



AGENDA

The meeting will be held at City Hall Council Chambers, 300 W. Main St, Grand Prairie, Texas, and the Chairman or presiding member will be physically present. Members may be participating remotely via video conference.

CALL TO ORDER

STAFF PRESENTATIONS

- [1.](#) Parks Enterprise Financial Report Update – 2nd Quarter FY2022
- [2.](#) Quarterly Financial Update
- [3.](#) Procurement Card Process

CONSENT AGENDA

The full agenda has been posted on the city's website, www.gptx.org, for those who may want to view this agenda in more detail. Citizens may speak for five minutes on any item on the agenda by completing and submitting a speaker card.

- [4.](#) Minutes of the April 5, 2022, Finance and Government Meeting
- [5.](#) Ordinance adopting the Housing Administration (Fund 3001) and Housing Choice Voucher (Fund 3002) operating budgets for calendar year 2022 and Fiscal year 2021-2022. This budget includes the addition of 1 (one) Housing Enforcement Office Assistant Position and 2 (two) Housing Enforcement Officer Positions in response to the exceptional increase in inspections related to Chapter 28 of the City's Multi-Family Code. Additionally, allocating, approving, and authorizing the expenditure of \$102,660.70 for the purchase of (3) three new vehicles from Caldwell Country Chevrolet
- [6.](#) Contract Amendment No. 1 to Halff Associates, Inc. to the Professional Engineering Services contract for additional survey services, preparation of construction plans for the selected drainage option and construction phase services on the Miscellaneous Drainage Projects between Tanbark Court and Sequoia Drive in the amount of \$50,178
- [7.](#) Change Order No. 4 for the Great Southwest Nature Park with William H. Company LLC in the amount of \$85,142.68 for labor/equipment/fuel/insurance cost increases for the remaining work to be completed as well as material cost increases, including concrete, rebar, lumber, trucking, and fuel relating from work stoppage/delays/ access restrictions and resequencing or work due to Union Pacific Railroad change order logistical demands

8. Ordinance amending the FY2021/2022 Capital Improvement Projects Budget; Amendment No. 1 with Halff Associates, Inc. to provide professional services for the IH-30 Corridor Beautification in the amount of \$88,000

ITEMS FOR INDIVIDUAL CONSIDERATION

9. Ordinance amending the FY21-22 Capital Improvement Project Budget; Construction Contract with Thatch Engineering in the amount of \$193,054; Budget Allowance of \$15,000 for new building signage and \$20,000 for material cost escalation, with a Construction Contingency of \$11,400 (5%); total funding request in the amount of \$239,454 for exterior façade waterproofing and aesthetic enhancements to the Housing and Municipal Court buildings associated with the City Hall campus
10. BrandEra Change Order #2 increase by \$130,000 annually for three years for Parks event marketing and advertising
11. Ordinance amending the FY 2021/2022 Capital Improvement Projects Budget: Contract with SpawGlass in the amount of \$165,989.29 and approve a 5% contingency of \$8,299.46 for a total cost of \$174,288.75 for the Summit soffit repair through a cooperative agreement with Buyboard
12. Construction Manager at Risk (CMAR) contract with Dean Electric, Inc. dba Dean Construction for pre-construction management services for the Tyre Park Improvements Phase 1 in the amount of \$0 and approve a construction service fee of 3.5% to be applied at a later time to the actual approved construction costs for the work
13. Professional services contract with Parkhill/Shrickel Rollins, Inc. in the amount of \$246,500 and approve a 5% contingency of \$12,325 for a total cost of \$258,825 for Phase 1 construction documentation and construction administration services for Tyre Park
14. Price Agreement for EpicCentral marketing plan and advertising from Pyro Brand Development LLC. The initial agreement, in the amount of \$1,500,000, will contain the initial one-year term plus a five-month extension to allow fiscal year alignment; and includes the option to renew for three (3) additional one-year periods totaling \$6,000,000 if all extensions are exercised. Authorize the City Manager to execute the renewal options with aggregate price fluctuations of \$50,000 so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms

EXECUTIVE SESSION

The Finance and Government Committee may conduct a closed session pursuant to Chapter 551, Subchapter D of the Government Code, V.T.C.A., to discuss any of the following:

- (1) *Section 551.071 "Consultation with Attorney"*
- (2) *Section 551.072 "Deliberation Regarding Real Property"*
- (3) *Section 551.074 "Personnel Matters"*
- (4) *Section 551.087 "Deliberations Regarding Economic Development Negotiations."*

CITIZEN COMMENTS

Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by completing and submitting a speaker card.

ADJOURNMENT

The Grand Prairie City Hall is accessible to people with disabilities. If you need assistance in participating in this meeting due to a disability as defined under the ADA, please call 972-237-8035 or email GPCitySecretary@gptx.org at least three (3) business days prior to the scheduled meeting to request an accommodation.

Certification

In accordance with Chapter 551, Subchapter C of the Government Code, V.T.C.A, the Finance and Government Committee agenda was prepared and posted April 29, 2022.



Gloria Colvin, Deputy City Secretary



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/03/2022

REQUESTER: Duane Strawn, Director Parks, Arts and Recreation

PRESENTER: Leticia Evans, Business Operations Mgr, Parks, Arts and Recreation

TITLE: Parks Enterprise Financial Report Update – 2nd Quarter FY2022

RECOMMENDED ACTION: None

Financial Report

March 2022 (Unaudited)



GRAND PRAIRIE MEMORIAL GARDENS *And Mausoleum*

	FY22 ACTUAL		FY21 ACTUAL		\$ Chg	FY22	BUDGET
Revenues							
Section Sales	654,199	54.29%	420,483	45.35%	233,716	600,000	45.15%
Marker Sales	234,549	19.47%	240,145	25.90%	(5,596)	350,000	26.34%
Columbarium Sales	41,367	3.43%	34,331	3.70%	7,035	45,000	3.39%
Interment Fees	206,261	17.12%	157,089	16.94%	49,172	225,000	16.93%
Mausoleum Sales	44,236	3.67%	43,293	4.67%	943	70,000	5.27%
Burial Box/Vaults	19,212	1.59%	25,844	2.79%	(6,632)	33,000	2.48%
Scattering Sales	1,313	0.11%	795	0.09%	518	1,000	0.08%
Other	3,774	0.31%	5,225	0.56%	(1,451)	5,000	0.38%
Transfers	-	0.00%	-	0.00%	-	-	0.00%
Total	1,204,912	100.00%	927,206	100.00%	277,706	1,329,000	100.00%
Labor							
City Labor	146,245	12.14%	154,073	16.62%	(7,828)	346,654	26.08%
City Benefits	65,461	5.43%	66,433	7.16%	(972)	142,269	10.70%
Workforce/Temp Labor	-	0.00%	-	0.00%	-	-	0.00%
	211,706	17.57%	220,506	23.78%	(8,800)	488,923	36.79%
Marker Cost	148,920	12.36%	94,139	10.15%	54,781	257,500	19.38%
Marker Cost As % Marker Rev	63.49%		39.20%			73.57%	
Utilities	10,928	0.91%	9,743	1.05%	1,184	35,612	2.68%
Operating Expense	100,547	8.34%	86,200	9.30%	14,347	331,401	24.94%
Indirect Cost - Gen Fund	24,903	2.07%	23,363	2.52%	1,540	49,809	3.75%
Total Operating Expenditures	497,004	41.25%	433,952	46.80%	63,052	1,163,246	87.53%
Operating Income / (Loss)	707,908	58.75%	493,254	53.20%	214,654	165,754	12.47%
Replacement Transfer	-	0.00%	-	0.00%	-	-	0.00%
Capital	11,500	0.95%	45,926	4.95%	(34,426)	17,400	1.31%
	11,500	0.95%	45,926	4.95%	(34,426)	17,400	1.31%
Total Expenditures	508,504	42.20%	479,878	51.76%	28,626	1,180,646	88.84%
Net Income / (Loss)	696,408	57.80%	447,328	48.24%	249,080	148,354	11.16%

Excludes encumbrances

Financial Report
March 2022 (Unaudited)



	FY22 ACTUAL		FY21 ACTUAL		\$ Chg	FY22 BUDGET	
Revenues							
Festivals	-	0.00%	-	0.00%	-	10,000	0.27%
Gate Receipts	268,124	22.45%	268,728	27.15%	(604)	1,874,000	51.11%
Annual Permits	74,215	6.21%	73,435	7.42%	780	175,000	4.77%
Cabins	51,736	4.33%	41,838	4.23%	9,899	150,000	4.09%
Rentals	78,700	6.59%	36,105	3.65%	42,595	87,000	2.37%
Parksites/RV	526,814	44.11%	385,199	38.91%	141,615	730,000	19.91%
Marina Lease	116,955	9.79%	127,683	12.90%	(10,728)	325,000	8.86%
Camp Store	18,852	1.58%	15,501	1.57%	3,351	70,000	1.91%
Lodge	450	0.04%	-	0.00%	450	-	0.00%
Other	58,466	4.90%	41,416	4.18%	17,050	245,500	6.70%
	1,194,311	100.00%	989,905	100.00%	204,406	3,666,500	100.00%
Labor							
City Labor	491,555	41.16%	506,457	51.16%	(14,902)	1,265,230	34.51%
City Benefits	236,181	19.78%	244,451	24.69%	(8,269)	517,569	14.12%
Workforce/Temp Labor	13,784	1.15%	11,353	1.15%	2,431	70,000	1.91%
	741,521	62.09%	762,260	77.00%	(20,740)	1,852,799	50.53%
Camp Store	12,573	1.05%	13,790	1.39%	(1,217)	50,750	1.38%
Camp Store Cost As % Camp Store Rev	66.69%		88.96%			72.50%	
Supplies	50,971	4.27%	31,286	3.16%	19,685	174,072	4.75%
Utilities	94,957	7.95%	78,622	7.94%	16,335	263,000	7.17%
Indirect Cost - Gen Fund	87,502	7.33%	74,732	7.55%	12,770	175,000	4.77%
Reimbursements	38,091	3.19%	39,390	3.98%	(1,299)	76,179	2.08%
Debt	750	0.06%	750	0.08%	-	330,500	9.01%
Operating Expense	204,389	17.11%	211,653	21.38%	(7,264)	525,679	14.34%
Total Operating Expenditures	1,230,754	103.05%	1,212,484	122.48%	18,270	3,447,980	94.04%
Operating Income / (Loss)	(36,443)	-3.05%	(222,580)	-22.48%	186,137	218,520	5.96%

