



Duncanville Community and Economic Development Corporation Regular Meeting Agenda

City Hall, Briefing Room
203 E. Wheatland Road
Duncanville, TX 75166
(972) 780-5000

Monday, March 23, 2026 – 6:00 pm

The Duncanville 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 972-780- 5017 or email city.secretary@duncanvilletx.gov at least three (3) business days prior to the scheduled meeting to request an accommodation.

As authorized by Section 551.071 through 551.090 of the Texas Government Code, this meeting may be convened into closed Executive Session for the permitted exceptions under the Texas Open Meetings act, including seeking confidential legal advice from the City Attorney on any item on the agenda at any time during the meeting. The City of Duncanville reserves the right to reconvene, recess or align the Regular Session or Executive Session or order of business at any time prior to adjournment.

Agendas are subject to alteration and revision up to and no later than 3 business days prior to the posted meeting time.

To view the live meeting or previous meetings, click on the link below.
<https://duncanvilletx.new.swagit.com/views/454/>.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

1. CITIZEN'S PUBLIC FORUM

To submit a comment via email and for your comments to be read, the following information is required:

Submit a comment by 4:00 p.m. March 23, 2026

Email eco@duncanvilletx.gov

Email title: Public Comment – 03/23/26

First and Last Name; and address.

2. APPROVAL OF DCEDC MEETING MINUTES

- A. Consider approval of the minutes from the February 23, 2026, Joint Meeting of the City Council, DCEDC and TIF Board.

3. BOARD MEMBER REPORTS

4. DIRECTORS' REPORT

5. CONSENT AGENDA

6. PUBLIC HEARINGS

- A. Conduct a public hearing to consider an economic development incentive request from JCTF Real Estate, LLC for the business expansion of Texas Fadez Barber Academy & Midas Touch Retail Supply.
- B. Conduct a public hearing to discuss and consider approval of a sponsorship for the Dallas County Sheriff's Office & Duncanville Police Department's 17th Annual Fire Truck Pull.
- C. Conduct a public hearing to discuss and consider approval of a sponsorship for the Property Improvement Program (PIP).

7. ACTION ITEMS

- A. Consider approval of an economic development incentive request from JCTF Real Estate, LLC for the business expansion of Texas Fadez Barber Academy & Midas Touch Retail Supply.
- B. Consider approval of a sponsorship for the Dallas County Sheriff's Office & Duncanville Police Department's 17th Annual Fire Truck Pull.
- C. Consider approval of a sponsorship for the Property Improvement Program (PIP).

8. BRIEFINGS AND PRESENTATIONS - NO ACTION OR DELIBERATION WILL TAKE PLACE ON THESE ITEMS

- A. Briefing on STAR Transit FY25-26 Annual Update
- B. Briefing on Parks and Recreation FY25-26 Annual Update
- C. Briefing on Police Department FY25-26 Annual Update
- D. Briefing on Arts & Business Networking Events

9. OTHER BUSINESS

- A. Discuss and consider approval of the Open Rewards Program for local businesses by Bludot Technologies.
- B. Consider a resolution approving a Second Amendment to the incentive agreement by the Duncanville Community and Economic Development Corporation (DCEDC) with BCVCR Holdings, LLC and Pegasus Bank for the Project located at 220

N. Main Street (Project Encina); Extending the project completion and reimbursement deadline to July 31, 2026.

- C. Discuss and consider a plan for a DCEDC delegation to attend the International Council of Shopping Centers (ICSC) Annual Real Estate Convention on May 18–20, 2026.

10. EXECUTIVE SESSION

In accordance with the Texas Government Code, the DCEDC shall convene into closed executive session pursuant to the following section: Section 551.087 (2) – Deliberation Regarding Economic Development Negotiations, to deliberate the offer of a financial or other incentive to a business prospect.

11. RECONVENE INTO OPEN SESSION

12. TAKE ANY NECESSARY OR APPROPRIATE ACTION AS A RESULT OF CLOSED EXECUTIVE SESSION

ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located outside the entrance to the City of Duncanville City Hall, next to the entryway doors, a place convenient and readily accessible to the general public, as well as to the City’s website www.duncanvilletx.gov and said Notice was posted **by** the following date and time: **Tuesday, March 17, 2026 , by 5:00 P.M.** and remained posted for at least two hours after said meeting was convened.

Marlon Goff
Interim Director Economic Development

Duncanville Community & Economic Development Corporation Joint Meeting w/ City Council
 & Tax Increment Financing (TIF) Board
 Meeting Date: 02/23/2026
 Meeting Commencement: D. L. Hopkins Senior Center
 206 James Collins Blvd. Duncanville TX 75116

Attendance

DCEDC Board Member Name	Present	Absent
<i>Tammi Abney</i>	X	
<i>Derwin Broughton, Vice President</i>	X	
<i>Patrick Harvey, President</i>	X	
<i>Donella Payne</i>	X	
<i>Tonya Savage</i>		X
<i>Carolyn Thompson</i>	X	
<i>Gregory Zylka</i>	X	

Staff Name	Staff Title
<i>Marlon Goff</i>	Interim Director, Economic Development
<i>Marcela Perez</i>	Coordinator, Economic Development
<i>Shamondra Lane</i>	Executive Admin Assistant, Economic Development
<i>Devon Handley</i>	Special Events Coordinator
<i>Richard Abernethy</i>	Interim City Manager
<i>Mark Rauscher</i>	Assistant City Manager
<i>Chiquita Taylor</i>	City Secretary
<i>Alaiyah Murray</i>	Executive Liaison
<i>Robert Hager</i>	City Attorney

City Council Name	Title
<i>Greg Contreras</i>	Mayor
<i>DeMonica Gooden</i>	Mayor Pro Tem
<i>Joe Veracruz</i>	District 1
<i>Don McBurnett</i>	District 2
<i>Jeremy Koontz</i>	District 3
<i>Karen Cherry-Brown</i>	District 4
<i>Kyle Pennebaker</i>	District 5 – not present

TIF Board Member Name	Present	Absent
<i>Michael Grace, Chair</i>	X	
<i>Kenneth Bain, Vice Chair</i>	X	
<i>Kenneth Govan</i>	X	
<i>Michael Hoffmeyer</i>	X	

Call to Order: called to order by Mayor Contreras at 6:13pm, TIF called to order by Chairman Grace at 6:14pm, and DCEDC was called to order by President Harvey at 6:15pm.

Invocation: given by President Harvey.

The Pledge of Allegiance to the U.S. and Texas Flags were recited by all.

1. CITIZEN'S PUBLIC FORUM – opened at 6:18pm

To submit a comment via email and for your comments to be reviewed by the Board, the following information is required:

Submit a comment by 4:00 p.m. on February 23, 2026
Email: Shamondra.lane@duncanvilletx.gov
Email Title: Public Comment – 02/23/26
First and Last Name and Address

No public comment

CITIZEN'S PUBLIC FORUM – closed at 6:19pm

2. CONSENT AGENDA

- A. Consideration and possible action to approve a Resolution authorizing the execution of a Professional Service Agreement with Catalyst Commercial to provide economic development advisory services to the City and Duncanville Community and Economic Development Corporation, in an amount not to exceed \$49,000. – presented by M. Goff.

Jason Claunch, Catalyst Commercial was present for any questions the Board or Council might have.

Motion to approve a Resolution authorizing the execution of a Professional Service Agreement with Catalyst Commercial to provide economic development advisory services to the City and Duncanville Community and Economic Development Corporation, in an amount not to exceed \$49,000, first by Derwin Broughton seconded by Tammi Abney.

DCEDC Board Action: Motion passed unanimously 6-0-0 Y-N-A (Yea-Nay-Abstain)

Motion to approve a Resolution authorizing the execution of a Professional Service Agreement with Catalyst Commercial to provide economic development

advisory services to the City and Duncanville Community and Economic Development Corporation, in an amount not to exceed \$49,000, first by Councilman McBurnett seconded by Mayor Pro Tem Gooden.

