 2027



THANK YOU

WWW.SEABROOKEDC.COM

Exhibit B

BUSINESS ATTRACTION & LEAD GENERATION

PROPOSAL



Seabrook EDC

EXECUTIVE LETTER

Golden Shovel Agency is pleased to present this proposal for a comprehensive Lead Generation and Business Attraction digital solution designed to elevate Seabrook EDC's visibility and drive targeted investment growth. As a trusted leader in economic development marketing since 2009, we have partnered with over 300 communities to attract businesses, investment, and talent. With a 95% client retention rate, our success is built on delivering data-driven results that keep communities competitive in an ever-evolving global market.

As a full-service firm dedicated exclusively to economic development, we provide strategic marketing, technology solutions, and expert storytelling to help communities stand out. This proposal reflects our deep industry expertise and commitment to your success, ensuring Seabrook EDC has the foundational tools required—including its first integrated CRM, Business Directory, ZoomProspector GIS mapping, and property feeds—to effectively engage site selectors and high-value investors. By leveraging Seabrook's unique "All Natural" coastal identity and its strategic proximity "Minutes Away" from major metros, we will transform your digital presence into a proactive lead generation engine.

I am available to answer your questions and provide more customized solutions upon request. You can reach me by emailing ADemko@GoldenShovelAgency.com. We look forward to the opportunity to collaborate and make a significant impact on your organization's economic development efforts.

Best regards,

Alex de Demko, Territory Sales Manager

WWW.GOLDENSHOVELAGENCY.COM



WHY GOLDEN SHOVEL: **WE DO IT BEST!**

Golden Shovel Agency is a full service web development, strategy, communications, PR and marketing firm. Our proprietary technology and digital tools, such as the Economic Gateway CMS platform, allows us to support the unique attraction and retention needs of economic development, chamber, and tourism organizations. Our custom CMS is continuously being enhanced based new technology and industry trends, enabling us to respond quickly to the needs of our clients through the development of custom solutions.

We offer support, ongoing training, and reporting. Our development team ensures seamless hosting, SSL certificate management, bug fixes, and software updates. When combined with our nationally-recognized thought leadership and award-winning campaigns, Golden Shovel provides the opportunity to leverage the most comprehensive expertise in the industry.

GOLDEN SHOVEL EXPERIENCE HIGHLIGHTS

17

Years in
Business

400+

Projects
Completed

43

States

7+

Countries

95%

Client Retention
Rate

45+

Team
Members

7+

Years Average
Employee Tenure

56%

Faster Website
Launch Times

WHY GOLDEN SHOVEL: **AWARD-WINNING WEBSITES & CLIENT SUCCESS**

Golden Shovel Agency is a thought leader who speaks at educational seminars and conferences throughout North America. Our economic development websites and campaigns win awards from organizations like IEDC.

AWARDS WON

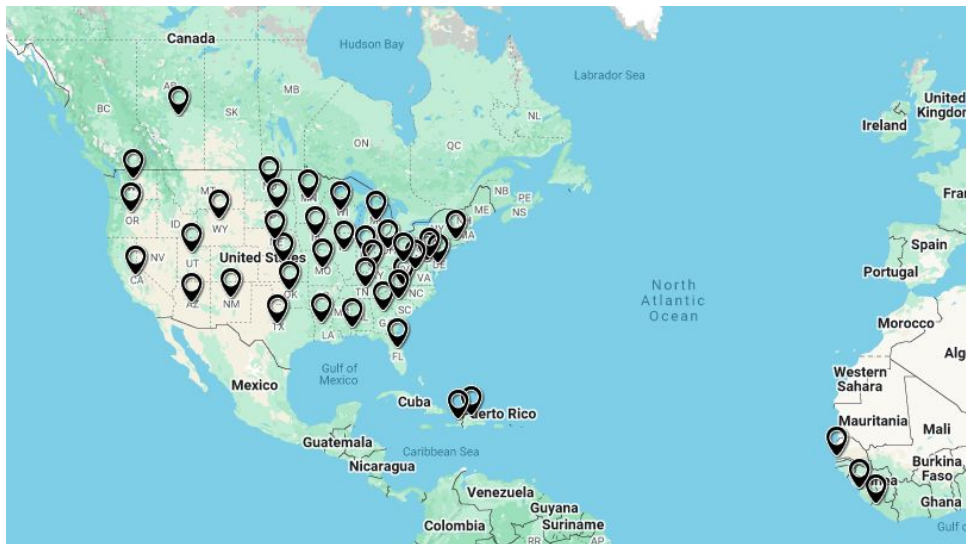


Our passion is empowering economic developers and community leaders to strengthen their communities and make a positive, lasting impact. Recent success stories include:

- Falls City, NE attracted a \$5 billion Cintroniq project
- Montgomery County, KS attracted talent to rural Kansas
- Roswell-Chaves County became the new home of the Reno Air Show
- Covington County attracted McDermott Aviation's HQ to their airport

OUR IMPACT: THE COMMUNITIES GOLDEN SHOVEL WORKS IN

Golden Shovel's economic development clients are located primarily in the United States but extend into Canada, the Caribbean and Africa. We empower rural and metropolitan EDOs, city governments, counties, regions, and statewide organizations to promote their communities and attract the investment, businesses, and talent they need to thrive.



Our Services Are Award-Winning & Impact-Making:

- Strategies
- Websites
- Digital ad campaigns
- Videos
- Public relations campaigns
- Social media
- Print collateral
- Lead generation & attraction

GSA WORKS IN 43 STATES

We are committed to providing the services and solutions economic developers need to positively impact their communities. With over 400 clients, we support communities in 43 states. Our work is happening near you in the following communities:

Texas:

[Bastrop Economic Development Corporation](#)

[City of Eagle Pass](#)

[City of Elgin, TX Economic Development](#)

[Conroe Economic Development Council](#)

Copperas Cove EDC

[Del Rio, TX Economic Development Corporation](#)

[Denton Economic Development Partnership](#)

[DeSoto Development Corporation](#)

[Giddings Economic Development Corporation](#)

[Grapevine Economic Development](#)

[Greenville EDC](#)

[Gun Barrel City EDC](#)

Odessa, TX Economic Development

[Guadalupe Valley Electric Cooperative](#)

[Heart of Texas Council of Governments \(HOTCOG\)](#)

[Ingleside Development Corporation](#)

[Katy Area Economic Development Council](#)

[Liberty Hill Economic Development Corporation](#)

[Marshall Economic Development Corporation](#)

[Midland Development Corporation](#)

PROPOSED DELIVERABLES: BRANDING REFRESH & LOGO DESIGN

We will collaborate with Seabrook EDC to create a bold, memorable visual brand that embodies your leadership in business attraction, lead generation, and investment-driven growth for your coastal community.

Golden Shovel Agency deeply understands the Seabrook story—the unique "All Natural since 1895" heritage, the strategic proximity "Minutes Away" from the excitement of Houston and Galveston, and the untapped potential for coastal economic development. **Our goal is to translate that strength into a modern, compelling brand identity that visually communicates confidence, credibility, and impact to site selectors and high-value investors.**

Golden Shovel's creative team specializes in developing brands that inspire trust, build credibility, and drive meaningful engagement. We're passionate about showcasing what makes Seabrook stand apart—your maritime culture, your ready coastal sites, and your role as a destination for sustainable business relocation. Our process begins with stakeholder engagement, drawing insights from your internal team, local business leaders, and the community. We'll conduct interviews with company and city leaders to define the qualities you want to highlight—such as your History & Maritime Culture and the Pelican Path—to align the brand more closely with your growth strategy and market position.

Guided by these insights, our design team will develop a suite of logo and visual identity concepts that reflect Seabrook EDC's forward-thinking, data-driven approach to business attraction. Working closely with your team, we'll refine these concepts until the final design and color palette perfectly capture your brand's momentum, authority, and future direction. At the same time, Golden Shovel's content team will craft tagline options that reinforce Seabrook EDC's results-oriented mission—polished, tested, and refined until a complete and cohesive brand system is achieved.

PROJECT EXAMPLES: BRANDING



PROPOSED DELIVERABLES: **ECONOMIC DEVELOPMENT WEBSITE**

Golden Shovel Agency's (GSA) award-winning websites elevate community and organization brands while making it possible to build connections and generate leads.

Golden Shovel Agency is pleased to present this proposal for a custom economic development website to elevate Seabrook EDC's digital presence and drive investment growth. As the leading expert in economic development marketing and technology, we have successfully completed over **400 custom projects** for economic development, chamber, and tourism organizations.