CONSOLIDATED GOLF FUND REPORT
March 2022 (Unaudited)

	FY22 ACTUAL		FY21 ACTUAL		\$ Chg	FY22 BUDGET	
Rounds							
Paid	31,945		31,440		505	65,000	
Pass	8,136		7,352		784	12,300	
Comp	3,554		2,809		745	4,300	
Total Course Rounds	43,635		41,601		2,034	81,600	
GolfNow Promo	3,335		3,491		(156)		
Total Rounds	46,970		45,092		1,878		
Avg Green Fee	26.37		22.81		3.56	23.18	
Avg Cart Fee	7.42		8.10		(0.68)	7.40	
Avg Range	1.16		1.00		0.16	1.10	
Total	34.95		31.91		3.04	31.68	
Revenues							
Green Fee	842,301	59.83%	717,112	55.72%	125,189	1,507,000	57.50%
Cart Fee	237,026	16.83%	254,752	19.80%	(17,726)	481,000	18.35%
Driving Range	37,058	2.63%	31,393	2.44%	5,665	71,200	2.72%
Memberships	182,959	12.99%	199,461	15.50%	(16,502)	330,000	12.59%
Pro Shop	58,311	4.14%	48,726	3.79%	9,585	124,000	4.73%
F&B	46,017	3.27%	32,359	2.51%	13,658	104,000	3.97%
Other	4,268	0.30%	3,106	0.24%	1,162	3,500	0.13%
	1,407,940	100.00%	1,286,909	100.00%	121,031	2,620,700	100.00%
Labor							
City Labor	501,809	35.64%	492,404	38.26%	9,405	1,197,255	45.68%
City Benefits	231,046	16.41%	219,539	17.06%	11,508	490,668	18.72%
Workforce/Temp Labor	-	0.00%	2,114	0.16%	(2,114)	-	0.00%
	732,855	52.05%	714,057	55.49%	18,798	1,687,923	64.41%
Pro Shop Cost Of Goods	43,854	3.11%	49,358	3.84%	(5,504)	90,125	3.44%
	75.21%		101.30%			72.68%	
Course Maintenance	206,982	14.70%	176,120	13.69%	30,863	488,257	18.63%
Management Contract	213,901	15.19%	206,285	16.03%	7,616	403,200	15.39%
Cart Lease	107,837	7.66%	107,837	8.38%	-	217,834	8.31%
Supplies	573	0.04%	990	0.08%	(417)	6,268	0.24%
Utilities	57,131	4.06%	67,406	5.24%	(10,275)	155,859	5.95%
Promotion	16,123	1.15%	16,725	1.30%	(603)	46,825	1.79%
Services	20,942	1.49%	20,233	1.57%	709	60,930	2.32%
Total Operating Expenditures	1,400,197	99.45%	1,359,010	105.60%	41,187	3,157,221	120.47%
Operating Income / (Loss)	7,743	0.55%	(72,101)	-5.60%	79,844	(536,521)	-20.47%

Financial Report
March 2022 (Unaudited)



	FY22		FY21			FY22	
	ACTUAL		ACTUAL		\$	BUDGET	
					Chg		
Rounds							
Paid	18,011		17,765		246	39,000	
Pass	4,282		4,147		135	4,300	
Comp	1,789		1,493		296	1,500	
Total Course Rounds	24,082		23,405		677	44,800	
GolfNow Promo	1,699		1,739		(40)		
Total Rounds	25,781		25,144		637		
Avg Green Fee	22.05		20.07		1.98	21.15	
Avg Cart Fee	8.02		7.73		0.30	6.56	
Avg Range	1.47		1.28		0.19	1.36	
Total	31.54		29.08		2.46	29.08	
Revenues							
Green Fee	397,098	51.50%	356,562	51.15%	40,536	825,000	55.16%
Cart Fee	144,523	18.74%	137,275	19.69%	7,248	256,000	17.12%
Driving Range	26,491	3.44%	22,728	3.26%	3,763	53,200	3.56%
Memberships	109,149	14.16%	108,114	15.51%	1,035	160,000	10.70%
Pro Shop	56,121	7.28%	47,042	6.75%	9,079	120,000	8.02%
F&B	33,348	4.33%	22,320	3.20%	11,028	78,000	5.21%
Other	4,268	0.55%	3,106	0.45%	1,162	3,500	0.23%
	770,997	100.00%	697,147	100.00%	73,850	1,495,700	100.00%
Labor							
City Labor	308,343	39.99%	273,592	39.24%	34,751	718,823	48.06%
City Benefits	124,289	16.12%	111,458	15.99%	12,831	259,523	17.35%
	432,632	56.11%	387,164	55.54%	45,468	978,346	65.41%
Pro Shop Cost Of Goods	43,854	5.69%	49,358	7.08%	(5,504)	90,125	6.03%
	78.14%		104.92%			75.10%	
Course Maintenance	100,008	12.97%	94,731	13.59%	5,276	256,737	17.17%
Cart Lease	45,686	5.93%	45,686	6.55%	-	92,558	6.19%
Supplies	573	0.07%	990	0.14%	(417)	6,268	0.42%
Utilities	39,044	5.06%	38,604	5.54%	440	78,700	5.26%
Promotion	3,085	0.40%	750	0.11%	2,335	21,825	1.46%
Services	8,404	1.09%	4,097	0.59%	4,307	28,940	1.93%
Total Operating Expenditures	673,286	87.33%	621,380	89.13%	51,906	1,553,499	103.86%
Operating Income / (Loss)	97,712	12.67%	75,767	10.87%	21,944	(57,799)	-3.86%

Tangle Ridge
March 2022 (Unaudited)



	FY22		FY21			FY22	
	ACTUAL		ACTUAL		\$	BUDGET	
					Chg		
Rounds							
Paid	13,934		13,675		259		26,000
Pass	3,854		3,205		649		8,000
Comp	<u>1,765</u>		<u>1,316</u>		449		<u>2,800</u>
Total Course Rounds	19,553		18,196		1,357		36,800
GolfNow Promo	1,636		1,752		(116)		
Total Rounds	21,189		19,948		1,241		
Avg Green Fee	31.95		26.37		5.59		26.23
Avg Cart Fee	6.64		8.59		(1.95)		8.65
Avg Range	<u>0.76</u>		<u>0.63</u>		0.12		<u>0.69</u>
Total	39.35		35.59		3.76		35.58
Revenues							
Green Fee	445,203	69.90%	360,550	61.13%	84,653		682,000 60.62%
Cart Fee	92,503	14.52%	117,477	19.92%	(24,973)		225,000 20.00%
Driving Range	10,567	1.66%	8,665	1.47%	1,902		18,000 1.60%
Memberships	73,810	11.59%	91,347	15.49%	(17,537)		170,000 15.11%
Pro Shop	2,190	0.34%	1,684	0.29%	506		4,000 0.36%
F&B	12,669	1.99%	10,039	1.70%	2,630		26,000 2.31%
Other	-	0.00%	-	0.00%	-		- 0.00%
	636,943	100.00%	589,762	100.00%	47,181		1,125,000 100.00%
Labor							
City Labor	193,466	30.37%	218,812	37.10%	(25,346)		478,432 42.53%
City Benefits	<u>106,757</u>	<u>16.76%</u>	<u>108,081</u>	<u>18.33%</u>	(1,324)		<u>231,146</u> <u>20.55%</u>
	300,223	47.14%	326,893	55.43%	(26,670)		709,578 63.07%
Course Maintenance	106,975	16.80%	81,388	13.80%	25,586		231,520 20.58%
Management Contract	213,901	33.58%	206,285	34.98%	7,616		403,200 35.84%
Cart Lease	62,151	9.76%	62,151	10.54%	-		125,276 11.14%
Supplies	-	0.00%	-	0.00%	-		- 0.00%
Utilities	18,087	2.84%	28,802	4.88%	(10,716)		77,159 6.86%
Promotion	13,038	2.05%	15,975	2.71%	(2,938)		25,000 2.22%
Services	12,538	1.97%	16,136	2.74%	(3,598)		31,990 2.84%
Total Operating Expenditures	726,911	114.13%	737,630	125.07%	(10,719)		1,603,723 142.55%
Operating Income / (Loss)	(89,968)	-14.13%	(147,868)	-25.07%	57,900		(478,723) -42.55%

Financial Report
March 2022 (Unaudited)