City Council Action: Motion passed unanimously 6-0-0 Y-N-A (Yea-Nay-Abstain)

- B. Receive and consider approval of the City of Duncanville Tax Increment Reinvestment Zone No.1 Fiscal Year 2025 Annual Report – presented by Marlon Goff

Motion to approve the City of Duncanville Tax Increment Reinvestment Zone No.1 Fiscal Year 2025 Annual Report, first by Board Member Govan, seconded by Board Member Hoffmeyer

TIF Board Action: Motion passed unanimously 4-0-0 Y-N-A (Yea-Nay-Abstain)

Motion to approve the City of Duncanville Tax Increment Reinvestment Zone No.1 Fiscal Year 2025 Annual Report, first by Councilman McBurnett seconded by Mayor Pro Tem Gooden

City Council Action: Motion passed unanimously 6-0-0 Y-N-A (Yea-Nay-Abstain)

3. REPORTS

- A. Briefing and Discussion on Comprehensive Plan Implementation and Development Considerations – Assistant City Manager Rauscher introduced presenter.

Kevin Shepherd, CEO Verdunity discussed Fiscal Sustainability & Development Patterns, Revenue vs Cost, Policy & Implementation Ideas for the City of Duncanville with cases and concepts from other cities in Texas.

- B. Briefing on Proposed Updates to the DCEDC Bylaws for Alignment and Governance Clarity – presented by Marlon Goff

Clarity on roles and processes of each Board. Attorney Hager reiterated statutory authority and typical practices in alignment with Council oversight, vision, and policies.

Encouraged and requests of ongoing executive-session briefings (from City Council) when staff/Boards are in active negotiations – while balancing confidentiality and accountability that align with the Comprehensive Plan.

- C. Briefing on DCEDC and TIF Fund Financial Status – presented by Marlon Goff
Richard Jackson & Jennifer Otey were available to answer any questions

Mentions of workshops with TIF Board and City Council to align projects with the CIP.

- D. Briefing on the history and current status of a vacant real estate site owned by the DCEDC and commonly referred to as Railroad Flats. – presented by Marlon Goff

Provided background history and current information for proposals since departmental leadership transitions. Council Members shared expressions of gratitude for transparency provided.

- E. Briefing on a Request for Expressions of Interest (RFEI) to solicit concept proposals from the real estate development community for a Vacant Property owned by the DCEDC and located at 200 W Center Street. – presented by Marlon Goff.

Council & Board Members discussed options of submitting a RFEI to solicit proposals.

Josh Claunch was available to answer questions.

No action was taken place on the items.

4. PUBLIC HEARINGS

5. OTHER BUSINESS

6. EXECUTIVE SESSION: No Executive Session

7. RECONVENE INTO OPEN SESSION: No Executive Session

8. NECESSARY OR APPROPRIATE ACTION AS A RESULT OF CLOSED EXECUTIVE SESSION: No Executive Session

9. ADJOURNMENT – DCEDC at 8:59pm, City Council at 8:59pm, TIF Board 8:59pm



STAFF REPORT

MEETING: Community and Economic Development Corporation - March 23, 2026

TITLE:

Conduct a public hearing to consider an economic development incentive request from JCTF Real Estate, LLC for the business expansion of Texas Fadez Barber Academy & Midas Touch Retail Supply.

Vision Statement:

“Duncanville, a City of Champions, is a safe, vibrant, diverse community committed to excellence in education, business, and good governance.”

Pillar:

Re-Imagine: High Quality of Life

STAFF RESPONSIBLE:

Marcela Perez

BACKGROUND/HISTORY:

Project Overview

The Texas Fadez Barber Academy business expansion project includes acquisition and renovation of a vacant 2,520 SF commercial building at **1014 S. Main Street**, that will reposition the property as an attractive, active business which will positively contribute to the revitalization of the city's high-traffic South Main street corridor.

- This business expansion project will deliver a complete renovation of 1014 S. Main Street, previously a chiropractic clinic. In addition to the Barber Academy operations, the project will include a retail barber and cosmetology supply store (Midas Touch) with an online retail component — creating a **multi-revenue-stream** business at a vacant commercial property on the South Main St. corridor.
- The property acquisition cost at \$380,000, together with design, engineering, and construction costs estimated at \$380,000, equal a **total project cost of \$760,000.**

Local Economic Impact

- Beyond direct fiscal revenue, the academy is estimated to generate approximately **\$213,200 in annual local trade area spending** captured within Duncanville from students, employees, and walk-in customers — producing an estimated \$4,264 in **secondary sales tax at local retailers**.

Workforce Development

Over 500 students have graduated from the school since 2019. Approximately 75% of the student population is made up of students living in Duncanville, graduating from Village Tech or Duncanville High Schools. Over 20 students have gone on to open their own barbershops, with 2 here in Duncanville.

Midas Touch co-owner, long-time Duncanville resident, and class of Duncanville High School 2023 graduate, Cristian Rivera, enrolled at Texas Fadez Barber Academy at 16 years old and is now an instructor and entrepreneur.

Texas Fadez is also a Certified Texas Workforce Vendor for the Vocational Rehabilitation program.

Community Impact

Throughout the year, Texas Fadez host's multiple free backpack and haircuts events for local students, and youth with special needs. Barber Academy students also visit homeless shelter locations to volunteer their time to provide free haircuts for homeless individuals.

Established Duncanville Property Owner and Entrepreneur

Owner, Founder, and Instructor, Juan Trejo, established Texas Fadez Barber Academy in Duncanville in 2019 at 1210 S Main Street, following the success of Texas Fadez Barbershop at 212 N Main Street, which opened in 2015. Mr. Trejo boasts more than a decade as a Licensed Barber, Business Owner & Industry Leader.

Mr. Trejo is responsible for recruiting several businesses to Duncanville including Fruta Loca, an authentic Mexican fruiteria, at his property located at 212 N Main Street, and DummyFresh Hats and Apparel, which recently relocated to its second Duncanville location at Wheatland Plaza.

POLICY EXPLANATION:

The applicant is requesting the grant dollars to be provided upfront instead of being reimbursed. An option is to provide the requested monies as a forgivable loan, and for each year the business is open, a percentage of the grant amount is forgiven. We would lien the property until the complete grant amount is forgiven.

A forgivable loan schedule with options for 5 or 10 years is attached.

A draft copy of the economic development incentive agreement drafted for Texas Fadez

Barber Academy is attached.

FUNDING SOURCE:

ORG and Object Number

12051000 - 708501

Available Budget	Purchase Amount	After Encumber
\$758,128.50	\$200,000.00	\$558,125.50

ACTION ALTERNATIVES:

ATTACHMENTS:

TFBA Grant Request Packet_UPDATED 3.17.26, Midas Touch Retail Store Rendering, Midas Touch Retail Sales_FINAL, Texas_Fadez_Public Private Stack, DRAFT Eco Dev Incentive Agreement_TFBA, Texas Fadez Forgivable Loan Schedule Options

TEXAS FADEZ BARBER ACADEMY INC.
1014 S. Main Street | Duncanville, TX 75137
214-516-4287 | juantrejo87@icloud.com

February 23, 2026

Ms. Marcela Perez
Economic Development Coordinator
Duncanville Community & Development Corporation

Dear Ms. Perez,

Thank you for considering our request for grant assistance toward the improvement of this property for our barber school.

We are working under a firm deadline to close on the property on or before **April 30, 2026**, and we appreciate the opportunity to provide additional information to support your review.

Attached are our plans outlining both exterior and interior improvements. These upgrades include the construction of a modern storefront and parking lot enhancements designed to improve visibility, pedestrian access, and overall curb appeal. Our goal is to reposition the property as an attractive, active business that contributes positively to the city's commercial corridor.