What sets Golden Shovel apart is our **Economic Gateway CMS—the only custom-built content management system designed specifically to meet the needs of economic developers.** Our platform ensures seamless integration with key industry tools, including GIS Planning, LOIS, GIS Webtech, ChamberMaster, social media platforms, Google Analytics, and PayPal. Every website we develop is mobile-friendly, visually compelling, and strategically designed to showcase community assets in an interactive and engaging way.

Once approved, our team will create a customized, graphic-rich website for Seabrook EDC that combines cutting-edge design with compelling content to tell your community's story effectively. With features like dynamic real estate databases, large video and photo banners of coastal districts, infographics, and interactive elements, your website will be a powerful tool for attracting site selectors, businesses, and investors to the "peace and quiet" found just minutes away from Houston and Galveston.

ECONOMIC GATEWAY
BY Golden Shovel 

WWW.GOLDENSHOVELAGENCY.COM



WEBSITE FEATURES BUILT FOR ECONOMIC DEVELOPMENT

Site selectors and business decision makers can find what they need quickly on a Golden Shovel website. Our user-friendly, interactive websites integrate features such as real estate search tools, demographic reports, business and incentive directories, and community profiles that automatically update using ESRI data. They are SEO optimized, making it easier for people to find and utilize these tools to evaluate Seabrook's economic potential.

A Sampling of Economic Gateway Modules:

- Community Profile Demographic Tools
- Site Promotion & Real Estate Tools
- Incentives Directory
- Seabrook Business Directory (Seafood, Tex-Mex, & International)
- Workforce Resources
- Contact Forms
- Custom Form Creator
- Event Calendar
- Jobs/Resume
- News
- Residential Real Estate
- Resource Library
- Staff
- ADA Compliant
- Translation Tools
- [View the Full List Here!](#)



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MAP TOOLS BUILT FOR ECONOMIC DEVELOPMENT

Unless you are a major metropolitan city, there's a good chance that site selectors and business leaders may not know exactly where your Distinct Districts are located. A Golden Shovel designer will develop a map for your website's homepage that makes it easy to situate Seabrook within the Houston/Galveston corridor.

Customized map tools are a dynamic way to feature your community's strategic location, available sites, and key data points. A Golden Shovel custom economic development website puts the City of Seabrook on the map!

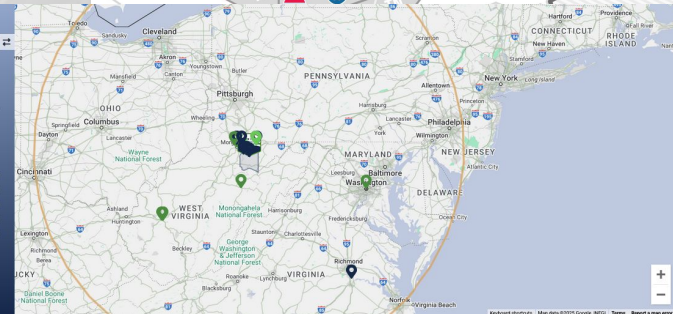
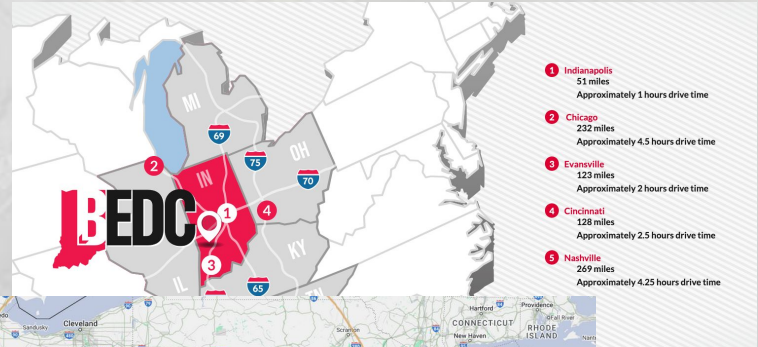
A Custom Map Can Highlight

- Arrival by Land, Sea, and Air
- Nearby Recognizable Cities (Houston & Galveston)
- Maritime Assets (Marinas, Port Access, & Pelican Path)
- Transportation Connectivity
- Available Coastal Sites & Buildings
- "All Are Welcome" Map of Minority, Women, and Veteran-Owned Businesses
- Links to ESRI Demographic Data

Location Advantages

- Access to major East Coast markets
- Supportive community and diverse industry base
- Within 500 miles of two-thirds of the American and one-third of the Canadian industrial and consumer markets
- No county zoning, planning or building code restrictions

- 250 Miles
- Preston County, WV
- Industrial Parks
- Economic Development Partners
- Major Employers



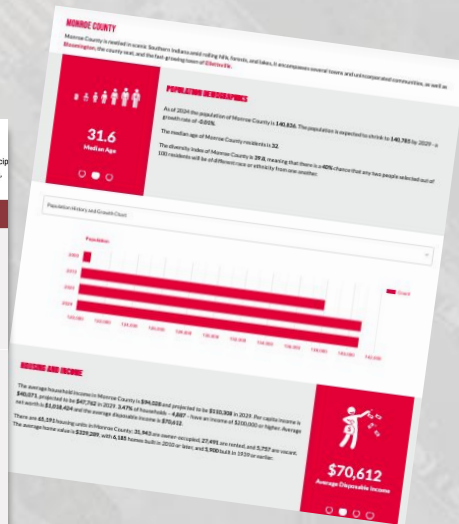
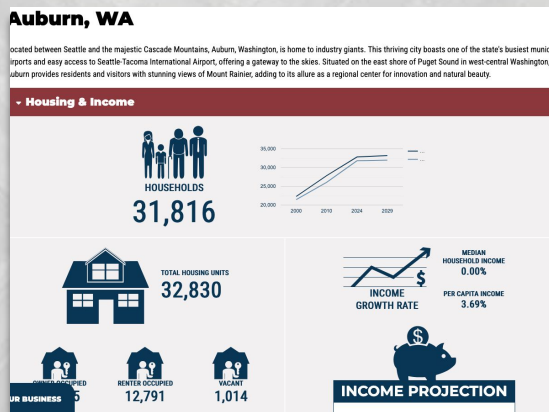
DEMOGRAPHIC DATA TOOLS BUILT FOR ECONOMIC DEVELOPMENT

Community Profiles provide a visually-engaging way to provide site selectors and business decision-makers with key demographic information. Automatic updates keep the data fresh.

A Golden Shovel economic development website goes beyond what typical web developers can offer by seamlessly integrating ESRI data into a dynamic, visually engaging Community Profile. This built-in tool transforms complex workforce, education, and job market data into easy-to-read infographics, allowing decision-makers to quickly grasp key insights regarding Seabrook's ready workforce. For those who need more details, deeper analysis and demographic tracking are just a click away.

Community Profile Tools Offer Clear Benefits

- Automatically updated with ESRI data
- Visually-appealing presentation
- Spreadsheets available
- City and county-level data available



DYNAMIC VIDEO BANNERS **CAPTURE ATTENTION**

A video banner on your economic development website is a powerful tool that captures attention and engages visitors instantly. Unlike static images, a video banner brings Seabrook's coastal assets to life, offering a dynamic and visually compelling way to showcase what makes your region unique—from the Pelican Path to maritime culture.

By incorporating video, you can highlight key features like available sites, transportation connectivity, and quality of life in an engaging, easily digestible format. Whether it's aerial footage of your available real estate, interviews with local business leaders, or scenes that showcase your community's vibrant lifestyle, a video banner gives visitors an immediate and immersive sense of your region's strengths.

Not only does a video banner capture attention, but it also keeps potential investors, site selectors, and talent **engaged longer**, increasing the likelihood of conversion. It's a modern, effective way to communicate your community's story and make a lasting impression. This proposal includes the editing and integration of a video banner into your economic development website. [Click example here to see one in action!](#)

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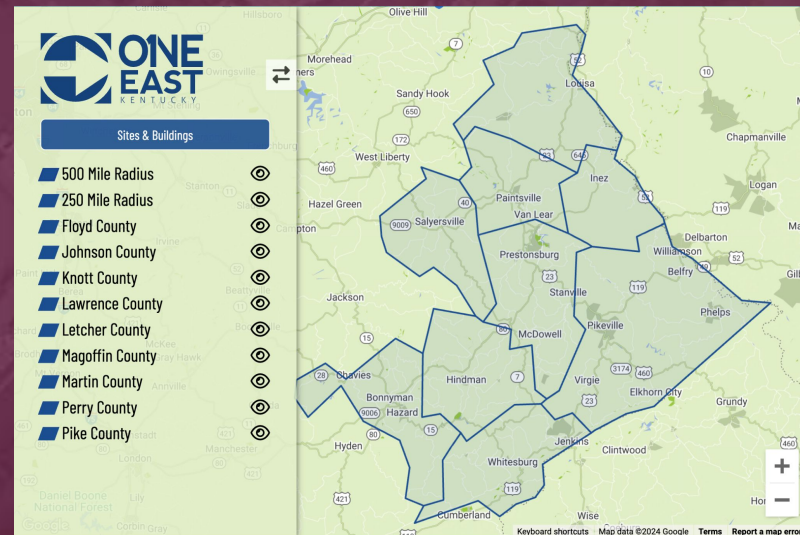


PROPOSED DELIVERABLES: INTERACTIVE MAP

Elevate your economic development efforts with a dynamic, interactive map that showcases your region's unique offerings.