	FY22 ACTUAL		FY21 ACTUAL		\$ CHG	FY22 BUDGET	
Active Members	7,087		10,984		(3,897)	13,000	
MEMBERSHIPS	456,274	81.05%	137,879	99.35%	318,395	1,600,000	55.17%
LEAGUES / TOURNAMENTS	(300)	-0.05%	-	0.00%	(300)	250,000	8.62%
ACTIVITIES							
Camps	9,420	1.67%	-	0.00%	9,420	100,000	3.45%
Massage	530	0.09%	(65)	-0.05%	595	50,000	1.72%
Swim	1,048	0.19%	(35)	-0.03%	1,083	75,000	2.59%
Recording Studio	100	0.02%	-	0.00%	100	80,000	2.76%
Art	3,221	0.57%	-	0.00%	3,221	25,000	0.86%
Fitness	14,013	2.49%	(1,350)	-0.97%	15,363	275,000	9.48%
	28,331	5.03%	(1,450)	-1.04%	29,782	605,000	20.86%
FOOD & BEVERAGE							
Food Service	200	0.04%	-	0.00%	-	20,000	0.69%
Alcohol	-	0.00%	-	0.00%	-	-	0.00%
Catering	-	0.00%	-	0.00%	-	5,000	0.17%
	200	0.04%	-	0.00%	-	25,000	0.86%
OTHER / MISC.							
Special Events	-	0.00%	-	0.00%	-	-	0.00%
Childcare	3,211	0.57%	(412)	-0.30%	3,623	30,000	1.03%
Vending	1,159	0.21%	1,635	1.18%	(476)	10,000	0.34%
Merchandise	574	0.10%	-	0.00%	574	25,000	0.86%
Theater	5,635	1.00%	925	0.67%	4,710	100,000	3.45%
Rentals	51,947	9.23%	200	0.14%	51,747	160,000	5.52%
Sponsorships	-	0.00%	-	0.00%	-	75,000	2.59%
Youth Programs	15,956	2.83%	-	0.00%	15,956	20,000	0.69%
Transfers - Gen Fund	-	0.00%	-	0.00%	-	-	0.00%
	78,481	13.94%	2,348	1.69%	76,133	420,000	14.48%
TOTAL REVENUE	562,987	100.00%	138,777	100.00%	424,210	2,900,000	100.00%

Financial Report
March 2022 (Unaudited)



	FY22 ACTUAL		FY21 ACTUAL		\$ CHG	FY22 BUDGET	
LABOR							
City Labor	583,322	103.61%	516,506	372.18%	66,815	1,971,453	67.98%
City Benefits	220,238	39.12%	205,795	148.29%	14,443	515,438	17.77%
	803,559	142.73%	722,301	520.48%	81,258	2,486,891	85.75%
COST METRICS							
Activities	19,431	68.59%	3,761	-259.34%	15,671	362,000	59.83%
Leagues/Tournaments	416	-138.67%	-	0.00%	416	162,500	65.00%
Massage	-	0.00%	35	-53.85%	(35)	40,000	80.00%
Resale	-	0.00%	-	0.00%	-	17,500	70.00%
Youth Programs	9,211	57.73%	-	0.00%	9,211	17,000	85.00%
Theater	7,922	140.59%	200	21.62%	7,722	130,000	130.00%
Food & Beverage	-	0.00%	-	0.00%	-	-	0.00%
	36,980	6.57%	3,996	2.88%	32,985	729,000	25.14%
EXPENDITURES							
Supplies	31,693	5.63%	18,158	13.08%	13,536	135,000	4.66%
Utilities	171,050	30.38%	139,087	100.22%	31,963	478,410	16.50%
Promotion	21,419	3.80%	13,881	10.00%	7,539	200,000	6.90%
Maintenance	70,605	12.54%	36,363	26.20%	34,242	99,625	3.44%
Contingency	-	0.00%	-	0.00%	-	33,375	1.15%
Operating Expense	117,828	20.93%	110,510	79.63%	7,318	295,699	10.20%
Reimbursements	4,407	0.78%	11,468	8.26%	(7,061)	8,817	0.30%
	417,004	74.07%	329,467	237.41%	87,537	1,250,926	43.14%
General Fund Reimbursement - Facilities	(25,000)		(25,000)		-	(75,000)	
**TOTAL EXPENDITURES	1,232,543	218.93%	1,030,764	742.75%	201,779	4,391,817	151.44%
OPERATING INCOME / (LOSS)	(669,556)	-118.93%	(891,987)	-642.75%	222,431	(1,491,817)	-51.44%
Cost Recovery	45.68%		13.46%			66.03%	
Subsidy	54.32%		86.54%			33.97%	

** Includes One Time

Financial Report
March 2022 (Unaudited)



		FY 22 ACTUAL		FY 21 ACTUAL		Chg	FY 22 BUDGET		Actual to Budget
VISITATION STAT	Guests	100,912		75,023		25,889	343,494		
	Revenue/Visit Metric	45.32		42.20		3.13	33.87		
REVENUE BY DEPARTMENT									
	Waterpark Revenue	2,976,903	65.09%	2,067,514	65.31%	909,389	7,877,745	67.72%	37.79%
	Food & Beverage Revenue + EPIC Eats	1,110,724	24.29%	713,223	22.53%	397,501	2,706,011	23.26%	41.05%
	Retail & Misc Revenue (Includes Other)	293,144	6.41%	247,755	7.83%	45,389	568,463	4.89%	51.57%
	Arcade Revenue	<u>192,695</u>	<u>4.21%</u>	<u>137,174</u>	<u>4.33%</u>	<u>55,521</u>	<u>481,443</u>	<u>4.14%</u>	<u>40.02%</u>
	Total Department Revenue	4,573,466	100.00%	3,165,666	100.00%	1,407,800	11,633,662	100.00%	39.31%
	Total Department Expenses	1,993,690	43.59%	1,383,076	43.69%	610,614	4,813,094	41.37%	41.42%
	Department Income	2,579,776	56.41%	1,782,590	56.31%	797,186	6,820,568	58.63%	37.82%
Undistributed Operating Expenses									
	Sales & Marketing	719,857	15.74%	432,429	13.66%	287,428	1,707,515	14.68%	42.16%
	Administration & General	554,793	12.13%	490,034	15.48%	64,759	1,231,096	10.58%	45.06%
	Maintenance	434,235	9.49%	278,294	8.79%	155,941	693,651	5.96%	62.60%
	Utilities	<u>310,309</u>	<u>6.78%</u>	<u>213,299</u>	<u>6.74%</u>	<u>97,010</u>	<u>543,026</u>	<u>4.67%</u>	<u>57.14%</u>
	Total Undistributed Operati	2,019,194	44.15%	1,414,056	44.67%	605,138	4,175,288	35.89%	48.36%
Gross Operating Profit		560,582	12.26%	368,534	11.64%	192,048	2,645,280	22.74%	
Fixed Cost / Insurance									
	One Time FF&E	113,880	2.49%	0	0.00%	113,880	200,000	1.72%	56.94%
	Management Fees	182,892	4.00%	128,835	4.07%	54,057	465,346	4.00%	39.30%
	Insurance & Other	<u>251,947</u>	<u>5.51%</u>	<u>102,090</u>	<u>3.22%</u>	<u>149,857</u>	<u>349,300</u>	<u>3.00%</u>	<u>72.13%</u>
	Total Fixed Cost / Insuranc	548,719	9.51%	230,925	7.29%	317,794	1,014,646	8.72%	54.08%
19	NET INCOME	11,863	0.26%	137,609	4.35%	(125,746)	1,630,634	14.02%	

Financial Report

March 2022 (Unaudited)



	FY22 ACTUAL		FY21 ACTUAL		\$ Chg	FY22 BUDGET	Actual to Budget	
Revenues								
In House Catering	3,188	0.54%	3,839	1.84%	(651)	125,000	9.29%	2.55%
Outside Catering	281,483	47.75%	69,431	33.30%	212,052	525,000	39.03%	53.62%
Service Charge	77,586	13.16%	30,306	14.53%	47,281	230,000	17.10%	33.73%
Alcohol	72,076	12.23%	22,302	10.69%	49,774	85,000	6.32%	84.80%
Equipment Rental	33,307	5.65%	11,554	5.54%	21,753	50,000	3.72%	66.61%
Room Rental	118,411	20.09%	71,100	34.10%	47,311	325,000	24.16%	36.43%
Other	3,490	0.59%	-	0.00%	3,490	5,000	0.37%	69.80%
	589,542	100.00%	208,532	100.00%	381,010	1,345,000	100.00%	43.83%
Labor								
City Labor	134,123	22.75%	121,468	58.25%	12,656	352,460	26.21%	38.05%
City Benefits	56,542	9.59%	54,167	25.98%	2,376	124,990	9.29%	45.24%
Workforce/Temp Labor	35,463	6.02%	9,128	4.38%	26,335	73,000	5.43%	48.58%
	226,129	38.36%	184,762	88.60%	41,367	550,450	40.93%	41.08%
Cost Of Goods								
Food	3,283	102.97%	3,601	93.81%	(319)	56,250	45.00%	5.84%
Alcohol	28,608	39.69%	7,767	34.83%	20,841	36,508	42.95%	78.36%
	31,891	5.41%	11,369	43.49%	20,522	92,758	6.90%	34.38%
Catering Cost	234,659	39.80%	66,342	95.55%	168,317	404,500	30.07%	58.01%
<i>Cater Cost As % Catering Rev</i>	83.37%					77.05%		
Supplies	5,629	0.95%	2,607	1.25%	3,022	9,800	0.73%	57.44%
Utilities	29,267	4.96%	24,950	11.96%	4,317	84,520	6.28%	34.63%
Promotion	18,688	3.17%	-	0.00%	18,688	25,000	1.86%	74.75%
Operating Expense	89,670	15.21%	89,447	42.89%	224	230,505	17.14%	38.90%
Total All Expenditures	635,933	107.87%	379,476	181.97%	256,457	1,397,533	103.91%	45.50%
Operating Income / (Loss)	(46,391)	-7.87%	(170,943)	-81.97%	124,553	(52,533)	-3.91%	88.31%

Financial Report

MARCH 2022 (Unaudited)