Workforce Development & Education

- We enroll an average of 90 students annually.
- Our average daytime population includes approximately 40 enrolled students and 30 daily customers.
- Each student invests an average tuition of \$6,100, generating consistent economic activity within Duncanville.
- Our students spend substantial time in the city throughout their training, supporting surrounding businesses.

Sales Tax & Retail Expansion

In addition to educational services, we generate sales tax revenue. We will incorporate a retail barber supply store **Midas Touch Grooming Supplies and Cosmo Supplies** offering professional barbering, hairstyling, and grooming products, as well as branded apparel. We will also support online retail sales, expanding our taxable revenue base.

Job Creation & Business Growth

Our program prepares students not only in technical skills, but also in entrepreneurship, financial responsibility, and business ownership. Many graduates go on to open shops, rent booths, and contribute to the broader local economy.

Community Inclusion

We are committed to serving the entire community by offering haircut services tailored for individuals on the autism spectrum and those with disabilities, creating a welcoming and inclusive environment for all residents.

Our mission is to establish a long-term presence in Duncanville that strengthens workforce development, increases taxable revenue, improves property value, and supports the city's economic vitality.

We are proud to invest in Duncanville and look forward to continuing to grow here.

Thank you for your time and consideration.

Sincerely,

JC Trejo



SITE PLAN CONCEPT DETAIL
 1014 S MAIN STREET, DUNCANVILLE, TEXAS

Options
 real estate
 972.283.1111
 OPTIONSRE.COM

351 W JEFFERSON
 BOULEVARD, SUITE 601
 DALLAS, TEXAS 75208
 214.293.3498
 THRASHERWORKS.COM



2701 SUNSET RIDGE DRIVE, STE 303
 ROCKWALL, TEXAS 75032
 FIRM REGISTRATION NO. 10194366



BARRY S. RHODES Registered Professional Land Surveyor (214) 326-1090

This is to certify that I have, this date, made a careful and accurate survey on the ground of property located at 1014 S. MAIN STREET, in the city of DUNCANVILLE, DALLAS County, Texas.

STATE OF TEXAS:
 COUNTY OF DALLAS:

Being all that certain lot, tract or parcel of land situated in the Anderson Slayback Survey, Abstract No. 1299, City of Duncanville, Dallas County, Texas, being the same land described in deed to Timothy R. Klesmit and wife, Diana L. Klesmit, recorded in Volume 2000137, Page 2299, Deed Records, Dallas County, Texas (D.R.D.C.T.) and being more particularly described as follows:

BEGINNING at an "X" found for corner in the East line of S. Main Street, at the southwest corner of a tract of land described in deed to South Main Street Property LLC, recorded in Instrument No. 201800215396 (D.R.D.C.T.), at the Northwest corner of said Klesmit tract;

THENCE North 88 degrees 52 minutes 26 seconds East, a distance of 134.91 feet to a 5/8 inch iron rod found for corner in the South line of said South Main Street Property LLC, at the most Northerly Northwest corner of a tract of land described in deed to Cox Farms Market, Inc., recorded in Volume 95205, Page 3094 (D.R.D.C.T.);

THENCE South 00 degrees 57 minutes 00 seconds East, a distance of 129.63 feet to a 1/2 inch iron rod found at an "e11" corner of said Cox Farms Market, Inc. tract;

THENCE South 88 degrees 43 minutes 00 seconds West, a distance of 135.00 feet to a 1/2 inch iron rod found for corner in the said East line of S. Main Street, at the most southerly Northwest corner of said Cox Farms Market, Inc. tract;

THENCE North 00 degrees 54 minutes 37 seconds West, with the said East line of S. Main Street, a distance of 130.00 feet to the PLACE OF BEGINNING and containing 17,519 square feet or 0.402 of an acre of land.

MAG. NAIL FOUND
 (CM) MRD
 N.W. CORNER OF SOUTH MAIN STREET PROPERTY LLC
 INST. NO. 201800215396

SOUTH MAIN STREET PROPERTY LLC
 INST. NO. 201800215396

COX FARMS MARKET, INC.
 VOL. 95205,
 PG. 3094

S. MAIN STREET



COX FARMS MARKET, INC.
 VOL. 95205, PG. 3094

1/2" IRF
 (CM)
 MOST SOUTHERLY
 S.W. CORNER OF
 COX FARMS MARKET, INC.
 VOL. 95205, PG. 3094

Bearings shown hereon are referenced to the Texas Coordinate System of 1983, North Central Zone (4202), and are based upon the North American Datum of 1983 (NAD 83), 2011 Adjustment, Epoch 2010.



LEGEND

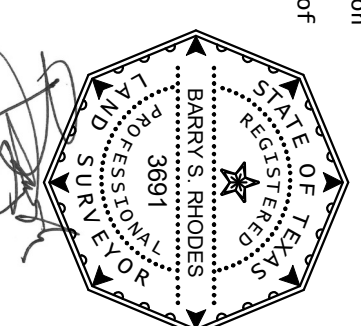
WOOD FENCE	---	IRON FENCE	---
CHAIN LINK	---	WIRE FENCE	---
BOUNDARY	---	WIRE FENCE	---
EXISTENT SETBACK	---		
CONTROLLING MONUMENT	---		
MRD - MONUMENT RECORD DIGITITY	---		
FOUNT FOR CORNER	---		
1/2" IRON ROD WITH CAP STAMPED	---		
BURNS SURVEYING SET	---		
X-CUT FOUND OR SET (AS NOTED)	---		
FENCE POST FOR CORNER	---	EM - ELECTRIC METER	
MONUMENT FOUND	---	PE - ELECTRIC	
CABLE	---	PE - POOL EQUIP	
CLEAN OUT	---	PE - POWER POLE	
GAS METER	---	TELEPHONE	
FIRE HYDRANT	---	WATER METER	
LIGHT POLE	---	WATER VALVE	
MANHOLE	---		
(UNLESS OTHERWISE NOTED)			

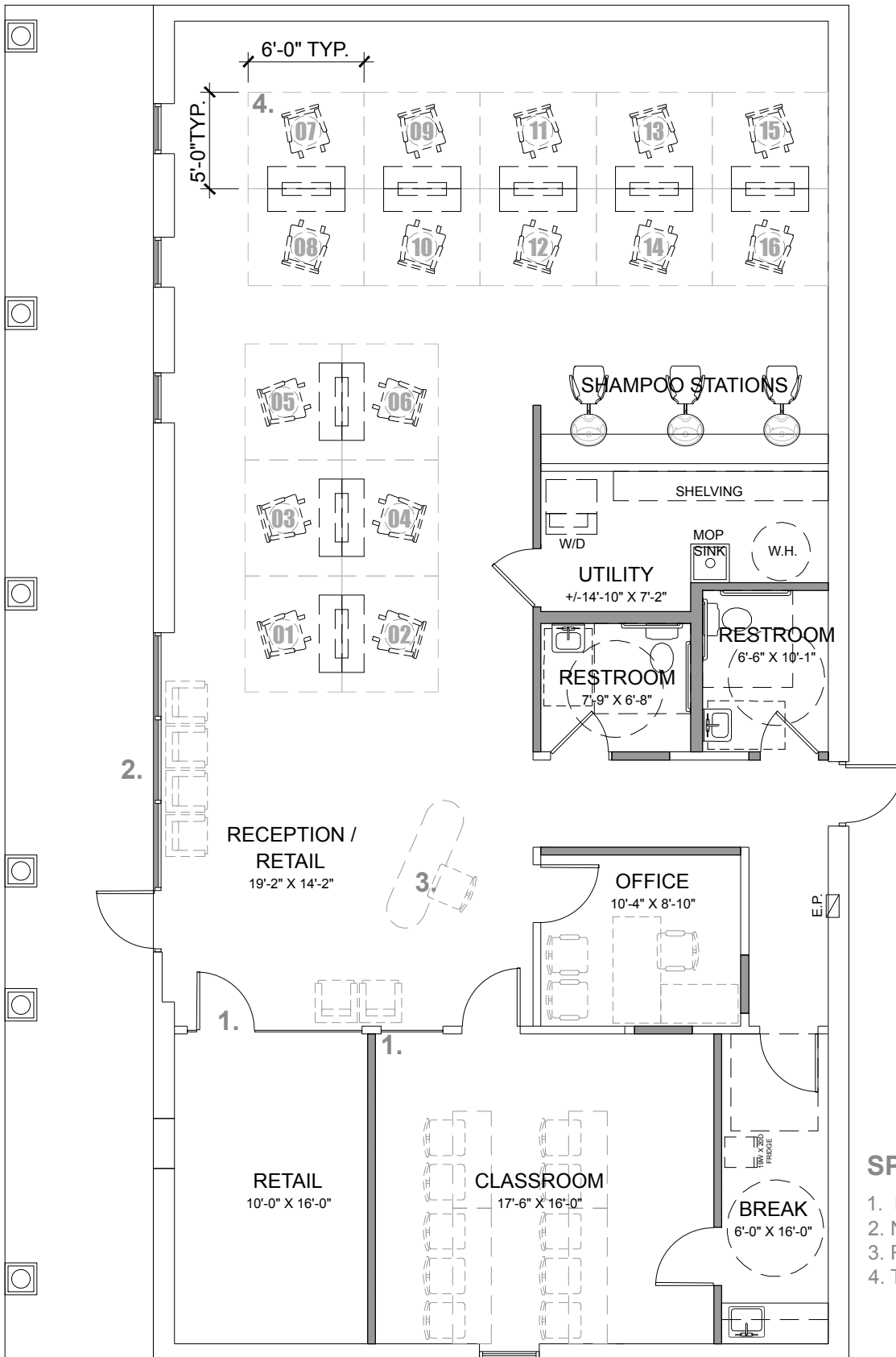
THIS CERTIFICATION DOES NOT TAKE INTO CONSIDERATION ADDITIONAL FACTS THAT AN ACCURATE TITLE SEARCH AND OR EXAMINATION MIGHT DISCLOSE.