The Interactive Map will include the following features:

- Up to 3 groups of different-colored marker sets showing content already on the site
- Up to 1 group of different-colored marker sets showing content added to the site for this map
- Custom map styling to coordinate with the homepage design
- Up to three overlays (typically outlining the region or service area, a distance radius, and a special area of interest)
- Up to 5 points of interest (typically the organization location, notable amenities, or reference points)
- Custom graphic at the top of the sidebar
- Custom sidebar content
- Custom re-styling of the Maptools interface (primarily the sidebar)
- And more



Project Example from One East Kentucky

EXPERT CONTENT CREATION TO **TELL YOUR UNIQUE STORY**

Golden Shovel's expert content creation team tells your community's story with authenticity, strategy, and impact.

Our copywriting team brings an average of over five years of experience and a **deep understanding of the economic development industry**. That means you don't waste time educating writers on what you do, why it matters, or how to communicate it. Instead, we uncover what makes your community and assets truly unique, then craft compelling stories that connect those strengths directly to the needs and interests of your target audiences. **We write the bridge between your community and your target audience.**

Just as important, we create content that is optimized for today's evolving search landscape. With AI changing how people discover information online, our team ensures your story isn't just well-told—it's also findable. We bridge traditional SEO with **cutting-edge AI search optimization**, positioning your community to stand out and be discovered. The result: powerful, authentic storytelling that resonates, attracts attention, and builds meaningful engagement with the audiences you want to reach.

As a Golden Shovel Gatekeeper client you would receive:

- Custom, original website content
- Annual content strategy
- Monthly content creation that can be used for success stories, articles, press releases and more!
- Social media creation

PROPOSED DELIVERABLES: **REGULAR UPDATES TO ENHANCE SITE PERFORMANCE**

Usability and performance are a top priority for GSA. Our development team constantly updates the Economic Gateway to ensure fast performance, resulting in fast load times. To ensure usability, GSA websites are ADA compliant, include a translation tool, search feature, report maker tool, and lead generation capabilities. GSA provides quarterly reports on the site's performance and traffic for evaluation with the Gatekeeper assigned to work with Seabrook EDC.



At Golden Shovel, our development team is constantly innovating to provide economic developers with the latest features and tools to better promote their communities. When we launch new updates and enhancements, they're made immediately available to all of our clients, ensuring you always have access to the most advanced technology. We stay ahead of industry trends so you don't have to, and our regular updates ensure that your website runs smoothly with fast load times, compliance with current regulations, and robust security. Your data is always safe and backed up on our servers, giving you peace of mind that your online presence is secure, reliable, and ready for growth.

Plus - every four years - **your organization receives a free website redesign so you never have to budget for a new website again!**

[Click here for more information on the GateKeeper service.](#)

PROPOSED DELIVERABLES: **ONGOING SUPPORT THROUGH THE GATEKEEPER SERVICE**

At Golden Shovel, we are industry experts with an unwavering commitment to staying on top of economic development trends and market conditions. Our team is dedicated to helping communities like yours thrive by implementing the best practices and strategies that drive real results. With a Gatekeeper by your side, you gain a trusted guide who works alongside you to ensure your community's goals are met. Our GateKeepers provide invaluable support from our marketing, content, and social media teams, ensuring your community's message is delivered powerfully and effectively. It's like having a full-service marketing team on staff—without the high overhead costs.



The GateKeeper service makes GSA unique. Once the Seabrook EDC website is launched, a GateKeeper Client Manager is assigned to work with the organization, meeting every month to discuss strategy, lead generation, site performance, and to make edits to the website which may include content and image updates, adding new pages, and training internal team members on how to use and update the website. As part of the Gatekeeper service, each client receives a dedicated copywriter who creates monthly articles and social media posts. Our team publishes the articles and social media posts once approved by the client to keep the website and social media platforms current. With website updates, articles, and social media being handled by the GSA team.

[Click here for more information on the GateKeeper service.](#)

PROPOSED DELIVERABLES: **THREE WAYS TO UPDATE YOUR WEBSITE**

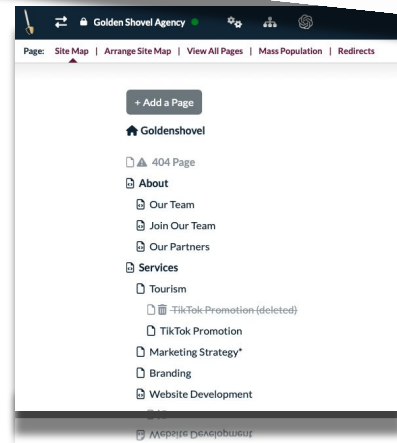
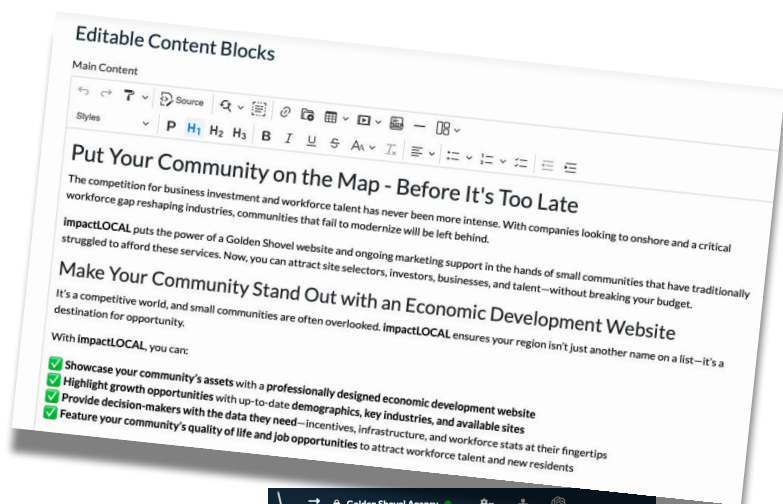
You control your website. Our team is here to provide support and make unlimited updates so you don't have to!

Golden Shovel Agency developed the Economic Gateway, a custom CMS platform designed to meet the needs of economic developers. As a Golden Shovel client you have full access to the back end of your website where it's easy to add pages, edit content, and add images.

But - **You don't have to make any website edits. We are here to do it for you** through our unlimited support program. That means no time tracking or separate bills (website edits are included in your Gatekeeper support).

Three Ways to Update Your Website:

- Gatekeeper Client Manager
 - Request changes during regularly scheduled meetings or by sending an email
 - Changes are typically made within 48 hours
- Support Portal
 - Submit a request through our Support Portal
 - Changes are typically made within 48 hours
- Do It Yourself
 - Your team has full access to the back end of your website and can make changes at any time



PROPOSED DELIVERABLES: TARGETED DIGITAL MARKETING CAMPAIGN

A targeted digital marketing campaign will be used to drive target audiences to specific landing pages and the Seabrook EDC website. The paid campaign will be used to create awareness and generate leads, making connections and business attraction possible.

Golden Shovel's digital ad team starts each marketing campaign by identifying target audiences, where they are located, and which platforms they are using. Further analysis of search terms guides our recommendations for ad text and placement opportunities across search and social platforms.

As industry experts, we know how to craft messages and create ad graphics that resonate with your target audience and will drive clicks through to your website. Our campaigns are designed to be highly targeted, ensuring your message reaches the right people at the right time.

We provide monthly ad reporting that shows your campaign results. You will have access to data on impressions, clicks, and conversions to see how your investment is performing. This can be especially helpful when showing results to your Board, team, or community stakeholders.