	FY22 ACTUAL		FY21 ACTUAL		\$ Chg	FY22 BUDGET		
Revenues								
Tickets	44,175	43.40%	7,632	11.86%	36,543	65,000	26.37%	
Rentals	24,713	24.28%	22,300	34.65%	2,413	65,000	26.37%	
Concessions	-	0.00%	87	0.13%	(87)	20,000	8.11%	
Alcohol	-	0.00%	2,669	4.15%	(2,669)	26,000	10.55%	
Catering	-	0.00%	-	0.00%	-	-	0.00%	
Arts Council Rent (HM)	31,252	30.70%	31,250	48.55%	2	62,500	25.35%	
City Advertising Contribution (HM)	-	0.00%	-	0.00%	-	-	0.00%	
Restoration Fees	1,648	1.62%	423	0.66%	1,225	8,000	3.25%	
Sponsorships / Contributions	-	0.00%	-	0.00%	-	-	0.00%	
	101,788	100.00%	64,361	100.00%	37,427	246,500	100.00%	
Labor								
City Labor	52,785	51.86%	38,560	59.91%	14,225	107,742	43.71%	
City Benefits	22,293	21.90%	18,700	29.06%	3,593	45,759	18.56%	
Workforce/Temp Labor	377	0.37%	3,300	5.13%	(2,923)	40,000	16.23%	
	75,455	74.13%	60,560	94.09%	14,895	193,501	78.50%	
Cost Of Goods								
Food	-	0.00%	25	28.51%	(25)	11,000	55.00%	
Alcohol	-	0.00%	1,070	40.07%	(1,070)	12,711	48.89%	
	-	0.00%	1,094	39.71%	(1,094)	23,711	51.55%	
Supplies	2,137	2.10%	1,133	1.76%	1,005	6,950	2.82%	
Utilities	9,278	9.11%	7,449	11.57%	1,828	23,666	9.60%	
Promotion	-	0.00%	-	0.00%	-	23,500	9.53%	
Shows	19,999	19.65%	25,163	39.10%	(5,164)	60,000	24.34%	
Operating Expense	90,626	89.03%	53,165	82.60%	37,461	149,664	60.72%	
Total Operating Expenditures	197,494	194.03%	148,564	230.83%	48,930	480,992	195.13%	
Operating Income / (Loss)	(95,707)	-94.03%	(84,204)	-130.83%	(11,503)	(234,492)	-95.13%	

Financial Report

March 2022 (Unaudited)



	FY22 YTD		FY21 YTD		\$ CHANGE	FY22 BUDGET	
Active Members	2,128		174		1,954	4,000	
Active Silver Sneaker Members	1,083		899		184	750	
Active Renew Active Members	1,305		910		395	850	
	4,516		1,983		2,533	5,600	
MEMBERSHIPS	114,923	46.20%	5,525	58.90%	109,398	445,000	42.58%
Silver Sneakers	19,795	7.96%	48	0.51%	19,747	70,000	6.70%
Renew Active	43,120	17.34%	-	0.00%	43,120	85,000	8.13%
Total Memberships	177,838	71.50%	5,573	59.41%	172,265	600,000	57.42%
ACTIVITIES							
Fitness	13,680	5.50%	(2,415)	-25.74%	16,095	90,000	8.61%
Massage	8,981	3.61%	-	0.00%	8,981	40,000	3.83%
Aquatics	1,720	0.69%	-	0.00%	1,720	24,000	2.30%
Classes	8,517	3.42%	-	0.00%	8,517	18,000	1.72%
Dances	-	0.00%	-	0.00%	-	2,000	0.19%
Travel	1,468	0.59%	24	0.26%	1,444	50,000	4.78%
	34,366	13.82%	(2,391)	-25.49%	36,757	224,000	21.44%
FOOD & BEVERAGE							
In House Food Service	16,783	6.75%	23	0.25%	16,760	80,000	7.66%
Alcohol	2,818	1.13%	-	0.00%	2,818	13,000	1.24%
External Catering	4,511	1.81%	-	0.00%	4,511	20,000	1.91%
	24,112	9.69%	23	0.25%	24,089	113,000	10.81%
OTHER / MISC.							
Special Events/Theater	2,155	0.87%	2,000	21.32%	155	9,000	0.86%
Rentals & Attendant Fees	7,490	3.01%	1,660	17.70%	5,830	50,000	4.78%
Vending	345	0.14%	-	0.00%	345	3,000	0.29%
Merchandise	2,433	0.98%	-	0.00%	2,433	4,000	0.38%
Other Contributions	-	0.00%	2,516	26.82%	(2,516)	42,000	4.02%
	12,423	4.99%	6,176	65.83%	6,248	108,000	10.33%
TOTAL REVENUE	248,739	100.00%	9,381	100.00%	239,359	1,045,000	100.00%

Financial Report
March 2022 (Unaudited)



	FY22 YTD		FY21 YTD		\$ CHANGE	FY22 BUDGET		
LABOR								
City Labor	466,015	187.35%	323,751	3451.32%	142,264	965,391	92.38%	
City Benefits	169,305	68.07%	164,719	1755.97%	4,586	341,849	32.71%	
Workforce / Recreation Leaders	13,255	5.33%	4,222	45.01%	9,033	90,250	8.64%	
	648,576	260.75%	492,692	5252.30%	155,883	1,397,490	133.73%	
COST OF GOODS								
Merchandise	4,089	168.07%	-	0.00%	4,089	2,250	56.25%	
In House Food Service	12,305	73.32%	373	1622.16%	11,932	61,750	77.19%	
Alcohol Sales	228	8.08%	-	0.00%	228	900	6.92%	
External Catering	3,172	70.32%	-	0.00%	3,172	19,000	95.00%	
	19,793	7.96%	373	1622.16%	19,420	83,900	8.03%	
EXPENDITURES								
Supplies	29,461	11.84%	16,778	178.86%	12,683	93,438	8.94%	
Utilities	52,469	21.09%	37,432	399.04%	15,037	248,000	23.73%	
Travel	-	0.00%	(1,005)	-4187.50%	1,005	40,000	80.00%	
Special Events/Theater	1,107	75.43%	1,979	8244.63%	(871)	12,582	24.20%	
Promotion	8,353	3.36%	3,770	40.19%	4,583	28,200	2.70%	
Maintenance	54,377	21.86%	71,906	766.55%	(17,529)	147,802	14.14%	
Janitorial	-	0.00%	-	0.00%	-	-	0.00%	
Masasage Therapy	7,064	2.84%	-	0.00%	7,064	24,000	2.30%	
Contingency	-	0.00%	-	0.00%	-	-	0.00%	
Operating Expense	28,197	11.34%	30,957	330.01%	(2,760)	94,204	9.01%	
Reimbursements	5,002	2.01%	5,000	53.30%	2	10,000	0.96%	
	186,030	74.79%	166,817	1778.33%	19,213	698,226	66.82%	
TOTAL EXPENDITURES	854,399	343.49%	659,882	7034.61%	194,517	2,179,616	208.58%	
OPERATING INCOME / (LOSS)	(605,660)	-243.49%	(650,502)	-6934.61%	44,842	(1,134,616)	-108.58%	



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/03/2022
REQUESTER: Cheryl De Leon
PRESENTER: Brady Olsen, Assistant Finance Director
TITLE: Quarterly Financial Update
RECOMMENDED ACTION: Accept

ANALYSIS:

We are going to start providing a quarterly snapshot of city finances, attempting to highlight any notable changes from the previous quarter. We will also provide an update of major spending to date, sales tax revenues, and the overall city portfolio.

FINANCIAL CONSIDERATION:

N/A

City of Grand Prairie

Monthly Financial Report Mar 2022

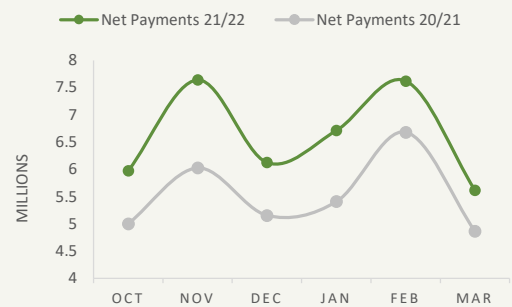
GENERAL FUND

<u>Expenditures</u>	22 Budget	YTD Actuals	% Act/Bud
Audit Services	\$495,838	\$209,262	42.2%
Budget & Research	\$439,357	\$185,928	42.3%
Bldg/Const. Mgmt	\$204,739	\$99,443	48.6%
City Council	\$264,870	\$93,596	35.3%
City Manager	\$2,393,394	\$1,299,657	54.3%
Community Revitalization	\$334,767	\$81,418	24.3%
Economic Development	\$674,266	\$244,986	36.3%
Environmental Services	\$1,040,068	\$397,218	38.2%
Facility Services	\$3,153,846	\$1,348,799	42.8%
Finance	\$2,383,927	\$1,234,232	51.8%
Fire	\$36,957,201	\$18,083,775	48.9%
Human Resources	\$1,137,243	\$493,920	43.4%
Information Technology	\$6,668,982	\$3,542,443	53.1%
Judiciary	\$511,058	\$241,369	47.2%
Legal Services	\$1,644,137	\$822,246	50.0%
Library	\$3,013,514	\$1,339,721	44.5%
Marketing	\$334,962	\$137,621	41.1%
Municipal Court	\$2,159,659	\$928,486	43.0%
Non-Departmental	\$9,445,407	\$5,596,698	59.3%
Planning & Development	\$2,818,362	\$1,284,350	45.6%
Police	\$56,380,709	\$26,822,858	47.6%
Public Works	\$9,927,302	\$4,454,298	44.9%
Purchasing	\$566,902	\$223,461	39.4%
Transportation Services	\$2,441,849	\$1,222,767	50.1%

Month/Year % Expired

- Above
- Below

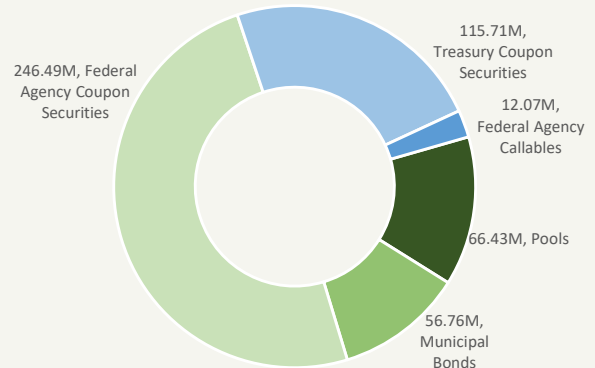
SALES TAX



March Net Payment	Fiscal YTD
5.62M	39.69M
15.4%	19.8%

City Investments

Total: 497.46M



WWW FUND

	22 Budget	YTD Actuals
Beginning Resources	\$19,825,327	\$19,825,327
Total Resources	\$109,265,358	\$62,354,562
Total Appropriations	\$91,980,749	\$43,354,223
Ending Resources	\$17,284,609	\$19,000,339

OTHER NOTES

- The City issued new bonds in March, causing a higher portfolio of cash and investments
- Water sales remain on track as we enter the busy summer months
-
-

This information is neither final nor audited. Prepared by: Budget Office



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/03/2022

REQUESTER: Cheryl De Leon

PRESENTER: Thao Vo, Director Management Services

TITLE: Procurement Card Process

RECOMMENDED ACTION: None



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/03/2022

REQUESTER: Tina Alvarez

PRESENTER: Jeff Copeland, Chairman

TITLE: Minutes of the April 5, 2022, Finance and Government Meeting

RECOMMENDED ACTION: Approve



CITY OF GRAND PRAIRIE
FINANCE AND GOVERNMENT COMMITTEE
 CITY HALL - COUNCIL CHAMBERS
 TUESDAY, APRIL 05, 2022 AT 2:30 PM

MINUTES

The meeting will be held at City Hall Council Chambers, 300 W. Main St, Grand Prairie, Texas, and the Chairman or presiding member will be physically present. Members may be participating remotely via video conference.