This parcel depicted hereon is a true, correct, and accurate representation of the property as determined by survey; The lines and dimensions of said property being as indicated by the plat; The size, location, and type(s) of building(s) are as shown, all improvements being within the boundaries of the property setback from the property lines the distance indicated. TITLE AND ABSTRACTING WORK FURNISHED BY JUAN TREJO
 THERE ARE NO ENCROACHMENTS, CONFLICTS, OR PROTRUSIONS, EXCEPT AS SHOWN.

Scale: 1" = 20'
 Date: 12/09/2025
 G. F. No.: N/A
 Job no.: 202510584
 Drawn by: CMR

USE OF THIS SURVEY FOR ANY OTHER PURPOSE OR OTHER PARTIES SHALL BE AT THEIR RISK AND UNDERSIGNED IS NOT RESPONSIBLE TO OTHER FOR ANY LOSS RESULTING THEREFROM.
 THIS SURVEY WAS PERFORMED EXCLUSIVELY FOR
 JUAN TREJO





SPACE PLAN NOTES

1. Frameless glass wall system
2. New exterior storefront system
3. Reception Desk: furniture piece 60"x24"
4. Typical Station: 6'W x 5'D



NORTH

SCALE: 1/8" = 1'-0"

PRINT ON 8.5x11 SHEET

OPTION B.2

SPACE PLAN

1014 S Main Street, Duncanville
24 February 2026

Options
real estate
972-283-1111
www.optionsre.com

THRASHER WORKS
architecture design planning
Page 14 of 87

March 13, 2026 (updated figures for financing)

Breakdown of Costs & Grant Request Amount

1014 S. Main Street, Duncanville

Purchase Price of the Property - \$380,000

Design, Engineering & Construction Budget

Parking lot landscaping & lighting upgrade - \$75,000

Demolition & Asbestos Abatement - \$25,000

Plumbing, Electrical & HVAC - \$70,000

Drywall & Paint - \$75,000

New Store Front - \$30,000

Flooring - \$15,000

Architect & Engineering - \$25,000

Contingency -\$35,000

Soft Costs - \$30,000

Grant Total all costs - \$760,000

Bank loan will be a maximum of 80% of appraised value. Anything over that amount will have to be additional down payment.

Approximate appraised value 2,500 square foot building @ \$200 per square foot
 $\$500,000 \times 20\% =$ Minimum \$100,000 down payment required, but we are \$260,000 over the appraised value so Texas Fadez will need \$100,000 plus \$260,000 = \$360,000 to close this transaction.

Sources of funds to close:

Bank of DeSoto loan - \$400,000

Down Payment in cash by Texas Fadez - \$160,000

Grant Request from Duncanville Community & Economic Development - \$200,000

Finance Summary – Project Overview for JC Trejo

Item	Amount / Details
Total Project Cost	\$760,000
Appraised Property Value	\$500,000
Bank Loan Terms	Bank will loan 80% of appraised value
Maximum Bank Loan	\$400,000
Amount Above Appraised Value	\$260,000
Required Down Payment	\$100,000
Total Cash Needed from JC	\$360,000
Bank Loan Contribution	\$400,000
JC Personal Investment	\$160,000
Investment Requested from Partner/Investor	\$200,000

Summary: The total project cost is \$760,000. The property appraises at \$500,000, and the bank will lend 80% of the appraised value (\$400,000). Because the purchase price exceeds the appraised value, there is a \$260,000 gap. JC Trejo will contribute \$160,000 personally and is seeking a \$200,000 investment to complete the \$360,000 cash requirement in addition to the \$400,000 bank loan.



SUPPLY STORE CONCEPT DETAIL

1014 S MAIN STREET, DUNCAVILLE, TEXAS

MIDAS TOUCH SUPPLIES LLC

1014 S. MAIN STREET | DUNCANVILLE, TX 75137
469-662-9113 | midastouchsuppliesllc@gmail.com

February 24, 2026
Ms. Marcela Perez

Economic Development Coordinator
Duncanville Community & Development Corporation

Dear Ms. Perez,

As a proud Duncanville resident and graduate of Duncanville High School, our mission is to serve and strengthen the local barber and beauty community by providing high-quality tools, supplies, and support. We are committed to building lasting relationships with barbershops, salons, and independent professionals throughout Duncanville and the surrounding areas.

Our goal is not only to supply products, but to empower entrepreneurs, create opportunity, and contribute to the economic growth of our city – with a target of generating \$60,000 in revenue this year as we continue to expand and serve our community.

In addition, I am also a graduate of Texas Fadez Barber Academy. At just 16 years old, I was placed in the academy to explore barbering – and quickly fell in love with the craft. During my time there, I met Angel Perez, who was also a student at Texas Fadez. What began as a classroom connection grew into a lasting friendship, and today he is my business partner.

Texas Fadez Barber Academy helped mold us not only into barbers, but into entrepreneurs by teaching us the importance of creating multiple opportunities within the industry beyond cutting hair. Now at 20 years old, Angel and I are focused on growing a business that supports others in the same community that helped shape us.

Our vision is to supply the majority of barbershops in the Duncanville area while also attracting barbers and stylists from surrounding cities to come shop locally and experience something different. In addition to in-store service, we also offer online shopping to expand access and convenience.

We believe the industry needs strong, community-rooted businesses like ours, and we are proud to be part of the City of Champions – a title we strive to live up to through our work, growth, and commitment to serving others.

We are proud to invest in Duncanville and look forward to continuing to grow here.

Thank you for your time and consideration.