PROPOSED DELIVERABLE: TARGETED DIGITAL ADS - MEASURING RESULTS

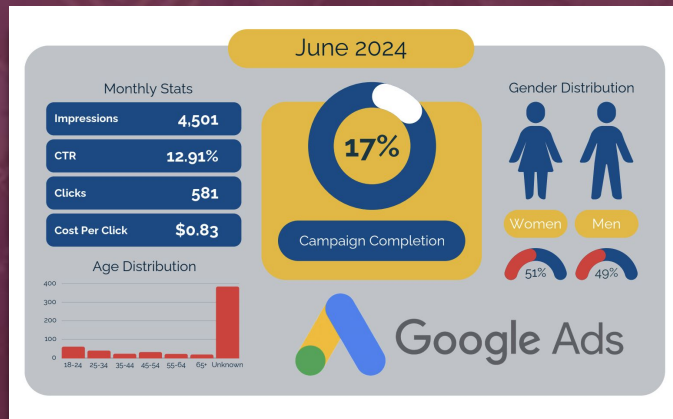
Golden Shovel's digital ad campaigns produce a measurable impact.

Data-Driven Campaigns for Measurable Impact

Our team works with you to identify the best platforms, messages, and keywords to ensure Seabrook's opportunities are seen by the right audience. Each campaign includes:

- Compelling ad creative and messaging tailored to resonate with each audience segment.
- Optimized ad placement across Google Search, social media, and display networks.
- Detailed tracking and reporting to measure impressions, clicks, conversions, and visits—providing full transparency and clear ROI.

With Golden Shovel's expertise in economic development marketing, our digital advertising campaigns don't just generate clicks—they inspire action and relocation.



PROPOSED DELIVERABLE: LEAD FORENSICS

Lead Forensics integrates with Golden Shovel client websites to provide real-time data on who is visiting the site. Lead Forensics also integrates with other platforms to data-handling pain-free. This actionable intelligence allows organizations to contact visitors to provide more information on the community's site and business opportunities. Lead Forensics puts the sales process in the hands of the business development officers and executive directors tasked with growing and improving their communities.

Lead Forensics reports can be configured to the needs of the organization. You can specify relevant job titles or seniority levels to filter for relevant decision-makers. Contact information includes:

- Business name
- Contact details of key decision makers
- Telephone, email and LinkedIn details
- Financial data

LEAD FORENSICS

Golden Shovel clients are using this data and insight to win business in many different ways. Some of the most common ways are:

- Identifying new leads
- Engaging with community stakeholders and investors
- Closing existing pipeline prospects
- Bringing lapsed pipeline prospects back
- Fuelling individualized marketing campaigns

PROPOSED DELIVERABLES: PHOTOGRAPHY ASSETS

Original, compelling, and diverse pictures are essential building blocks of a business attraction and lead generation campaign. Golden Shovel will hire a local photographer to capture specific images that will be used throughout the campaign.

Photography Direction

Photography Direction During the strategic planning process, Golden Shovel will create personas for each target audience Seabrook EDC is looking to attract. By developing personas, our team will identify the priorities of each audience and determine the images necessary to prove that Seabrook can meet their needs, desires, and that they would be comfortable and happy working and living there. This insight will be used to develop a shot list a Seabrook photographer will use to capture a full library of images for use throughout the campaign.

Sample of Photographs We Typically Include:

- Diverse individuals in work settings (multiple industries, all race, age and gender demographics)
- Students in class and on campus
- Young professionals engaged in cultural and entertainment activities
- Families at home, in their neighborhoods, parks and engaged in activities
- Children playing rec sports
- Vibrant and charming downtowns
- Outdoor recreation with and without people enjoying them
- Downtown businesses
- Available commercial and industrial space
- Utilities that should be featured
- Co-working or entrepreneurial spaces

PROPOSED DELIVERABLES: DYNAMIC VIDEOS CONTENT

Create awareness for your community and its assets using dynamic video content that gets noticed. Golden Shovel's team of video producers and editors understand the industry and what your target business audience cares about.

Capture Attention & Stand Out

Video content is more engaging than static images—video ads are watched more frequently and shared 1200% more than text and images combined.

Connect with Site Selectors, Businesses & Talent

Decision-makers rely on visual storytelling to assess opportunities. A well-crafted video showcases Seabrook's ready coastal sites, its "Minutes Away" proximity to major metros, and its exceptional "All Natural" quality of life in a compelling, digestible format.

Tell Your Story Powerfully

A strong narrative evokes emotion, builds trust, and inspires action—whether you're attracting investors, workforce talent, or entrepreneurs.

Boost Visibility & Engagement

Video increases website traffic, social media engagement, and search rankings. Communities that leverage video get more exposure and higher retention with their messaging.

Let Seabrook's strengths shine with dynamic visuals, professional testimonials, and real-world success stories. Let's bring your story to life through video!

Let's bring your story to life through video!

Data included in Resimplifi® CRE Property Data

REsimplifi researches and manages property listing data exclusively for economic development. It is our focus and primary business which enables us to serve our clients free of conflict and complication.



CRE Listing Data shall be collected and managed for accuracy over the term of the subscription for those properties listing as defined target market. User-owned properties or other off-market properties (those available for sale by owner) made available to REsimplifi® by the client shall be included in this service and also displayed on-line. License shall be made available for data to be published on-line to your site selection application via API.

Specifics of the data provided shall include:

- Physical Locations with transaction status (For Sale, For Lease, For Sale & Lease)
- Physical Address of properties available for sale, for lease.
- Unique log-in and license to resimplifi.com for parcel data including ownership information and parcel details for each EDO member (client).
- Active Commercial Real Estate Company and Brokerage Profiles
- Monthly update summary and overview of commercial real estate property listings broken down by New Listings and Removed (Expired/ Transacted) Listings
- Online Activity Dashboard for EDO clients

Introducing, ZoomProspector

Attract businesses to your location

ZoomProspector is a map based platform providing users with a seamless experience into your locations opportunities.

Put the power of true location analysis directly on your website so site selectors and businesses can research, analyse, and drill down into your data with an unparalleled range of analytical tools. ZoomProspector offers the newest version of online site selection web tools in the industry.

800+

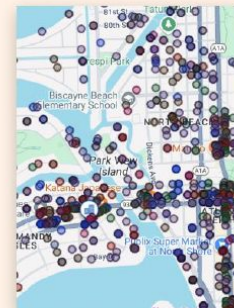
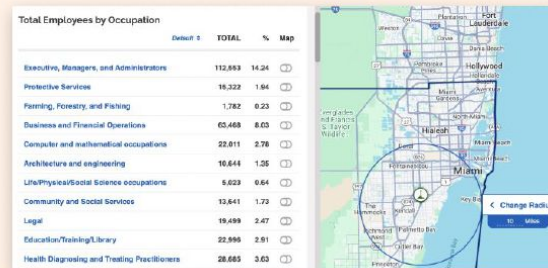
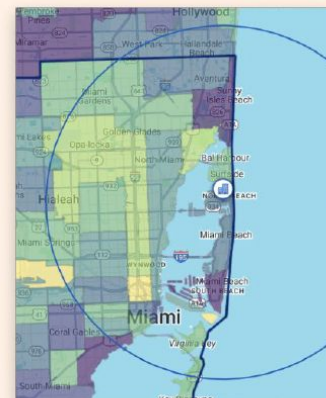
Clients Served

Across the world over the last 25 years

1k+

Data points

Analysed through our proprietary databases



Core product features

Transform economic development with location intelligence

Property search

- User-defined property searches based on location, size, and type.
- Interactive maps for viewing and comparing properties, including tools like free-hand drawing.
- Ability to save, export, and share search results and reports.

Market analysis

- Provides data on demographics, labor force, consumer spending, and wages for site-specific locations.
- Heat maps to visualize population size, competition, and market demand.
- Drive time and radius reports to assess nearby populations and labor pools, search up to 60 miles/km.

Research documentation

- Easily save, export, and share research reports.
- Generate proposals with customizable infographics, charts, and data reports.