CALL TO ORDER

Chairman Jeff Copeland called to order the City of Grand Prairie Finance and Government Committee meeting at 2:30 p.m. on Tuesday, April 5, 2022, in the City Hall, Council Chambers, 300 West Main Street, Grand Prairie, Texas. Note: The meeting was moved to Council Briefing Room.

STAFF PRESENTATIONS

1. Discuss Unfunded Retirement Liability Options

Finance Assistant Director, Brady Olsen, presented information on potential interest savings regarding the Unfunded Retirement with TMRS.

PRESENTED

2. Loyd Park Glamping Development

Economic Development Director, Marty Wieder, presented information for Glamping opportunities at Lloyd Park.

PRESENTED

CONSENT AGENDA

Council Member Humphreys moved, seconded by Council Member Johnson, to approve items four through eight on the Consent Agenda. The motion carried unanimously.

3. Minutes of the March 1, 2022, Finance and Government Committee Meeting

APPROVED ON CONSENT AGENDA

4. Five-year agreement renewal with MRI Real Estate Software (HAPPY Software) for Housing Pro Software used by Grand Prairie Housing and Neighborhood Services Department. The first-year rate will be \$42,146.19. The rate will increase annually by 3.5% or the current inflation rate, whichever is greater, for an estimated total of \$226,007.51 if the annual increase is limited to 3.5%

APPROVED ON CONSENT AGENDA

5. Ordinance amending the FY2021/2022 Capital Improvement Budget; replace and purchase aquatic lap lanes, reels and covers at a cost of \$15,000, one pool filter at a cost of \$40,000, and three ADA chair lifts at a cost of \$20,000 for a total price of \$75,000

APPROVED ON CONSENT AGENDA

6. Ordinance amending the FY 2021/2022 Capital Improvement Projects Budget; Purchase of Traffic Cabinet Replacement from MICA Corporation in the amount of \$46,075.00 for the north bound SH161 just north of Mayfield Road

APPROVED ON CONSENT AGENDA

7. Amendment/Change Order No. 1 to the construction contract with Felix Construction Company in the amount of \$44,113.89 for additional incoming electrical primary utility route, piping and plumbing modifications inside the pump station, check valves model change for compatibility with City standardized valves and decrease for City fiber conduit material modification for Robinson Road Pump Station

APPROVED ON CONSENT AGENDA

8. Amendment/Change Order No. 3 for construction contract with Felix Construction Company in the net amount of \$37,063.87 for South Sector Pump Station Phase II provides for a cost increase of \$39,863.87 for Generator platform, Oncor easement gate, additional Creek Crossing, and Roof insulation modification; it also provides for a cost decrease of (-\$2,800) for Pump Casing material savings

APPROVED ON CONSENT AGENDA

ITEMS FOR INDIVIDUAL CONSIDERATION

9. Ordinance Of The City Of Grand Prairie, Texas, Amending Chapter 24 "Taxation", Section 24-1.1 "Homestead Exemption" Of The Code Of Ordinances To Increase The Homestead Exemption To The Greater Of Twelve And One Half (12.5) Percent Of The Appraised Value Or Five Thousand Dollars (\$5,000) Of All Owner Occupied Residences; Containing A Savings Clause; Repealing All Ordinances In Conflict Therewith

Finance Assistant Director, Brady Olsen, presented information regarding the benefits to homeowners of increasing Homestead Exemption. Chairman Copeland asked Mr. Olsen for clarification on this item. Chairman Copeland inquired if a cash discount was discussed, noting if the city gave them \$68 million would it look like \$70 million. Mr. Olsen responded that this option was not discussed but would inquire at the next meeting with TMRS. Council Member Johnson asked if the end result is to ensure the pension is 100% funded. Deputy City Manager, Cheryl De Leon stated we are trying to get closer. Council Member Johnson inquired if we don't get closer, will the \$18 million be lost. Ms. De Leon noted there is no loss as we are already paying for it. Chairman Copeland asked if an action is needed for this item. Ms. De Leon stated no action required as it is an informational item at this time.

- 10. Construction Contract Revision No. 1 with Arch-Con Corporation in the amount of \$386,545.54 for construction budget adjustments associated with the EpicCentral dual brand hotel and convention center project. All revised costs will be covered by contingency and allowance amounts included in the total funding request initially approved by City Council and therefore construction cost remains within budget

Director of Municipal Facilities Design and Construction, Andy Henning, presented and discussed the construction progress and the reasons for the revision. Mr. Henning mentioned the project is expected to stay within budget. Council Member Humphreys moved, seconded by Council Member Johnson to approve this item. The motion carried unanimously.

- 11. Davis Road Realignment Participation Agreement with Knox Street Partners No. 30, Ltd. for paving, sidewalks, streetlights, storm sewer and landscaping

TABLED

EXECUTIVE SESSION

No executive session was held.

CITIZEN COMMENTS

No citizen comments were made.

ADJOURNMENT

There being no further business, the Finance and Government Committee meeting adjourned at 3:06 p.m.

Chairman Jeff Copeland
Finance and Government Committee

Date



**CITY OF GRAND PRAIRIE
ORDINANCE**

MEETING DATE: 05/03/2022

REQUESTER: Patrick Cornelius

PRESENTER: Esther Coleman, Housing and Neighborhood Services Director

TITLE: Ordinance adopting the Housing Administration (Fund 3001) and Housing Choice Voucher (Fund 3002) operating budgets for calendar year 2022 and Fiscal year 2021-2022. This budget includes the addition of 1 (one) Housing Enforcement Office Assistant Position and 2 (two) Housing Enforcement Officer Positions in response to the exceptional increase in inspections related to Chapter 28 of the City's Multi-Family Code. Additionally, allocating, approving, and authorizing the expenditure of \$102,660.70 for the purchase of (3) three new vehicles from Caldwell Country Chevrolet

RECOMMENDED ACTION: Approve

ANALYSIS:

The Section 8 Program was enacted as part of the Housing and Community Development Act of 1974. The Department of Housing and Urban Development (HUD) requires all agencies who administer a Section 8 Program to adopt an operating budget for the Calendar (funding) year.

The 2022 Housing Administration and Housing Choice Voucher Assistance Payments calendar-year budget (Exhibit A) is a twelve-month budget, beginning in January 2022 and ending December 2022. These budgets consist of the Program Administrative fees and Housing Assistance Payments (HAP). The annual budget allocation is received from HUD through revenue appropriations beginning in January of each year; However, again this year this was not the case. We have been operating and continue to operate under a federal continuing resolution, and only recently received the projected funding allocation and formulas expected for this year.

The 2021-2022 Housing Administration and HCV fiscal-year budget (Exhibit B) is also a twelve-month budget calculated on a fiscal year, beginning October 1, 2021, and ending September 30, 2022. These fiscal year budgets are required for external reporting purposes, such as the City's annual CAFR and HUD's REAC reporting system.

FINANCIAL CONSIDERATION:

The Housing Administration Fund (3001) and the Housing Choice Voucher Section 8 Fund (3002) are funded solely with funds allocated by HUD.

BODY

AN ORDINANCE OF THE CITY OF GRAND PRAIRIE, TEXAS, APPROVING AND ADOPTING THE HOUSING ADMINISTRATION (3001) AND HOUSING CHOICE VOUCHER OPERATING FUND (3002) BUDGETS FOR CALENDAR YEAR 2022 AND FISCAL YEAR 2021-2022 TO INCLUDE THE ADDITION OF 1 (ONE) HOUSING ENFORCEMENT OFFICE ASSISTANT POSITION AND 2 (TWO) HOUSING ENFORCEMENT OFFICER POSITIONS, ADDITIONALLY ALLOCATING, APPROVING, AND AUTHORIZING THE PURCHASE OF (3) THREE NEW VEHICLES

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS:

SECTION 1. That the City Council of the City of Grand Prairie approves the Housing Administration (Fund 3001) and Housing Choice Voucher (Fund 3002) operating budgets, as delineated in the attached budgets hereto (Exhibits A & B).

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, ON THIS THE 3RD DAY OF MAY 2022.