Sincerely,



YEAR 1 PROJECTIONS (Retail Only)

Conservative Scenario

5 customers per day

$5 \times \$110 = \$550/\text{day}$

$\$550 \times 6 \text{ days} = \$3,300/\text{week}$


$\$3,300 \times 4.3 = \$14,190/\text{month}$

$\approx \$170,000/\text{year revenue}$

COGS (60%) $\approx \$102,000$

Gross Profit $\approx \$68,000$

Rent = $\$12,000/\text{year}$

 Estimated Net: $\sim \$50,000\text{--}55,000$

Realistic Scenario

8 customers per day $8 \times \$110 = \$880/\text{day}$

$\$880 \times 6 = \$5,280/\text{week}$


$\$5,280 \times 4.3 = \$22,700/\text{month}$

$\approx \$272,000/\text{year revenue}$

COGS $\approx \$163,000$

Gross Profit $\approx \$109,000$

Rent = $\$12,000$

 Estimated Net: $\sim \$85,000\text{--}90,000$

Aggressive Scenario

12 customers per day

$12 \times \$110 = \$1,320/\text{day}$

$\approx \$408,000/\text{year revenue}$ Estimated Net after inventory + rent:  $\$130,000\text{--}150,000$


YEAR 2 (Add Online Lightly)

If you start pushing Shopify + Instagram properly:

Add even $\$5,000/\text{month}$ online: $\$5,000 \times 12 = \$60,000$ extra revenue

Realistic Year 2 Revenue:

 $\$330\text{k} - \380k Net: $\$110\text{k} - \160k

 **YEAR 3** (Scaled)

If you build brand trust + local wholesale:

- 15 customers/day average
- \$8k/month online
- Some bulk shop orders

Projected Revenue: 👉 \$500k+

Net Potential: \$180k–220k

PUBLIC-PRIVATE CAPITAL STACK

SOURCE	BASE COST	% TOTAL
Owner Personal Investment (Private)	\$160,000	21.1%
Debt / Construction Loan (Private)	\$400,000	52.6%
DCEDC Grant (Public — Type B EDC)	\$200,000	26.3%
TOTAL PROJECT COST	\$760,000	100.0%
Total Public Investment	\$200,000.00	23.32%
Total Private (Personal Investment + Debt)	\$560,000.00	73.68%

WHEREAS, the DCEDC has determined that making economic development grants in accordance with this Agreement will further the objectives of the DCEDC and will benefit the DCEDC, the City, and the city's residents by helping to stimulate local economic development through redevelopment and beautification, aid workforce development initiatives, increase the City's yearly ad valorem collections, increase sales tax, and encourage economic vitality in the City.

NOW, THEREFORE, in consideration of the mutual benefits and promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

ARTICLE I. AUTHORIZATION

1.01. The City Council finds and determines that this Agreement is authorized and governed by Texas Local Government Code Chapters 501 through 505.

ARTICLE II. TERM

2.02. This Agreement shall be effective as of the date of execution by all parties with specific performance standards being met by **May 1, 2036**, unless otherwise terminated as provided for in this agreement; and, the compliance provisions of this agreement shall service for a period of (10) years from the effective date.

ARTICLE III. GRANT

3.01. **Economic Development Incentives.**

As an economic development incentive grant to assist the Applicant located at 1014 S. Main Street in Duncanville, Texas, the DCEDC agrees to provide a forgivable loan incentive grant in the amount of Two Hundred Thousand Dollars (\$200,000.00) for improvements to the building located at said address, occupied by the Applicant subject to the terms and conditions set forth in this Agreement (the "Grant"). Grant funds will be made immediately available at the closing of property purchase to the Lender as a forgivable loan grant to Applicant. Nothing contained herein shall constitute a contract for goods or services under the law.

3.02. The Applicant shall file a written proposal and plans with the DCEDC which shall provide detailed plans concerning the use of funds to achieve the purposes recited herein.

3.03. Upon execution of this agreement, funds in the amount of Two Hundred Thousand Dollars (\$200,000.00) will be provided to the Lender to be disbursed on behalf of Applicant for payment for redevelopment and improvements as described herein. Draws on the funds shall be dispersed when the bank is presented proof of actual costs of redevelopment and improvements in the form of receipts and/or bid proposals and/or form of Draw Request provided and approved by Bank accompanied with an affidavit of payments made with each draw request.

3.04 So long as the Covenants of Applicant outlined under Article IV herein continue to be met, the indebtedness of Applicant for the forgivable loan incentive grant shall be reduced by Twenty Thousand Dollars (\$20,000.00) annually on the anniversary of the execution of this agreement as follows:

Date:	Indebtedness of Applicant
May 1, 2026	\$200,000.00
May 1, 2027	\$180,000.00
May 1, 2028	\$160,000.00
May 1, 2029	\$140,000.00
May 1, 2030	\$120,000.00
May 1, 2031	\$100,000.00
May 1, 2032	\$80,000.00
May 1, 2033	\$60,000.00
May 1, 2034	\$40,000.00
May 1, 2035	\$20,000.00
May 1, 2036	\$0.00

ARTICLE IV. COVENANTS OF APPLICANT

4.01. As a condition precedent and in consideration of the DCEDC agreeing to make the economic development incentive Grant described above, and to be eligible to receive loan forgiveness, the Applicant agrees to do the following:

- (a) Cause the improvements as defined herein to be permitted and installed at the address indicated herein in compliance with the local ordinance; and
- (b) Provide verified original copies of the actual paid invoices for expenses within the provisions to Article III the business incurred before **May 1, 2027** at 5 p.m.; and
- (c) Provide proof of legal occupancy of the specified location of 1014 S. Main Street Duncanville, TX 75116; and
- (d) Incentive grant shall mean cash grant of Two Hundred Thousand Dollars (\$200,000.00) for improvements (Project) to the property located at 1014 S. Main Street Duncanville, TX 75116; and
- (e) Receive a certificate of occupancy for 1014 S. Main Street, Duncanville, TX 75116 on or before **May 1, 2027**; and
- (f) Pay and be current to the ad valorem and sales during the term of this Agreement from the date the business opens to the public, and through a period of ten (10) years from the effective date; and

- (g) Development and maintain the property in conformity to the local Comprehensive Zoning Ordinance and other local applicable regulation codes; and
- (h) During the term of this Agreement, the Applicant, agrees not to knowingly employ any undocumented workers or unlicensed contractors and/or subcontractors at the development, and if convicted of a violation under 8 U.S.C Section 1324a(f), the Applicant, shall repay the amount of the grant payments received within 130 business days after the date the Applicant, is notified by the City of such violation, and this agreement automatically terminates.
- (i) If work is found to be incomplete within the timeline provided in Article IV, the Applicant, may request via written documentation an extension to complete work. If the work remains incomplete by the end of this extension, the Applicant, will be found in violation of this agreement and shall repay any grants under the provisions of Section 5.2 of this agreement is terminated and the Applicant will indemnify the DCEDC of any obligations related to grants and incentives that are withheld.

ARTICLE V. GENERAL PROVISIONS

5.01. Termination and Default. This Agreement terminates upon any one of the following:

- (a) By the Applicant, through mutual written agreements of both parties; and
- (b) By DCEDC, if the Applicant, files any false documentation concerning the application or receipt of the Grant; and
- (c) By DCEDC and the Applicant, respectively, if the other party defaults or breaches any of the terms or conditions of this Agreement and such default or breach is not cured within thirty (30) days after written notice thereof by the non-breaching party; and
- (d) By DCEDC, if any taxes, fees, impositions or charges owed to the DCEDC, the City of Duncanville, or the State of Texas by the Applicant, shall have become delinquent (provided, however, that such taxes, fees, or charges shall not be considered delinquent for purposes of this Section 5.1(c) until any proper and timely protest or contest of such taxes or fees has become final) for a period of 10 (10) years from the effective date; and
- (e) By DCEDC, if the Applicant suffers an Event of Bankruptcy or Insolvency; and
- (f) By DCEDC and the Applicant, respectively, if any subsequent federal or state legislation or any decision of a court of competent jurisdiction declares or renders this Agreement invalid or illegal; and

- (g) By DCEDC, if insufficient funding is available to provide the grant contemplated herein. In such event, the DCEDC shall give the Applicant not less than fifteen (15) days notice of its intent to terminate; and
- (h) By DCEDC, if any other material provisions of this Agreement is breach by the Applicant.