Business and competition insights

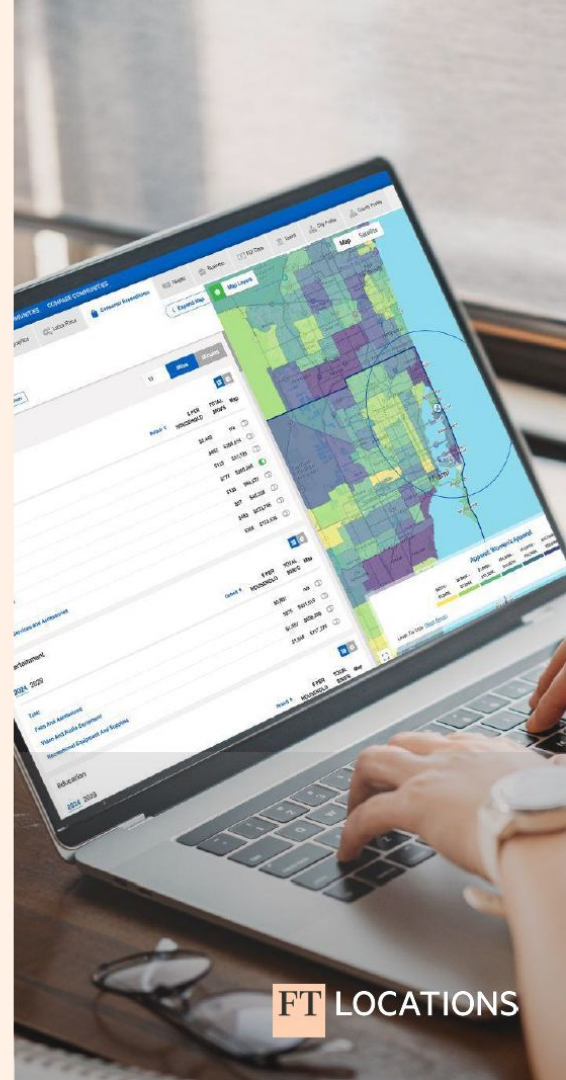
- Analyze nearby businesses for competition, customers, or suppliers.
- View business clusters and industry reports visually on the map.
- Filter businesses by type and industry.

Geographic and infrastructure data

- Interactive maps show geographic advantages like proximity to roads, airports, energy sources, and more.
- Integrates virtual tours and Google Street View for 360° visualizations of properties.

Visualization tools

- 3D rendering tools to visualize property layouts and potential developments.
- Customizable property display widgets to enhance web pages with up-to-date property listings.
- Complies with WCAG 2.0 for accessibility (color blindness compliant).

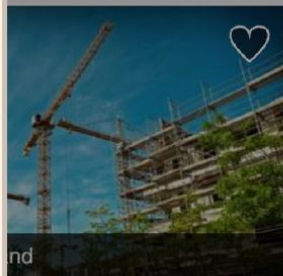


Property search

Market your ideal business locations with powerful interactive features

Help investors quickly identify and assess the best available properties for smarter business relocation decisions.

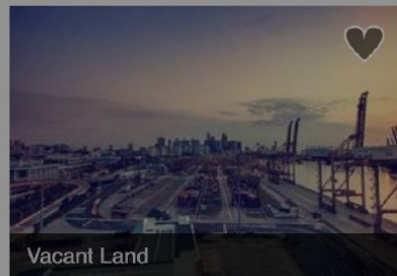
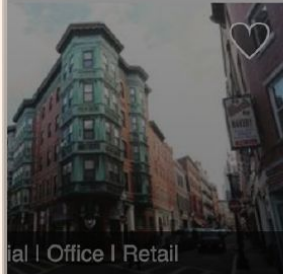
- Explore properties with multiple map layers that provide insights into zoning, infrastructure, and surrounding features.
- Compare properties with a detailed view including size, utilities and type.
- Search for sites and buildings based on specific criteria such as location, property size, and type, allowing for highly targeted results.
- Draw a custom radius directly on the map to define the area of interest, instantly filtering properties within that zone.
- Visualise drive times to nearby commodities, services, and key infrastructure, helping investors assess proximity to essential business resources.



Good Orchard Site

Address: 9655 South Dixie Hig...
City: Miami
County: Miami-Dade County
Size: 33156
Min Size: 2 Acres
Max Size: 3 Acres

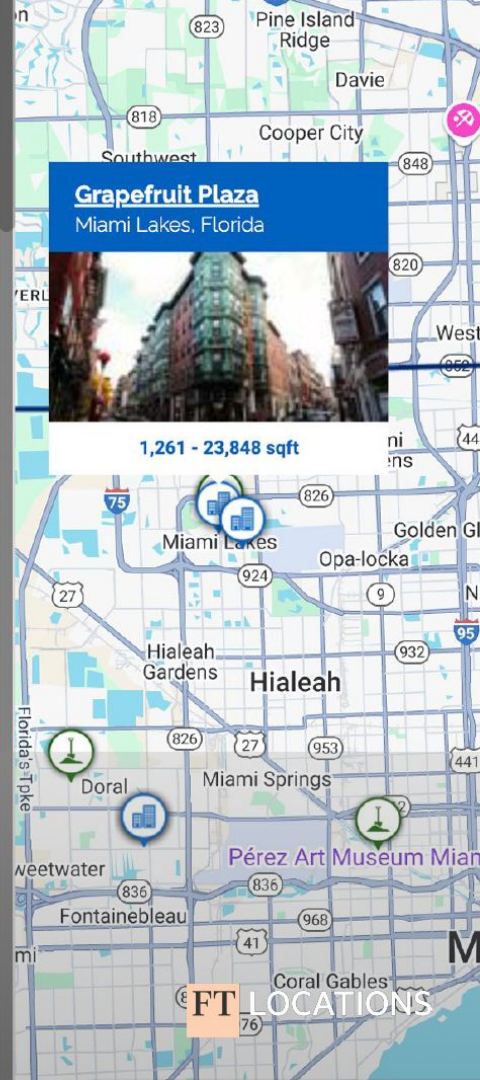
[View Details](#)



Gator River Industrial ...

Address: 3032 NW North River ...
City: Miami
County: Miami-Dade County
Zip Code: 33142
Min Size: 2.50 Acres
Max Size: 2.50 Acres

[View Details](#)

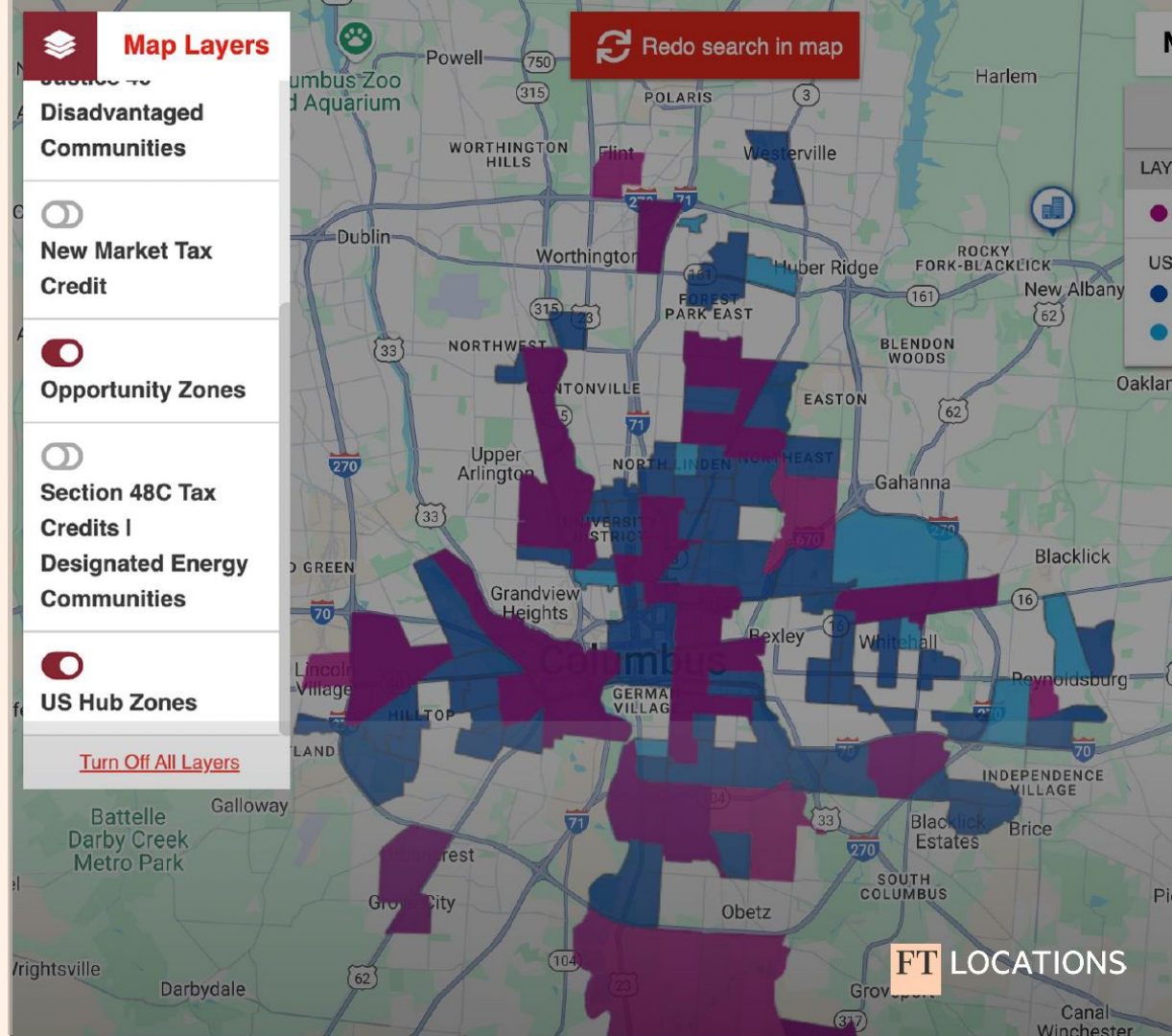


Custom GIS data layers

Use GIS to help in your community storytelling message

Include relevant economic development GIS data

- Use ESRI Shape files or KML.
- Visualize incentive zones, targeted development areas or infrastructure
- Determine if available properties are located inside or outside of a specific geographic area
- Highlight certified sites or business parks



TESTIMONIALS

Golden Shovel Agency has a 95% client retention rate. Our clients appreciate the strong support they receive from our team.