Section 8 Budget			
Exhibit A	Budget Expenditures		CY 22
		ADMIN	HAP
Personnel Services	\$	2,961,382.00	\$ 36,149,335.00
Supplies	\$	61,217.00	
Services/Transfers	\$	795,739.00	
Portability In Hap	\$	9,000,000.00	
Emergency Housing Vouchers	\$	110,000.00	\$ 325,153.00
TOTALS	\$	12,928,338.00	\$ 36,474,488.00
Budget Revenue		CY 22	
		ADMIN	HAP
Voucher Admin	\$	2,600,000.00	\$ 36,149,335.00
Portability In Admin & Hap Fee	\$	9,541,262.00	
Emergency Housing Vouchers	\$	110,000.00	\$ 325,153.00
Apartment Inspections	\$	393,576.00	
Motel/Hotel Inspections Extended Stay/Re-Inspect	\$	180,500.00	
Willow Tree/Cotton Creek	\$	63,000.00	
Fraud Repayment	\$	40,000.00	
TOTALS	\$	12,928,338.00	\$ 36,474,488.00

Exhibit B Budget Expenditures FY 22			
		ADMIN	HAP
Personnel Services	\$	2,406,699.00	\$ 33,561,874.00
Supplies	\$	37,583.00	
Services/Transfers	\$	561,291.00	
Portability In Hap	\$	7,872,802.00	
Emergency Housing Vouchers	\$	75,238.00	\$ 509,169.00
TOTALS	\$	10,953,613.00	\$ 34,071,043.00
Budget Revenue FY 22			
		ADMIN	HAP
Voucher Admin	\$	2,656,514.00	\$ 33,561,874.00
Portability In Admin & Hap Fee	\$	7,989,288.00	
Emergency Housing Vouchers	\$	84,094.00	\$ 102,629.00
Apartment Inspections	\$	305,356.00	
Motel/Hotel Inspections Extended Stay	\$	80,587.00	
Willow Tree/Cotton Creek	\$	61,765.00	
Fraud Repayment	\$	26,041.00	
TOTALS	\$	11,203,645.00	\$ (406,540.00)
Difference	\$	(250,032.00)	



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/03/2022

REQUESTER: Chris Agnew

PRESENTER: Gabe Johnson, Director of Engineering and Public Works and Romin Khavari, City Engineer

TITLE: Contract Amendment No. 1 to Halff Associates, Inc. to the Professional Engineering Services contract for additional survey services, preparation of construction plans for the selected drainage option and construction phase services on the Miscellaneous Drainage Projects between Tanbark Court and Sequoia Drive in the amount of \$50,178

RECOMMENDED ACTION: Approve

ANALYSIS:

The current contract with Halff Associates, Inc. in the not to exceed amount of \$44,950.00 was approved July 16, 2021 for Miscellaneous Drainage Projects between Tanbark Court and Sequoia Drive W.O. #621.44 to provide a drainage study of the surface drainage patterns of seven lots between Tanbark Court and Sequoia Drive west of Iris Drive, to recommend up to two options to solve the neighborhood surface drainage issues and flooding and to prepare 30% preliminary plans for the preferred solution to the drainage problems. Halff Associates completed the study and recommended a concrete flume option on the property of 1320 Tanbark Court and a storm drain system in Tanbark Court with laterals and inlets on the properties of 1320 Tanbark Court and 1312 Tanbark Court to intercept the drainage flows. The city selected the second option as the best option to address the neighborhood drainage issues. The property owners of the lots at 1320 Tanbark Court and 1312 Tanbark Court have provided their support for this approved drainage option. This option will require two drainage easements on the two private properties to construct the project.

This Contract Amendment No. 1 in the amount of \$50,178 to the contract provides for additional survey services and preparation of construction plans for the selected drainage option and provides for bidding and construction phase services to construct the approved drainage option. The preliminary Opinion of Probable Construction Costs for construction of this project is \$250,000.

The project design is schedule to be completed by September 2022 with anticipated construction contract award in November 2022, start of construction in January 2023 and construction completion in May 2023.

FINANCIAL CONSIDERATION:

Funding in the total amount of \$50,178 is available in Storm Drainage Capital Projects Fund (401592) W.O. 02213803 (FY22 Misc. Drainage Projects).

CITY OF GRAND PRAIRIE CAPITAL PROJECTS BUDGET SUMMARY

Fund/Activity Account: 401592 / 02213803

Project Title: FY22 Misc Drainage Projects

Current Request: \$0.00

ACCOUNT DESCRIPTION	1 CURRENT BUDGET	2 AVAILABLE BALANCE	3 CURRENT REQUEST	2+3 REVISED BALANCE	1+3 AMENDED BUDGET
Professional Eng Srv (61041)	\$300,000	\$260,135	\$0	\$260,135	\$300,000
Streets, Road, Hwy Maint (63030)	\$596,679	\$596,679	\$0	\$596,679	\$596,679
Eng/Geo/Con (68560)	\$39,865	\$39,865	\$0	\$39,865	\$39,865
				\$0	\$0
				\$0	\$0
				\$0	\$0
				\$0	\$0
TOTAL	\$936,544	\$896,679	\$0	\$896,679	\$936,544



CITY OF GRAND PRAIRIE COMMUNICATION

MEETING DATE: 05/03/2022

REQUESTER: Steve Plumer, Sr. Park Project Manager

PRESENTER: Duane Strawn, Director of Parks, Arts and Recreation

TITLE: Change Order No. 4 for the Great Southwest Nature Park with William H. Company LLC in the amount of \$85,142.68 for labor/equipment/fuel/insurance cost increases for the remaining work to be completed as well as material cost increases, including concrete, rebar, lumber, trucking, and fuel relating from work stoppage/delays/access restrictions and resequencing or work due to Union Pacific Railroad change order logistical demands

RECOMMENDED ACTION: Approve

ANALYSIS:

In September 2017, the City submitted and was awarded a matching acquisition and development grant in the amount of \$500,000 from the Texas Parks and Wildlife.

The 68.731-acre tract was part of the former Great Southwest Country Club and has natural features, including mature trees, existing ponds, a portion of Johnson Creek, and riparian and native woodlands. The site's unique characteristics scored highly with the Texas Parks and Wildlife criteria. The developer donated the property, which will serve as a portion of the City's local matching share for the grant application.

In November 2018, the City Council awarded a Professional Service contract to Pacheco Koch Consulting Engineers, Inc. for professional engineering services. Plans were developed for Phase I of the Great Southwest Nature Park.

On October 13, 2020, the City Council awarded a construction contract to William H. Company, LLC for \$859,789 for Phase I with a 5% contingency of \$42,990 for a total of \$902,779.

Change Order No.1 in the amount of \$14,596.48 was approved by CMO on February 18, 2021, for removal of existing concrete pavement near fitness station not shown on plans, relocation of construction entrance to preserve specimen tree and to establish haul route, concrete pavement, and Lueder Block at the amphitheater for ADA compliance, and demolition and haul-off of existing golf course pump house.

Change Order No. 2 in the amount of \$42,279.22 was approved by CMO on April 20, 2021, for the

removal and replacement of an existing flume, resolving drainage issues at an existing neighboring wall, removal, and replacement of non-ADA compliant trail sections, and the addition of material and trucking for the recycled crushed concrete trail.

Change Order No. 3 in the amount of \$2,740.70 was approved by CMO on November 17, 2021, for a floating fishing pier in lieu of a stationary pier with concrete piers based on unknown subsurface conditions at the time of the bid.

Change Order No. 4 in the amount of \$85,142.68 is for labor/equipment/fuel/insurance cost increases with the remaining work to be completed as well as material cost increases including concrete, rebar, lumber, trucking, and fuel relating to work stoppage/delays, access restrictions and resequencing of work due to Union Pacific Railroad Change Order logistical demands.

All items will be incorporated into the current William H. Company, LLC contract for a revised total contract amount of \$1,004,548.08. With the approval of this agenda item, the original contract value will have been increased by 17% in total, which is within the 25% maximum allowed by state procurement laws.

FINANCIAL CONSIDERATION:

Funding for change order #4 with William H Company in the amount of \$85,142.68 is available in the Grant Fund (300592), WO #15018019 (Great Southwest Nature Park).

CITY OF GRAND PRAIRIE CAPITAL PROJECTS BUDGET SUMMARY

Fund/Activity Account: 300592 - 15018019
 Project Title: Great Southwest Nature Park
 Current Request: \$0.00

ACCOUNT DESCRIPTION	1 CURRENT BUDGET	2 AVAILABLE BALANCE	3 CURRENT REQUEST	2+3 REVISED BALANCE	1+3 AMENDED BUDGET
Legal Services (61360)	\$7,471	\$1,763	\$0	\$1,763	\$7,471
Surveys/Studies (61405)	\$8,410	\$235		\$235	\$8,410
Land (68090)	\$515,500	\$515,500		\$515,500	\$515,500
Construction (68540)	\$946,994	\$27,589		\$27,589	\$946,994
Design (68550)	\$215,935	\$0		\$0	\$215,935
Eng/Consult/Geotech(68560)	\$12,887	\$0		\$0	\$12,887
Contingency (68570)	\$368,422	\$368,422		\$368,422	\$368,422
Equip/Hardware (68640)	\$39,881	\$0		\$0	\$39,881
TOTAL	\$2,115,500	\$913,509	\$0	\$913,509	\$2,115,500



**CITY OF GRAND PRAIRIE
ORDINANCE**

MEETING DATE: 5/3/2022

REQUESTER: Jordan Bowens

PRESENTER: Walter Shumac III, Director of Transportation

TITLE: Ordinance amending the FY2021/2022 Capital Improvement Projects Budget; Amendment No. 1 with Halff Associates, Inc. to provide professional services for the IH-30 Corridor Beautification in the amount of \$88,000

RECOMMENDED ACTION: Approve

ANALYSIS:

On January 20, 2022, the City of Grand Prairie solicited statements of qualifications (RFQ solicitation #22046 – Landscape Architect for Beautification along IH-30) for Professional Landscape Architectural/Engineering firms capable of providing services to assist the City of Grand Prairie with beautification of the existing noise, retaining and screening walls along IH-30 and from SH-161 to east of MacArthur (approximately 4.22 miles). The design elements may include, but are not limited to paint, tile, anti-graffiti overlay, and vegetative planing.

Respondents to the RFQ were required to submit their proposals no later than February 17, 2022. Two (2) companies Halff Associates and Pacheco Koch provided a submission in response to the RFQ. Both proposals were reviewed in detail by the selection committee and were shortlisted for interviews. After the selection committee conducted interviews, it was determined based on the cumulative scoring criteria that Halff Associates, Inc stood out as the most creative and qualified company to move forward with.