"Event of Bankruptcy or Insolvency" shall mean the dissolution or termination of the Applicant existence, insolvency, employment of receiver for any part of the Property and such appointment is not terminated within ninety (90) days after such appointment is initially made, any general assignment for the benefit of creditors or the commencement of any proceedings under any bankruptcy or insolvency laws by or against the Applicant and Owner and such proceedings are not dismissed within ninety (90) days after the filing thereof,

5.02. RECAPTURE PROVISION. IN THE EVENT THE APPLICANT DOES NOT COMPLY WITH THE TERMS OF THIS AGREEMENT OR IS OTHERWISE IN DEFAULT AS PROVIDED HEREIN, THE APPLICANT AND GUARANTOR, PURSUANT TO THE PROVISIONS HEREIN, SHALL REFUND THE DCEDC THE GRANT PAYMENTS ACTUALLY PAID BY DCEDC AND RECEIVED BY THE APPLICANT IMMEDIATELY PRECEDING THE DATE OF SUCH TERMINATION. IF THE PAYMENT IS NOT REFUNDED WITHIN 30 DAYS OF TERMINATION, THE APPLICANT WILL INDEMNIFY THE DCEDC OF ANY FEES OR COSTS RELATED TO RECUPERATING FUNDS OWED TO THE DCEDC, PLUS INTEREST AND ATTORNEY FEES.

5.03. Mutual Assistance. The Applicant and the DCEDC shall do all things necessary or appropriate to carry out the terms and provisions of this Agreement and to aid and assist each other in carrying out the terms and provisions hereof.

5.04. Representations and Warranties. The Applicant represents and warrants to the DCEDC that it is a duly organized company under the laws of the State of Texas and is in good standing and can execute the terms of this agreement.

5.05. Employee Hiring, Materials, and Supplies Purchased. Although not a condition of this Agreement, the DCEDC requests that the Applicant when feasible, satisfies its needs for all additional employees from Duncanville residents and/or purchases materials and supplies from Duncanville merchants and businesses.

5.06. Section or Other Headings. Section or other headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement.

5.07. Verification and Compliances. The Applicant agrees to allow the DCEDC's by and through its lawful representative to conduct an audit on all of the Applicant business records, documents, and agreements or other instruments, subject to appropriate confidentiality, in furtherance of the following purposes only:

- (a) To ensure the Applicant compliance with the affirmative covenants set forth in this Agreement; and

- (b) To determine the existence of a default or breach of the terms of this Agreement; and
- (c) To ensure compliance with the prerequisites for paying a Reimbursement Incentive; and
- (d) To determine whether the correct amount of sales taxes are being collected and reported.

The DCEDC will provide the Applicant with written notice of any request for an audit and shall cooperate with the Applicant to schedule audit activities so as to minimize disruption of the Applicant normal business operations.

5.08. Indemnification. IN PERFORMING ITS OBLIGATIONS UNDER THIS AGREEMENT, THE APPLICANT IS ACTING INDEPENDENTLY, AND THE DCEDC ASSUMES NO RESPONSIBILITIES OR LIABILITIES TO THIRD PARTIES IN CONNECTION WITH THE APPLICANT BUSINESS OR PROPERTY. THE DCEDC SHALL NOT BE LIABLE TO THE APPLICANT, ITS AGENTS, EMPLOYEES OR CONTRACTORS, FOR ANY DAMAGE TO PERSONS OR PROPERTY. IN THIS RESPECT, THE APPLICANT AGREES TO INDEMNIFY AND HOLD THE DCEDC HARMLESS AGAINST ANY AND ALL CLAIMS, LIABILITY, DEMANDS, DAMAGES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING FROM THE CONDUCT OR MANAGEMENT OF THE APPLICANT, OR FROM ANY BREACH ON THE PART OF THE APPLICANT OF ANY CONDITIONS OF THIS AGREEMENT OR FROM ANY ACT OF NEGLIGENCE OF THE APPLICANT, ITS AGENTS, CONTRACTORS, OR EMPLOYEES.

5.09. Attorneys Fees. In the event any legal action or process is commenced to enforce or interpret provisions of this Agreement, the prevailing party in any such legal action shall be entitled to recover its necessary and reasonable attorneys' fees and expenses incurred by reason of such action.

5.10. Entire Agreement. This Agreement contains the entire agreement between the parties with respect to the transaction contemplated herein.

5.11. Amendment. This Agreement may only be amended, altered, or revoked by a written instrument signed by the Applicant, DCEDC, and the City.

5.12. Successors and Assigns. This Agreement shall be binding on and inure to the benefit of the parties, their respective successors and assigns. The Applicant may not assign all or any part of its rights and obligations hereunder without prior written approval of the DCEDC.

5.13. Notice. Any notice and/or statement required and permitted to be delivered shall be deemed delivered by depositing same in the United States mail, certified with return receipt requested, postage prepaid, addressed to the appropriate party at the following addresses, or at such other addresses provided by the parties in writing:

Owner: JCTF Real Estate, LLC with copy to: (XXX Law Group)
c/o Juan Trejo (Name of lawyer/ legal rep)
(insert address) (address)

City: City of Duncanville
Attention: Richard Abernethy
P.O. Box 380280
Duncanville, Texas 75138-0280

DCEDC: Duncanville Community and Economic Development Corporation
Attention: Marlon Goff
P.O. Box 380280
Duncanville, Texas 75138-0280

LENDER: Bank of DeSoto
Attention: (insert bank/lending representative)
2011 N. Hampton Rd
DeSoto, TX 75115

5.14. **Interpretation.** Regardless of the actual drafter of this Agreement, this Agreement shall, in the event of any dispute over its meaning or application, be interpreted fairly and reasonably, and neither more strongly for or against any party.

5.15. **Applicable Law.** This Agreement is made, and shall be construed and interpreted under the laws of the State of Texas and venue shall lie in Dallas County, Texas.

5.16. **Severability.** In the event that any provision of this Agreement is illegal, invalid, or unenforceable under present or future laws, then, and in that event, it is the intention of the parties hereto that the remainder of this Agreement shall not be affected thereby, and it is also the intention of the parties to this Agreement that in lieu of each clause or provision that is found to be illegal, invalid, or unenforceable, a provision shall be added to this Agreement which is legal, valid and enforceable and is as similar in terms as possible to the provision found to be illegal, invalid or unenforceable.

5.17. **Counterparts.** This Agreement may be executed in multiple counterparts, each of which shall be considered an original, but all of which shall constitute one instrument.

5.18. **No Joint Venture.** Nothing contained in this Agreement is intended by the parties to create a partnership or joint venture between the parties.

5.19. Boycott Israel, Boycott Energy Companies, and Prohibition of Discrimination Against Firearm Entities and Firearm Trade Associations.

- (a) Contractor verifies that it does not Boycott Israel and agrees that during the term of the Agreement will not Boycott Israel as that term is defined in Texas Government Code Section 808.001, as amended.
- (b) Contractor verifies that it does not Boycott Energy Companies and agrees that during the term of this Agreement will not Boycott Energy Companies as that term is defined in Texas Government Code Section 809.001, as amended.
- (c) Contractor verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association as those terms are defined in Texas Government Code Section 2274.001, as amended; and (ii) will not discriminate during the term of this Agreement against a firearm entity or firearm trade association.
- (d) This section does not apply if Contractor is a sole proprietor, a non-profit entity, or a governmental entity; and only applies if: (i) Contractor has ten (10) or more fulltime employees and (ii) this Agreement has a value of \$100,000.00 or more to be paid under the terms of this Agreement.