"In today's competitive world, it is imperative to stand out, yet have our site answer the questions a business or site selectors would have. Golden Shovel has been an invaluable partner in our efforts and helped us to attract new businesses to York County."

Lisa Hurley, York County Development Corporation (Client since February 2014)

"Golden Shovel Agency customized their solution to meet our individual needs. The professionalism, attention to detail, and customer service that Golden Shovel provides is outstanding."

Tom Lambrecht, Great River Energy (Client since March 2013)



Garin Giacomarro, Director of Economic Development
Grapevine, TX Economic Development

PROJECT EXAMPLES: **WEBSITE DESIGN & DEVELOPMENT**



Broken Arrow
Economic
Development



Greater Columbus
Georgia Chamber
of Commerce
Economic
Development



Gateway to the
Gorge Visitor
Center



AdvanceCT

OUR TEAM: GOLDEN SHOVEL AGENCY MARKETING TEAM

Golden Shovel Agency brings significant expertise to bear for our clients through team members who have an average of 15+ years industry experience. Our team's diverse backgrounds include: Elected officials, chamber, tourism and economic development leadership, Fortune 500 leaders, and startup experience. Below are some of the team members who will be assigned to your project.



Darren Varley
Vice President of Creative
Development

Darren has been with Golden Shovel for over 15 years. He directs all creative projects, manages a portfolio of clients, and provides strategic guidance.



Chuck Friedbauer
Director of Content
Management

A former journalist, Chuck leads GSA's expert copywriting team - individuals with specific economic development & tourism expertise.



Sommer Berg
Website Population & Launch
Manager

Sommer oversees the seamless execution of website population and launch processes with a team of populators, editors, and developers.



J. Franzen
Lead Developer

J. has been with Golden Shovel Agency for 15 years, contributing to the creation and management of the Economic Gateway platform.

TIMELINE (CUSTOMIZED WEBSITE AND WEBSITE COPYWRITING)

Week 1: Client Kick Off Week 2: Homepage Copy to Client Week 3: Homepage Copy Feedback Due Design Materials Due Site Map Approval Due Week 4: Revised Homepage Copy to Client Homepage Copy Approval Due	Week 5: Copywriting in Progress Development in Progress (ongoing) Week 6: Design Presentation Content Check-in Meeting Week 7: Design Feedback Due Full Site Copy to Client Week 8: Revised Designs to Client Full Site Copy Feedback Due	Week 9: Design Approval Due Full Site Copy Approval Pre-population Content Due Week 10: Site Population Week 11: Site Population	Week 12: Soft Launch Launch Prep Documents Due Week 12: Site Review Live Launch (date TBD based on client direction) Week 13+: Admin Training
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INVESTMENT OVERVIEW:

Branding & Logo Redesign — **\$7,500** (one-time fee)

Economic Gateway Website — **\$25,000** (one-time fee)

GateKeeper Content Creation & Strategy — **\$12,000** (annual)

Lead Forensics — **\$4,500** (annual)

CRM & Business Directory — **\$11,000** (annual)

Zoom Prospector — **\$5,000** (annual)

ReSimplifi — **\$5,000** (annual)

Strategic Digital Ad Placement — **\$3,500** (annual)

- *Includes \$2,400/yr. ad buy budget*

Video & Photography Package — **\$18,500** (one-time fee)

- *Travel & Lodging included*
- *3-4 Minute Community Tour, 12 Social Media Videos & 500 Images*

Year 1 Deal: \$92,000 with \$41,000 in renewal years

REFERENCES



Horton Hobbs

**EXPAND Greater
Springfield
Vice President of Economic
Development**

937.521.1935

hhobbs@greaterspringfield.com

Customer Since June 2016

Services Provided: Website
Development, Website
Copywriting, Content
Management Service, Advanced
Website Lead
Generation/Tracking, GIS
Planning Integration



Steve Jahn

**Momentum West
Executive Director**

715.874.4673

steve@momentumwest.org

Customer Since February 2015

Services Provided: Strategic
Planning, Print & Digital Ad
Campaigns, Video, Branding,
Collateral Development, Website
Development, Website
Copywriting, Content
Management Service, & Digital
Strategies



Lea Hoover

**Oregon Trail Electric
Cooperation
Manager of Administration and
Strategic Services**

541.524.2831

lhoover@otecc.com

Customer Since June 2019

Services Provided: Website
Development, Website
Copywriting, Content
Management Service, Advanced
Website Lead
Generation/Tracking, Website
Hosting & Maintenance, Virtual
Reality FAM Tour Video



**York County
Development
Corporation**
Why York County

Lisa Hurley, CEcD

**York County
Development
Corporation
Executive Director**

402.362.3333

lhurley@yorkdevco.com

Customer Since June 2014

Services Provided: Website
Development, Website
Copywriting, Content
Management Service, Advanced
Website Lead
Generation/Tracking, Virtual
Reality FAM Tour

**We invite you to take action
and start competing today.
Every day you are not
promoting your community is a
day of opportunity missed.**



To Learn More, Contact:

Alex de Demko
Territory Sales Manager
408.444.5398
adedemko@goldenshovelagency.com



43 East Broadway • Little Falls, MN 56345
(888) 266-4778 • info@goldenshovelagency.com
www.goldenshovelagency.com

Exhibit C



July 23, 2026

FINANCIAL OVERVIEW
DIRECTOR OF FINANCE

MULTI-YEAR FINANCIAL OVERVIEW - FY 2026

EDC	FOR FISCAL YEAR ENDING SEPTEMBER 30				PROPOSED	PROJECTED			
	2024	2025	BUDGET 2026	ESTIMATED 2026	BUDGET 2027	2028	2029	2030	2031
71000 SALES TAX	\$ 1,090,226	\$ 1,180,976	\$ 1,161,747	\$ 1,208,217	\$ 1,256,546	\$ 1,244,463	\$ 1,376,797	\$ 1,418,101	\$ 1,517,019
96100 INTEREST EARNINGS	218,352	218,446	210,732	185,138	186,296	182,506	185,481	213,145	256,776
86520 OTHER REVENUE	2,195	240	1,200	1,200	1,200				2,000
TOTAL REVENUES	\$ 1,310,774	\$ 1,399,662	\$ 1,373,679	\$ 1,394,555	\$ 1,444,041				5,796
PERSONNEL SERVICES	0	0	0	0	0				0
MATERIALS & SUPPLIES	1,518	688	500	609	500				686
SERVICES	211,327	273,999	1,496,579	1,014,531	679,597				0,193
CAPITAL OUTLAY	0	0	0	0	615,731				2,594
TRANSFERS OUT	305,459	370,690	436,911	485,457	462,977				3,110
TOTAL EXPENSES	\$ 518,304	\$ 645,377	\$ 1,933,990	\$ 1,500,597	\$ 1,758,805				7,583
BEGINNING BAL-UNRESTR	3,882,017	4,674,487	4,674,487	5,428,771	5,322,729	5,322,729	5,119,446	5,909,868	6,759,903
CHANGE IN FUND BALANCE	792,470	754,284	(560,311)	(106,042)	(314,764)	(200,000)	790,422	850,035	(1,201,787)
ENDING BAL-UNRESTR	\$ 4,674,487	\$ 5,428,771	\$ 4,114,176	\$ 5,322,729	\$ 5,007,966	\$ 5,119,446	\$ 5,909,868	\$ 6,759,903	\$ 5,558,115
Emergency Reserve	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
FUND BALANCES-RESTR.	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
TOTAL EDC FUND BALANCE	4,854,487	5,608,771	4,294,176	5,502,729	5,187,966	5,299,446	6,089,868	6,939,903	5,738,115

- Strong Sales FY 26
- Interest on Healthy Fund Balance
- Multiple Incentives paid this year - Services
- Projected to end FY26 well