Halff Associates, Inc. Landscape architectural team has partnered with numerous communities in the Dallas-Fort Worth Metroplex and throughout the Southwest to develop innovative corridor beautification implementation. Their team as extensive experience in site evaluation and assessment, concept plan/schematic design, phase prioritization, budgeting, implementation, public outreach, working with artists, TxDOT funding, and grant writing.

FINANCIAL CONSIDERATION:

Funding in the amount of \$88,000 is available by approving an ordinance transferring and appropriating from the unobligated fund balance in the Capital Reserve Fund (402590) to W.O. 022162 (IH30 Beautification)

BODY

AN ORDINANCE OF THE CITY OF GRAND PRAIRIE, TEXAS, AMENDING THE FY 2021/2022 CAPITAL IMPROVEMENT PROJECTS BUDGET BY TRANSFERRING AND APPROPRIATING \$88,000 FROM THE UNOBLIGATED FUND BALANCE IN THE CAPITAL RESERVE FUND (402590) TO WO # 022162 (IH30 BEAUTIFICATION)

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS:

SECTION 1. THAT the FY2021/2022 Capital Improvement Projects Budget be amended by transferring and appropriating \$88,000 from the unobligated fund balance in the Capital Reserve Fund (402590) to W.O. 022162 (IH30 Beautification).

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, ON THIS THE 3rd DAY OF MAY 2022.



Evaluation Score Card
 Landscape Architectural Services for B
 RFQ # 22046

Halff Associates, Inc. Richardson, TX	Pacheco Koch Consulting Engineers, Inc. Dallas, TX
---	---

Evaluation Criteria	Maximum Score	Score	Score
Project Team	35.00	32.43	32.67
Firm Capabilities	30.00	28.00	28.00
Performance Ability	20.00	20.00	20.00
Project Approach	15.00	14.00	14.00
		94.43	94.67
Interview	20.00	17.87	17.33
Total	120.00	112.30	112.00
Complete and accurate bid		✓	✓
Notes			

Bid Tabulator: **Angi Mize**
 Bid Open Date: #####

Bids were publically opened and read at the City of Grand Prairie Office of the Purchasing Division at the time indicated above. The bid tabulation has been verified, by tabulator, as accurate based on the Unit Cost presented by each bidder.



**CITY OF GRAND PRAIRIE
ORDINANCE**

MEETING DATE: 05/03/2022

REQUESTER: Andy Henning

PRESENTER: Andy Henning, Director of Design and Construction

TITLE: Ordinance amending the FY21-22 Capital Improvement Project Budget; Construction Contract with Thatch Engineering in the amount of \$193,054; Budget Allowance of \$15,000 for new building signage and \$20,000 for material cost escalation, with a Construction Contingency of \$11,400 (5%); total funding request in the amount of \$239,454 for exterior façade waterproofing and aesthetic enhancements to the Housing and Municipal Court buildings associated with the City Hall campus

RECOMMENDED ACTION: Approve

ANALYSIS:

In an effort to continue to beautify and extend the life of the existing municipal facilities associated with the City Hall campus, exterior façade improvements consisting of waterproofing replacement, material upgrades/repair, and aesthetic enhancements have been proposed for the Housing and Municipal Court buildings.

The overall funding request in the amount of \$239,454 consists of the following projected expenditures:

- a) Construction Contract with Thatch Engineering (TIPS Contract #211001) in the amount of \$193,054 for the exterior façade waterproofing replacement, material upgrades/repair, and aesthetic enhancements
- b) Budget Allowance of \$15,000 for new building signage
- c) Budget Allowance of \$20,000 for material cost escalation
- d) Construction Contingency of \$11,400 (5% of the total of the above three line items)

This item was taken to the Finance and Government Committee on May 3, 2022, for their review and recommendation for approval.

FINANCIAL CONSIDERATION:

Funding in the total amount of \$239,454 is available by approving an ordinance transferring and appropriating from the unobligated fund balance in the Municipal Facilities Capital Projects Fund (405090) to W.O. 02216101 (Housing and Municipal Court Façade Imp)

BODY

AN ORDINANCE OF THE CITY OF GRAND PRAIRIE, TEXAS, AMENDING THE FY 2021-2022 CAPITAL IMPROVEMENT PROJECTS BUDGET BY TRANSFERRING AND APPROPRIATING \$239,454 FROM THE UNOBLIGATED FUND BALANCE IN THE MUNICIPAL FACILITIES CAPITAL PROJECTS FUND (405090) TO W.O. 02216101 (HOUSING AND MUNICIPAL COURT FAÇADE IMP)

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS:

SECTION 1. THE FY 2021/2022 Capital Improvement Projects Budget be amended by transferring and appropriating \$239,454 from the unobligated fund balance in the Municipal Facilities Capital Projects Fund (405090) to W.O. 02216101 (Housing and Municipal Court Façade Imp).

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, ON THIS THE 17TH DAY OF MAY 2022.



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 05/03/2022

REQUESTER: Amy Sprinkles

PRESENTER: Amy Sprinkles, Director

TITLE: BrandEra Change Order #2 increase by \$130,000 annually for three years for Parks event marketing and advertising

RECOMMENDED ACTION: Approve

ANALYSIS:

The city extended an RFP in summer 2019 and awarded a contract with renewals to BrandEra for its DFW ad campaign, Live Life Grand. All spending stopped in March 2020 due to the pandemic and remained on hold while the HTMT budget recovered. We were able financially to renew funding the work in the 2021-2022 budget. In addition to the Live Life Grand advertising, the Parks Department would like to amend the contract to include up to \$130,000 annually for the remaining three years. These funds will be designated for public relations and advertising for Main Street Fest, Prairie Lights, and other events or programs as appropriate and needed. With this change order, the contract will increase from \$525,000 to \$655,000 annually, as budgets allow. The five-year total will increase from \$1,625,000.00 to \$1,865,000.

FINANCIAL CONSIDERATION:

The Live Life Grand campaign is funded in HTMT from Funding is available in 172110-61600. The Parks addition would be funded in 318410-61600 and 351010-61600.



CITY OF GRAND PRAIRIE COMMUNICATION

MEETING DATE: 05/03/2022

REQUESTER: Erin Hart Assistant Director of Parks Operations

PRESENTER: Duane Strawn, Director, Parks, Arts and Recreation

TITLE: Ordinance amending the FY 2021/2022 Capital Improvement Projects Budget: Contract with SpawGlass in the amount of \$165,989.29 and approve a 5% contingency of \$8,299.46 for a total cost of \$174,288.75 for the Summit soffit repair through a cooperative agreement with Buyboard

RECOMMENDED ACTION: Approve

ANALYSIS:

Since late 2018, the Summit has experienced significant facility related complications surrounding the Natatorium and roof. The department contracted a forensics investigation, worked with consultants, and continues to work with structural engineers on exploratory assessments to repair the soffit panels adjacent to the natatorium, where moisture over time caused premature deterioration of roof structures surrounding the natatorium areas at The Summit.

In May of 2021, the city executed a multi-phase exploratory professional services contract, with Walter P. Moore (WPM) that required WPM to provide repair recommendations of the metal panel soffit adjacent to the Natatorium, remedial replacements of the cavity, and replacement of the soffit assembly. Additionally, WPM was contracted to provide the scope work and plans, the proper construction documents for the repairs and reclud of metal on the north elevation of the Summit, as well as oversee the construction administration.

Under direction from WPM, city staff executed an agreement with Home Depot, under an existing pricing agreement to perform the initial soffit removal; this removal was required to ensure WPM would have unimpeded access to perform the forensic analysis of the roof structures.

The referenced proposal with Spawglass Building Services is to address all necessary work to remediate the soffit structural deficiencies, provided by the latest report from WPM. Staff recommends proceeding with Spawglass Building Services through their BuyBoard contract # 581-19 for the repairs.

FINANCIAL CONSIDERATION:

Funding for the contract in the amount of \$165,989.29 and a 5% contingency of \$8,299.46 for a total cost of \$174,288.75 is available by approving an ordinance transferring and appropriating \$174,288.75

from the unobligated fund balance in the Parks Capital Project Fund (317193) to WO # 02216003 (Summit Soffit Repairs)

BODY

AN ORDINANCE OF THE CITY OF GRAND PRAIRIE, TEXAS, AMENDING THE FY 2021/2022 CAPITAL IMPROVEMENT PROJECTS BUDGET BY TRANSFERRING AND APPROPRIATING \$174,288.75 FROM THE UNOBLIGATED FUND BALANCE IN THE PARKS CAPITAL PROJECTS FUND (317193) TO WO # 02216003 (SUMMIT SOFFIT REPAIRS).

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS:

SECTION 1. THAT the FY 2021/2022 CAPITAL IMPROVEMENT PROJECTS BUDGET be amended by transferring and appropriating \$174,288.75 from the unobligated fund balance in the Parks Capital Projects Fund (317193) to WO # 02216003 (Summit Soffit Repairs)

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, May 17, 2022.

**CITY OF GRAND PRAIRIE
CAPITAL PROJECTS BUDGET SUMMARY**

Fund/Activity Account: 317193 - 02216003
 Project Title: Summit Soffit Repairs
 Current Request: \$174,288.75

ACCOUNT DESCRIPTION	1 CURRENT BUDGET	2 AVAILABLE BALANCE	3 CURRENT REQUEST	2+3 REVISED BALANCE	1+3 AMENDED BUDGET
Bldg & Grd Maint (63010)	\$0	\$0	\$174,289	\$174,289	\$174,289
					\$0
					\$0
TOTAL	\$0	\$0	\$174,289	\$174,289	\$174,289



CITY OF GRAND PRAIRIE COMMUNICATION

MEETING DATE: 05/03/2022

REQUESTER: Steve Plumer, Sr. Parks Project Manager

PRESENTER: Duane Strawn, Director of Parks, Arts and Recreation

TITLE: Construction Manager at Risk (CMAR) contract with Dean Electric, Inc. dba Dean Construction for pre-construction management services for the Tyre Park Improvements Phase 1 in the amount of \$0 and approve a construction service fee of 3.5% to be applied at a later time to the actual approved construction costs for the work

RECOMMENDED ACTION: Approve

ANALYSIS:

On October 12, 2021, the City Council approved an architectural design contract with Parkhill, Smith & Cooper, Inc. dba. Parkhill Schrickel Rollins for professional design services including evaluating existing conditions, managing the public input process, develop a needs assessment and conceptual master plan, and a cost estimation of improvements for the park in the amount \$67,500 with a 5% design contingency in the amount of \$3,375 for a total of \$70,875.