5.20 Force Majeure. "Force Majeure" shall mean an occurrence of any contingency or cause beyond the reasonable control of a Party including, without limitation, acts of God or the public enemy, war, riot, terrorism, civil commotion, insurrection, government or de facto governmental action, restrictions or interferences (unless caused by the intentional acts or omissions of the Party), fires, explosions, floods or other inclement weather, strikes, slowdowns or work stoppages, incidence of disease or other illness that reaches outbreak, epidemic, or pandemic proportions or similar causes affecting the area in which the Project is located that results in a reduction of labor force or work stoppage in order to comply with local, state, or national disaster orders, or national emergency orders, construction delays, shortages or unavailability of supplies, materials or labor, necessary condemnation proceedings, or any other circumstances which are reasonably beyond the control of the Party obligated or permitted under the terms of this Agreement to do or perform the same, regardless of whether any such circumstances are similar to any of those enumerated or not, in which case the Party so obligated or permitted shall be excused from doing or performing the same during such period of delay, so that the time period applicable to such obligation or performance shall be extended for a period of time equal to the period such Party was delayed.

5.21 FOR PURPOSES OF SECTION 5.02, JUAN TREJO ("GUARANTOR") SHALL BE PERSONALLY LIABLE AS A GUARANTOR OF THE RECAPTURE OBLIGATIONS OF THE COMPANY IN THE EVENT APPLICANT DOES NOT COMPLY WITH THE TERMS OF THIS AGREEMENT OR IS OTHERWISE IN DEFAULT AS PROVIDED HEREIN.

5.22. Approval by the City of Duncanville, Texas. This Agreement was approved by the City Council at its meeting on _____.

DETAILED IMPROVEMENT LIST

March 13, 2026 (updated figures for financing)

Breakdown of Costs & Grant Request Amount

1014 S. Main Street, Duncanville

Purchase Price of the Property - \$380,000

Design, Engineering & Construction Budget

Parking lot landscaping & lighting upgrade - \$75,000

Demolition & Asbestos Abatement - \$25,000

Plumbing, Electrical & HVAC - \$70,000

Drywall & Paint - \$75,000

New Store Front - \$30,000

Flooring - \$15,000

Architect & Engineering - \$25,000

Contingency -\$35,000

Soft Costs - \$30,000

Grant Total all costs - \$760,000

Bank loan will be a maximum of 80% of appraised value. Anything over that amount will have to be additional down payment.

Approximate appraised value 2,500 square foot building @ \$200 per square foot
 $\$500,000 \times 20\% =$ Minimum \$100,000 down payment required, but we are \$260,000 over the appraised value so Texas Fadez will need \$100,000 plus \$260,000 = \$360,000 to close this transaction.

Sources of funds to close:

Bank of DeSoto loan - \$400,000

Down Payment in cash by Texas Fadez - \$160,000

Grant Request from Duncanville Community & Economic Development - \$200,000

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the Parties have executed this Asset Purchase Agreement as of the day and year first written above.

JCTF Real Estate, LLC

Juan Trejo, Owner

Date: _____, 2026

GUARANTOR, for purposes of Sections 5.02 and 5.21

Juan Trejo

DUNCANVILLE COMMUNITY AND ECONOMIC DEVELOPMENT CORPORATION

By: Patrick Harvey

Its: Board President

Date: _____, 2026

CITY OF DUNCANVILLE

By: Richard Abernethy

Its: Interim City Manager

Date: _____, 2026

Bank of DeSoto

By: (insert representative)

Its: (insert representative title)

Date: _____, 2026

Juan Trejo Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Juan Trejo, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that they are the duly authorized to execute the foregoing instrument for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 2026.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

JCTF Real Estate, LLC Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Juan Trejo, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that they are the Owner of JCTF Real Estate, LLC, and that they are duly authorized by said company to execute the foregoing instrument for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 2026.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

Duncanville Community and Economic Development Corporation Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Patrick Harvey, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that they are the Board President of the Duncanville Community and Economic Development Corporation, and that they are authorized by said Corporation to execute the foregoing instrument as the act of such Duncanville Community and Economic Development Corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 2026.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

City of Duncanville Acknowledgement

STATE OF TEXAS §
§
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Richard Abernethy, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that they are the Interim City Manager of the City of Duncanville, and that they are authorized to execute the foregoing instrument as the act of such City for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 2026.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

Bank of DeSoto Acknowledgement

STATE OF TEXAS §
§
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared _____, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that they are an officer for Bank of DeSoto, and that they are authorized to execute the foregoing instrument as the act of such Bank for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 2026.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

FORGIVABLE LOAN FORGIVENESS SCHEDULE OPTIONS

Principal Loan Amount (\$):	\$200,000			
Annual Forgiveness Amount (\$):	\$20,000			
Agreement Execution Date:	5/1/2026			
Loan Term (Years):	10 years			
Maturity / Full Forgiveness Date:	05/01/2036			
Anniversary Date	Year	Opening Balance (\$)	Amount Forgiven (\$)	Remaining Indebtedness (\$)
5/1/2026	Execution	\$200,000.00	-	\$200,000.00
05/01/2027	Year 1	\$200,000.00	\$20,000.00	\$180,000.00
05/01/2028	Year 2	\$180,000.00	\$20,000.00	\$160,000.00
05/01/2029	Year 3	\$160,000.00	\$20,000.00	\$140,000.00
05/01/2030	Year 4	\$140,000.00	\$20,000.00	\$120,000.00
05/01/2031	Year 5	\$120,000.00	\$20,000.00	\$100,000.00
05/01/2032	Year 6	\$100,000.00	\$20,000.00	\$80,000.00
05/01/2033	Year 7	\$80,000.00	\$20,000.00	\$60,000.00
05/01/2034	Year 8	\$60,000.00	\$20,000.00	\$40,000.00
05/01/2035	Year 9	\$40,000.00	\$20,000.00	\$20,000.00
05/01/2036	Year 10	\$20,000.00	\$20,000.00	-
TOTAL AMOUNT FORGIVEN			\$200,000.00	

Principal Loan Amount (\$):	\$200,000			
Annual Forgiveness Amount (\$):	\$40,000			
Agreement Execution Date:	5/1/2026			
Loan Term (Years):	5 years			
Maturity / Full Forgiveness Date:	05/01/2031			
Anniversary Date	Year	Opening Balance (\$)	Amount Forgiven (\$)	Remaining Indebtedness (\$)
5/1/2026	Execution	\$200,000.00	-	\$200,000.00
05/01/2027	Year 1	\$200,000.00	\$40,000.00	\$160,000.00
05/01/2028	Year 2	\$160,000.00	\$40,000.00	\$120,000.00
05/01/2029	Year 3	\$120,000.00	\$40,000.00	\$80,000.00
05/01/2030	Year 4	\$80,000.00	\$40,000.00	\$40,000.00
05/01/2031	Year 5	\$40,000.00	\$40,000.00	-
TOTAL AMOUNT FORGIVEN			\$200,000.00	



STAFF REPORT

MEETING: Community and Economic Development Corporation - March 23, 2026

TITLE:

Conduct a public hearing to discuss and consider approval of a sponsorship for the Dallas County Sheriff's Office & Duncanville Police Department's 17th Annual Fire Truck Pull.

Vision Statement:

“Duncanville, a City of Champions, is a safe, vibrant, diverse community committed to excellence in education, business, and good governance.”

Pillar:

STAFF RESPONSIBLE:

Marcela Perez

BACKGROUND/HISTORY:

Fire Truck Pull is a Law Enforcement Torch Run® event. The Law Enforcement Torch Run® is Special Olympics' largest grassroots fundraiser and public awareness vehicle. Special Olympics athletes and Law Enforcement Torch Run® officers carry the “Flame of Hope” at the Opening Ceremonies for Special Olympics competitions around the world.

Special Olympics Texas not only provides year-round sports training and competition, but also health and inclusion programs for individuals of all ages with intellectual disabilities.

Economic Impact

The Fire Truck Pull is a regional event recognized across all North Texas. Participants and teams come from cities around Dallas County as well as neighboring counties. Event attendance averages 600-700 people, including families with children of all ages.