MULTI-YEAR FINANCIAL OVERVIEW - FY 2027

EDC	FOR FISCAL YEAR ENDING SEPTEMBER 30				PROPOSED					
	2024	2025	BUDGET 2026	ESTIMATED 2026	BUDGET 2027					
71000 SALES TAX	\$ 1,090,226	\$ 1,180,976	\$ 1,161,747	\$ 1,208,217	\$ 1,256,546					
96100 INTEREST EARNINGS	218,352	218,446	210,732	185,138	186,296					
86520 OTHER REVENUE	2,195	240	1,200	1,200	1,200					
TOTAL REVENUES	\$ 1,310,774	\$ 1,399,662	\$ 1,373,679	\$ 1,394,555	\$ 1,444,041					
PERSONNEL SERVICES	0	0	0	0	0					
MATERIALS & SUPPLIES	1,518	688	500	609	500					
SERVICES	211,327	273,999	1,496,579	1,014,531	679,597					
CAPITAL OUTLAY	0	0	0	0	615,731					
TRANSFERS OUT	305,459	370,690	436,911	485,457	462,977					
TOTAL EXPENSES	\$ 518,304	\$ 645,377	\$ 1,933,990	\$ 1,500,597	\$ 1,758,805	\$ 1,642,707				
BEGINNING BAL-UNRESTR	3,882,017	4,674,487	4,674,487	5,428,771	5,322,729	5,322,729	5,119,446	5,909,868	6,759,903	
CHANGE IN FUND BALANCE	792,470	754,284	(560,311)	(106,002)	(314,764)	(203,287)	790,422	850,035	(1,201,787)	
ENDING BAL-UNRESTR	\$ 4,674,487	\$ 5,428,771	\$ 4,114,176	\$ 5,322,729	\$ 5,007,966	\$ 5,119,446	\$ 5,909,868	\$ 6,759,903	\$ 5,558,115	
Emergency Reserve	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	
FUND BALANCES-RESTR.	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	
TOTAL EDC FUND BALANCE	4,854,487	5,608,771	4,294,176	5,502,729	5,187,966	5,299,446	6,089,868	6,939,903	5,738,115	

- FY27 Revenue Projected 4%
- Interest on Healthy Fund Balance
- SERVICES includes New Incentives + Committed Incentives Prior Year
 - Barge Sales Tax Rebate \$5,000
 - Springhill \$40,000
 - Retail Center \$50,000
- CAPITAL - Asset / Infrastructure
 - Signs, Parking Lot, Engineering

MULTI-YEAR FINANCIAL OVERVIEW - FY 2028

EDC	FOR FISCAL YEAR ENDING SEPTEMBER 30				PROPOSED	2028			
	2024	2025	BUDGET 2026	ESTIMATED 2026	BUDGET 2027				
71000 SALES TAX	\$ 1,090,226	\$ 1,180,976	\$ 1,161,747	\$ 1,208,217	\$ 1,256,546	\$ 1,244,463			
96100 INTEREST EARNINGS	218,352	218,446	210,732	185,138	186,296	192,596			
86520 OTHER REVENUE	2,195	240	1,200	1,200	1,200	1,700			
TOTAL REVENUES	\$ 1,310,774	\$ 1,399,662	\$ 1,373,679	\$ 1,394,555	\$ 1,444,041	\$ 1,438,759			
PERSONNEL SERVICES	0	0	0	0	0	0			
MATERIALS & SUPPLIES	1,518	688	500	609	500	628			
SERVICES	211,327	273,999	1,496,579	1,014,531	679,597	1,201,548			
CAPITAL OUTLAY	0	0	0	0	615,731				
TRANSFERS OUT	305,459	370,690	436,911	485,457	462,977	439,867	441,451	443,666	444,110
TOTAL EXPENSES	\$ 518,304	\$ 645,377	\$ 1,933,990	\$ 1,500,597	\$ 1,758,805	\$ 1,642,042	773,658	\$ 783,112	\$ 2,977,583
BEGINNING BAL-UNRESTR	3,882,017	4,674,487	4,674,487	5,428,771	5,322,729	5,322,729	5,119,446	5,909,868	6,759,903
CHANGE IN FUND BALANCE	792,470	754,284	(560,311)	(106,042)	(314,764)	(203,283)	790,422	850,035	(1,201,787)
ENDING BAL-UNRESTR	\$ 4,674,487	\$ 5,428,771	\$ 4,114,176	\$ 5,322,729	\$ 5,007,965	\$ 5,119,446	5,909,868	\$ 6,759,903	\$ 5,558,115
Emergency Reserve	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
FUND BALANCES-RESTR.	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
TOTAL EDC FUND BALANCE	4,854,487	5,608,771	4,294,176	5,502,729	5,187,965	5,299,446	6,089,868	6,939,903	5,738,115

- FY28 - Project Revenues +3%
- Still healthy fund balance
- FY28 - Project Expenses
 - Estimated General Services
 - New Incentives
 - \$600,000 Pomodoro's #1
 - \$397,947 The Edge
 - Transfers

MULTI-YEAR FINANCIAL OVERVIEW

EDC	FOR FISCAL YEAR 2024 SEPTEMBER 30				PROPOSED BUDGET		PROJECTED		
	2024	2025	2026	2027	2027	2028	2029	2030	2031
71000 SALES TAX	\$ 1,090,226	\$ 1,100,000	\$ 1,110,000	\$ 1,120,000	\$ 1,130,000	\$ 1,244,463	\$ 1,376,797	\$ 1,418,101	\$ 1,517,019
96100 INTEREST EARNINGS	218,352	218,352	218,352	218,352	218,352	192,596	185,481	213,145	256,776
86520 OTHER REVENUE	2,195	2,195	2,195	2,195	2,195	1,700	1,800	1,900	2,000
TOTAL REVENUES	\$ 1,310,774	\$ 1,320,547	\$ 1,330,547	\$ 1,340,547	\$ 1,340,547	\$ 1,438,759	\$ 1,564,078	\$ 1,633,147	\$ 1,775,796
PERSONNEL SERVICES	0	0	0	0	0	0	0	0	0
MATERIALS & SUPPLIES	1,518	1,518	1,518	1,518	500	628	646	666	686
SERVICES	211,327	211,327	211,327	211,327	679,597	1,201,548	331,551	338,780	2,220,193
CAPITAL OUTLAY	0	0	0	0	615,731	0	0	0	312,594
TRANSFERS OUT	305,459	370,600	436,911	485,457	462,977	439,867	441,459	443,666	444,110
TOTAL EXPENSES	\$ 518,304	\$ 645,377	\$ 1,933,990	\$ 1,500,597	\$ 1,758,805	\$ 1,642,042	\$ 773,656	\$ 783,112	\$ 2,977,583
BEGINNING BAL-UNRESTR	3,882,017	4,674,487	4,674,487	5,428,771	5,322,729	5,322,729	5,119,446	5,909,868	6,759,903
CHANGE IN FUND BALANCE	792,470	754,284	(560,311)	(106,042)	(314,764)	(203,283)	790,422	850,035	(1,201,787)
ENDING BAL-UNRESTR	\$ 4,674,487	\$ 5,428,771	\$ 4,114,176	\$ 5,322,729	\$ 5,007,966	\$ 5,119,446	\$ 5,909,868	\$ 6,759,903	\$ 5,558,115
Emergency Reserve	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
FUND BALANCES-RESTR.	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
TOTAL EDC FUND BALANCE	4,854,487	5,608,771	4,294,176	5,502,729	5,187,966	5,299,446	6,089,868	6,939,903	5,738,115

- FY29 - Project Revenues +3%
- Still healthy fund balance
- FY28 - Project Expenses
 - Estimated General Services
 - New Incentives
 - \$125,000 Pomodoro's #2
 - Transfers
- No Capital Planned