On the assumption the City Council approves an architectural design contract with Parkhill Schrickel Rollins on May 17, 2022 for professional design services for the redevelopment of Tyre Park, Parkhill Schrickel Rollins will provide professional design services including Phase I plan development, site engineering, bidding and negotiations, construction administration and project close-out. The consultant has submitted a fee of \$246,500 for the project.

Based on the work to be completed by Parkhill, Inc., design plans will require cost estimation and constructability reviews. As a result, an RFP #22068 solicitation was advertised by the City in accordance with State law and respondents were required to submit their proposals no later than February 22, 2022. Seven (7) Construction Managers responded to the RFP. All proposals were reviewed, and it was determined that Dean Electric, Inc. dba Dean Construction met all requirements based on the cumulative scoring criteria. Dean Construction is being recommended for the Pre-Construction CMAR contract award for Tyre Park Improvements Phase I.

The Construction Manager at Risk pre-construction services involves development of conceptual project estimates, preliminary construction schedule, value engineering considerations and constructability review during the Design Phase.

Pending determination of a final construction costs, a subsequent contract award shall be comprised of field and office staff (\$68,250), general conditions (\$84,200) and approximate construction services fee based on a 3.5% fee applied to the construction cost. A guaranteed maximum price (GMP) will ultimately be confirmed and brought before City Council for final overall project cost award and approval.

Should City Council approve Dean Construction for CMAR contract award as recommended, City staff will begin working with Dean Construction and the architect on finalizing design and begin the process of obtaining CMAR bids from subcontractors. Once available, the final GMP will be presented to City Council for consideration and approval as an amendment to the initial contract.

FINANCIAL CONSIDERATION:

Funding is available in the Grant Fund (300594), WO #68122019 (Tyre Park).

CITY OF GRAND PRAIRIE CAPITAL PROJECTS BUDGET SUMMARY

Fund/Activity Account: 300594 - 68122019
 Project Title: Tyre Park Improvements Phase 1
 Current Request: \$0.00

ACCOUNT DESCRIPTION	1 CURRENT BUDGET	2 AVAILABLE BALANCE	3 CURRENT REQUEST	2+3 REVISED BALANCE	1+3 AMENDED BUDGET
Eng/Design (68450)	\$258,825	\$258,825		\$258,825	\$258,825
Construction (68540)	\$1,741,175	\$1,741,175		\$1,741,175	\$1,741,175
					\$0
					\$0
					\$0
					\$0
					\$0
TOTAL	\$2,000,000	\$2,000,000	\$0	\$2,000,000	\$2,000,000



CITY OF GRAND PRAIRIE COMMUNICATION

MEETING DATE: 05/03/2022

REQUESTER: Steve Plumer, Sr Park Project Manager

PRESENTER: Duane Strawn, Director of Parks, Arts and Recreation

TITLE: Professional services contract with Parkhill/Shrickel Rollins, Inc. in the amount of \$246,500 and approve a 5% contingency of \$12,325 for a total cost of \$258,825 for Phase 1 construction documentation and construction administration services for Tyre Park

RECOMMENDED ACTION: Approve

ANALYSIS:

On October 12, 2021, City Council approved a professional services contract Parkhill/Shrickel Rollins, Inc. for Master Planning services for the redevelopment of Tyre Park. Parkhill/Shrickel Rollins, Inc. has successfully completed several projects for the City of Grand Prairie including Fish Creek Linear Park, Mountain Creek Soccer Complex, and McFalls East Park. During the Tyre Park Master Plan project, the firm evaluated the existing conditions of the park, managed the public input process, developed a long-range master redevelopment plan, and cost phasing estimation of improvements for the park.

Local Government Code Chapter 252 provides an exception from the competitive bid process for a procurement for personal, professional, or planning services. Parkhill/Shrickel Rollins was selected as the most qualified professional due to their recent completion of the Tyre Park Master Plan. Parkhill/Shrickel Rollins was selected based on the evaluation of eight submittals to RFQ 21163.

The firm will provide professional design services including Phase I plan development, site engineering, geotechnical investigation, pond topography study, environmental services, bidding and negotiations, construction administration and project close-out. The consultant has submitted a fee of \$246,500 for the project.

FINANCIAL CONSIDERATION:

Funding for the consultant contract in the amount of \$246,500 and a 5% contingency of \$12,325 for a total cost of \$258,825 is available in the Grant Fund (300594), WO #68122019 (Tyre Park).

CITY OF GRAND PRAIRIE CAPITAL PROJECTS BUDGET SUMMARY

Fund/Activity Account: 300594 - 68122019
 Project Title: Tyre Park Improvements Phase 1
 Current Request: \$0.00

ACCOUNT DESCRIPTION	1 CURRENT BUDGET	2 AVAILABLE BALANCE	3 CURRENT REQUEST	2+3 REVISED BALANCE	1+3 AMENDED BUDGET
Eng/Design (68450)	\$258,825	\$258,825		\$258,825	\$258,825
Construction (68540)	\$1,741,175	\$1,741,175		\$1,741,175	\$1,741,175
					\$0
					\$0
					\$0
					\$0
					\$0
TOTAL	\$2,000,000	\$2,000,000	\$0	\$2,000,000	\$2,000,000



CITY OF GRAND PRAIRIE COMMUNICATION

MEETING DATE: 05/03/2022

REQUESTER: Kelly Eddlemon, Marketing Supervisor

PRESENTER: Cheryl De Leon, Deputy City Manager

TITLE: Price Agreement for EpicCentral marketing plan and advertising from Pyro Brand Development LLC. The initial agreement, in the amount of \$1,500,000, will contain the initial one-year term plus a five-month extension to allow fiscal year alignment; and includes the option to renew for three (3) additional one-year periods totaling \$6,000,000 if all extensions are exercised. Authorize the City Manager to execute the renewal options with aggregate price fluctuations of \$50,000 so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms

RECOMMENDED ACTION: Approve

ANALYSIS:

In July 2021, City Council approved an agreement with Pyro Brand Development LLC for "Phase 1" of RFP# 21030 to develop the brand for EpicCentral which has recently been completed. The newly developed brand includes a brand vision, positioning statement, personality, and affiliation, as well as a new logo with tagline, brand/style standards, and a strong foundation for a marketing strategy and plan. EpicCentral has been given a goal of becoming a "Top 5 destination in Dallas-Fort Worth", and staff believes that a strong and competitive marketing spend is both justified and necessary in this extremely competitive market.

Through extensive research of the market, strong industry knowledge, competitor analysis, guidance from media planning and advertising experts, and with the latest schedule of venue openings in mind, Pyro Brand Development has developed a plan for "Phase 2" (of RFP# 21030) to include KPI and goal setting, brand planning, project management, annual marketing plans, production of core creative assets, implementation of core marketing strategies and tactics, facilitating and nurturing cooperative marketing across properties, formulating ways to improve EpicCentral selling proposition vs. the sea of competitors, and measuring ROI and reporting on marketing performance.

The initial agreement, for a term of 17 months allowing for alignment with fiscal year calendars, will include the first portion of advertising and includes the core architecture and creation of major assets needed to carry out the remainder of the proposed media plan. Future renewals will include a progressively larger percentage of purchased media necessary to establish and ultimately maintain EpicCentral's status as a top destination in DFW.

Notice of bid # 21030 was advertised in the Fort Worth Star Telegram and Public Purchase; it was distributed to 396 vendors including 5 Grand Prairie vendors and 209 HUBs. Fifteen (15) proposals were received as shown on attachment A.

With the evaluation of the 14 submitted proposals combined with the experience from the recent brand development process, the evaluation committee's clear finalist for "Phase 2" of RFP# 21030 was Pyro Brand Development. Pyro's strategy, tactics, experiences, and diverse team continue to align well with the goals and culture of the city and the EpicCentral development. In addition, staff feels strongly that the agency who developed the brand will be the best to execute the marketing strategy and plan.

FINANCIAL CONSIDERATION:

Funding is available in the EPIC Central Capital Projects Fund (360093), WO # 02015603 (EPIC Central Pre Opening), Account #61600 (Advertising/Promotions). Funding for future years will be funded from that year's approved budgets.

CITY OF GRAND PRAIRIE CAPITAL PROJECTS BUDGET SUMMARY

Fund/Activity Account: 360093 - 02015603
 Project Title: EPIC Central Pre-Opening
 Current Request: \$0.00

ACCOUNT DESCRIPTION	1 CURRENT BUDGET	2 AVAILABLE BALANCE	3 CURRENT REQUEST	2+3 REVISED BALANCE	1+3 AMENDED BUDGET
Minor Equip (60520)	\$175,000	\$175,000		\$175,000	\$175,000
Misc Services (61485)	\$405,000	\$313,387		\$313,387	\$405,000
Advertising/Promo (61600)	\$1,635,551	\$1,500,000		\$1,500,000	\$1,635,551
Other Vehicles (68330)	\$250,000	\$250,000		\$250,000	\$250,000
Eng/Design (68450)	\$857,000	\$0			\$857,000
Contingency/Reserve (68570)	\$148,561	\$148,561		\$148,561	\$148,561
					\$0
					\$0
TOTAL	\$3,471,112	\$2,386,948	\$0	\$2,386,948	\$3,471,112