MULTI-YEAR FINANCIAL OVERVIEW

EDC	FOR FISCAL YEAR 2024 - SEPTEMBER 30				PROPOSED BUDGET		PROJECTED		
	2024	2025	2026	2027	2027	2028	2029	2030	2031
71000 SALES TAX	\$ 1,090,226	\$ 1,123,883	\$ 1,157,540	\$ 1,191,197	\$ 1,224,854	\$ 1,244,463	\$ 1,376,797	\$ 1,418,101	\$ 1,517,019
96100 INTEREST EARNINGS	218,352	228,362	238,372	248,382	258,392	192,596	185,481	213,145	256,776
86520 OTHER REVENUE	2,195	2,195	2,195	2,195	2,195	1,700	1,800	1,900	2,000
TOTAL REVENUES	\$ 1,310,774	\$ 1,354,440	\$ 1,398,107	\$ 1,441,774	\$ 1,484,441	\$ 1,438,759	\$ 1,564,078	\$ 1,633,147	\$ 1,775,796
PERSONNEL SERVICES	0	0	0	0	0	0	0	0	0
MATERIALS & SUPPLIES	1,518	1,518	1,518	1,518	500	628	646	666	686
SERVICES	211,327	211,327	211,327	211,327	679,597	1,201,548	331,551	338,780	2,220,193
CAPITAL OUTLAY	0	0	0	0	615,731	0	0	0	312,594
TRANSFERS OUT	305,459	370,611	436,911	485,457	462,977	439,867	441,459	443,666	444,110
TOTAL EXPENSES	\$ 518,304	\$ 645,377	\$ 1,933,990	\$ 1,500,597	\$ 1,758,805	\$ 1,642,042	\$ 773,656	\$ 783,112	\$ 2,977,583
BEGINNING BAL-UNRESTR	3,882,017	4,674,487	4,674,487	5,428,771	5,322,729	5,322,729	5,119,446	5,909,868	6,759,903
CHANGE IN FUND BALANCE	792,470	754,284	(560,311)	(106,042)	(314,764)	(203,283)	790,422	850,035	(1,201,787)
ENDING BAL-UNRESTR	\$ 4,674,487	\$ 5,428,771	\$ 4,114,176	\$ 5,322,729	\$ 5,007,966	\$ 5,119,446	\$ 5,909,868	\$ 6,759,903	\$ 5,558,115
Emergency Reserve	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
FUND BALANCES-RESTR.	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
TOTAL EDC FUND BALANCE	4,854,487	5,608,771	4,294,176	5,502,729	5,187,966	5,299,446	6,089,868	6,939,903	5,738,115

- FY30 - Project Revenues +3%
- Very healthy fund balance
- FY30 - Project Expenses
 - Estimated General Services
 - New Incentives
 - \$125,000 Pomodoro's #3
 - Transfers
- No Capital Planned

MULTI-YEAR FINANCIAL OVERVIEW

EDC	FOR FISCAL YEAR 2024		PROPOSED		PROJECTED				
	2024		2028	2029	2030	2031			
71000 SALES TAX	\$ 1,090,226	\$	4,463	\$ 1,376,797	\$ 1,418,101	\$ 1,517,019			
96100 INTEREST EARNINGS	218,352		2,596	185,481	213,145	256,776			
86520 OTHER REVENUE	2,195		1,700	1,800	1,900	2,000			
TOTAL REVENUES	\$ 1,310,774	\$	8,759	\$ 1,564,078	\$ 1,633,147	\$ 1,775,796			
PERSONNEL SERVICES	0		0	0	0	0			
MATERIALS & SUPPLIES	1,518		628	646	666	686			
SERVICES	211,327		1,548	331,551	338,780	2,220,193			
CAPITAL OUTLAY	0				0	312,594			
TRANSFERS OUT	305,459		39,867	441,459	443,666	444,110			
TOTAL EXPENSES	\$ 518,304	\$ 645,751	1,642,042	\$ 773,656	\$ 783,112	\$ 2,977,583			
BEGINNING BAL-UNRESTR	3,882,017	4,674,487	4,674,487	5,428,771	5,322,729	5,322,729	5,119,446	5,909,868	6,759,903
CHANGE IN FUND BALANCE	792,470	754,284	(560,311)	(106,042)	(314,764)	(203,283)	790,422	850,035	(1,201,787)
ENDING BAL-UNRESTR	\$ 4,674,487	\$ 5,428,771	\$ 4,114,176	\$ 5,322,729	\$ 5,007,966	\$ 5,119,446	\$ 5,909,868	\$ 6,759,903	\$ 5,558,115
Emergency Reserve	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
FUND BALANCES-RESTR.	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000	180,000
TOTAL EDC FUND BALANCE	4,854,487	5,608,771	4,294,176	5,502,729	5,187,966	5,299,446	6,089,868	6,939,903	5,738,115

- FY31 - Project Revenues +3%
- Very healthy fund balance
- FY31 - Project Expenses
 - Estimated General Services
 - New Incentives
 - ??Seabrook Plaza One (Old Margaritaville Site)
 - Transfers
- Pick Up A Capital Project in OS

- FY31 - Project Revenues +3%
- Very healthy fund balance
- FY31 - Project Expenses
 - Estimated General Services
 - New Incentives
 - ??Seabrook Plaza One (Old Margaritaville Site)
 - Transfers
- Pick Up A Capital Project in OS



EDC BUDGET FOR FY 2026-27

Presented:

ACCOUNT	EXPENSE ACCOUNT TITLE		
	• Expense Detail		
4010	OFFICE SUPPLIES		500
	Binders, Business Cards	500	
5010	ADVERTISING <i>(no greater than 10% of total revenues)</i>		110,000
	• Print, video & online advertising, Annual Promotional Campaign	110,000	
	• BAHEP Partnership Ads		
	• Promotional items, Painted Pelican Program, Anniversary & Ribbon Cutting Programs		
	• Seabrook event sponsorship Opportunity		
	• Seabrook event sponsorship Opportunity		
5020	DUES & SUBSCRIPTIONS		2,315
	• Texas Economic Development Council (TEDC)	600	
	• International Council of Shopping Centers (ICSC) (2)	250	
	• Dropbox	215	
	• Annual Bank of America credit card fee	50	
	• Business of the Year Membership to Chamber of Commerce	400	
	• Business Retention and Expansion International	100	
	• Houston Business Journal	200	
	• International Economic Development Council	400	
	• Greater Houston Partnership -1500	0	
	• Business Retention and Expansion International	100	

5030	SERVICES		1,000
	• Mini Mural Agreement for Pelicans on Buildings	1,000	
5042	IT SOFTWARE		43,894
	• Website hosting, AI bot and maintenance, Email Blast software	41,000	
	• Email Blast Software	294	
	• Archive Social Web Services (for open records reporting)	2,500	
	• EDC Domains	100	
	• Broker, Real Estate and Mapping Software		
	• Social News Desk		
5182	TRAIL MAINTENANCE		30,000
5220	LEGAL		15,000
5227	CONSULTING		60,000
	• Bay Area Houston Economic Partnership (2023-2026)	20,000	
	• General Consulting (Board Related)	15,000	
	• Economic Alliance Houston Port Region (2024-2027)	15,000	
	• Clear Lake Chamber of Commerce (2024-2025)	10,000	
5300	TRAINING & CONFERENCE		19,200
	• BAHEP table for annual banquet (8 seats)	1,600	
	• Economic Alliance table for annual banquet (8 seats)	1,100	
	• Economic Alliance trip to Washington, DC (1 person)	2,500	
	• Keels & Wheels Preview Event (Spring 2023)	2,600	
	• Meetings, Events and Luncheons, Board Sales Tax Training	2,900	
	• Seabrook Economic Development Broker Events	3,500	
	• Staff Training	1,200	
	• TEDC Quarterly Conferences	600	
	• Business Retention and Expansion Conference & Training	3,200	

5310	UNIFORMS		500
	• Board Members Shirts Annually	500	
5400	TELEPHONE	2,688	2,688
5617	ECONOMIC DEVELOPMENT PROJECTS		0
5620	ECONOMIC DEVELOPMENT INCENTIVE PROGRAMS		395,000
	Active Project 2025 - Barge295	5,000	
	Incentives: New Development Incentive Bucket (per new policy)	200,000	
	Incentives: Façade and Business Expansion Bucket (per new policy)	100,000	
	Committed Incentive Agreement Payout: Springhill Façade	40,000	
	Committed Incentive Agreement Payout: Seabrook Retail 2622 NASA Pkwy	50,000	
6035	FACILITIES & PARKS		615,731
	• Old Seabrook District Parking - Construction	260,000	
	• New District Parking (near Tookie's Seafood)	31,200	
	• Hardesty Road (Livable Center Study) Preliminary Engineering	28,531	
	• Gateway, Wayfinding, Pedestrian and Park Municipal Signage	296,000	
TOTAL EXPENDITURES			1,295,828
INTERFUND TRANSFERS			
6250	ADMINISTRATIVE SERVICES AGREEMENT		268,381
6255	TRANSFER TO ENTERPRISE FUND PROJECT (CIP Projects/Debt Payment to EF)		194,596
GRAND TOTAL WITH TRANSFERS FOR PERSONNEL & DEBT			1,758,805 *

Expected Total Revenue with Interest • 2026-27	1,444,041
Unreserved Balance Required for Balanced Budget	314,764
	1,758,805 *