This is a large attraction that brings visitors from across the region, to the heart of Duncanville. Additionally, there are over 180 Duncanville Special Olympic Athletes that benefit from the money raised from this event, which improves quality of life for our city's special needs population.

POLICY EXPLANATION:

FUNDING SOURCE:

ORG and Object Number

12051000 - 700453

Available Budget	Purchase Amount	After Encumber
\$25,000.00	\$7,500.00	\$17,500.00

ACTION ALTERNATIVES:

ATTACHMENTS:

DCEDC 2026 Sponsorship Request_Fire Truck Pull



DCEDC Donation, Contribution, Sponsorship Request Form

Please see the document on the second page of this form. This form must be signed for an application to be considered complete.

Allow 4 weeks to review. All requests should be sent to: eco@duncanvilletx.gov


Requestor information		Organization: Special Olympics Texas
Name of Representative: Doug Sisk	Email: douglas.sisk@dallascounty.org	
Organization Mailing Address: 7441 Tower Street, Richand Hills, Tx 86118		
Organization Phone Number: 972-821-9393	Representative's Phone Number: 469-623-5176	
About the Organization		Geographic Area Served: Duncanville and across Texas
Organization Website: www.sotx.org		
Programs and Activities: Special Olympics Texas not only provides year-round sports training and competition, but also health and inclusion programs for individuals of all ages with intellectual disabilities.		
Organization Mission: See attached sheet		
Purpose	<input checked="" type="checkbox"/> Event Sponsorship	Amount Requested: Past y'all have done \$7500 but will take what you able to support us with
		Overall Funding Goal: \$50,000
Purpose of Request: Sponsorship and possibly marketing/advertisement for an event that has been held in Duncanville, this being its 17th year.		
Explain how the funding results in the overall benefit to the Duncanville residents and local business: There are over 180 Duncanville Special Olympic Athletes that benefit from the money raised from this event. (Continued on 2nd page)		
Please indicate if funding is to support a specific event, program, service, etc. Provide specific details about how funding will be used: Funding is used to put on sports competitions, events, purchase equipment and train coaches		
Timeline for utilization of the funding: through out 2026		
Highlight other sources of funding sought: We have a presenting sponsor that is a Duncanville business that had donated over \$100,000 over last 11 year to this event.		
If an event or program takes place, are you also seeking additional DCEDC/City assistance? If so, please explain: We have teams from the city hall, parks and rec, Police, Fire, Duncanville ISD, and the event is held in the Senior Citizen Center Parking lot		
Indicate total anticipated costs to run the event or program, if applicable. Provide details about anticipated costs: osts are just purchase of awards, t-shirts, food is donated, being established event really no overhead costs		
Indicate how the DCEDC will be recognized for participation: Depending on level of sponsorship - See attached sheet		



**Donations and/or Contributions and/or Sponsorships policy approved by the
DCEDC Board of Directors**

1. Note: these principles refer to requests for funding from the DCEDC sales tax.
2. **The entity must be conducting business or activities in and for residents of Duncanville, Texas.**
3. Staff must receive a request form for every request, even events occurring annually.
4. The Director of Economic Development or their designee may approve requests of \$3,000 or less if all conditions are met.
5. Any request over a total of \$3,000 per fiscal year per organization will require EDC board consideration.
6. A quarterly update shall be provided during a regular meeting of the DCEDC on any funded sponsorships under this policy.
7. Applicants shall provide to the DCEDC a post-event report outlining how the funds were utilized and the results of the event sponsorship.
8. Non-profits (501)(c)(3)s or other Internal Revenue Service defined non-profit, educational, or service organizations may be supported. Upon a written request from the organization to the DCEDC, consideration will be given and voted upon for financial support.
9. The monetary support for the organization or organization event must result in the overall benefit of Duncanville residents and local businesses.
10. No politically affiliated entity, group, or organization will be considered for donations or financial support.
11. The DCEDC maintains the right to request Year End Reports from the organization at any time.
12. The DCEDC reserves the right to request this information and a formal accounting of it.
13. If a donation, contribution, or sponsorship is provided by the DCEDC for a specific event, program, service, or cause, and that event, program, service, or caused is canceled, postponed, or otherwise does not occur, the funding must be refunded to the DCEDC. At the discretion of the Board and/or staff, the funding can be applied to the same event if postponed to a specific date.
14. If funding is granted, the DCEDC must be recognized or otherwise promoted for participating in the request.

I acknowledge that I have read and understand the guiding principles for donations and/ or Contributions and/or Sponsorships approved by the DCEDC Board of Directors. I understand that any request for consideration will be contingent upon meeting the guiding principles. I also understand that meeting the guiding principles does not guarantee my organization will receive any funding from the City of Duncanville Economic Development Corporation.

Printed name	Signature	Date
Doug Sisk		03-03-2026

For more information, please call (972) 780-5000 or email eco@duncanvilletx.gov
Completed requests should be submitted to the attention of the DCEDC



Page 2 Continued information:

Organization Mission: The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in sharing gifts, skills, and friendship with their families, other Special Olympics athletes and the community.

How funds overall benefit Duncanville residents: Special Olympics sets aside 10% of the money raised in the area so that local teams from that area can apply for Law Enforcement Torch Run Scholarships to help buy equipment and uniforms and cover the cost of travel and lodging for competitions. For example, if we raise \$50,000 from the fire truck pull there would be \$5,000 in scholarship money available for the three different Duncanville Special Olympic groups (approx. 180 Duncanville SOTX athletes) who can apply for funds.

Other funding sources

Levels of sponsorship:

 2026 North Region LETR Sponsorship Levels 					
Tier /Benefits / Amount	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Verbal recognition at Regional LETR Event	✓	✓	✓	✓	✓
Logo/Name on Fire Truck Pull Event T-Shirt (if applicable/agency specific)	✓	✓	✓	✓	✓
Special Olympics Athlete to speak at an internal company event w/ LETR Member (company to provide date)	✓	✓	✓	✓	✓
Logo/Name on SOTX LETR and North Region SOTX website page for events	✓	✓	✓	✓	✓
Feather Banner to be displayed at ALL Regional LETR events (Provided by SOTX)	4	3	2	1	0
Social media post/mention per event on LETR and North Region SOTX social media pages	5	4	3	2	1
# of tables reserved for Regional Breakfast with Champions	3	3	2	1	1
Speaking opportunity during Opening Ceremonies at 1 Regional LETR event (chosen by SOTX)	✓	✓	✓	✓	
Vendor booth opportunity at a Regional LETR event (chosen by SOTX)	✓	✓	✓	✓	
Company's name mentioned in Regional LETR event press release.	✓	✓	✓		
Topgolf Unified Fore Joy ProAm Bay of 5 members from company (will be paired with 1 SOTX Athlete)	2	1	1		
Grand Marshal Opportunity to ride with SOTX to kick-off Regional Torch Runs (location specific & chosen by SOTX)*	✓				
Award presentation during the event by LETR member and SOTX athlete positioning your company as a leading supporter and community partner (chosen by SOTX)	✓				

CHAMPION SPONSOR \$750

Sponsor Benefits:

- Designation as the Champion Sponsor for the Fire Truck Pull
- Two teams in the Fire Truck Pull.
- Recognition on Fire Truck Pull Team T-shirts. (Deadline to appear on t-shirt and in promotional materials: April 26, 2026)
- Opportunity to provide promotional items at event registration.
- Award presented at Opening Ceremonies.

LOCAL SPONSOR \$500

- Designation as the Local Sponsor for the Fire Truck Pull
- One team in the Fire Truck Pull
- Company banner displayed at the event (provided by the company)

FIRE TRUCK PULL TEAM \$300

- One team in the Fire Truck Pull



About Us

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship. To further the Special Olympics mission, law enforcement will carry the torch, representing the Flame of Hope, and dedicate itself to the goals of continually increasing both awareness and generating resources for Special Olympics athletes worldwide.

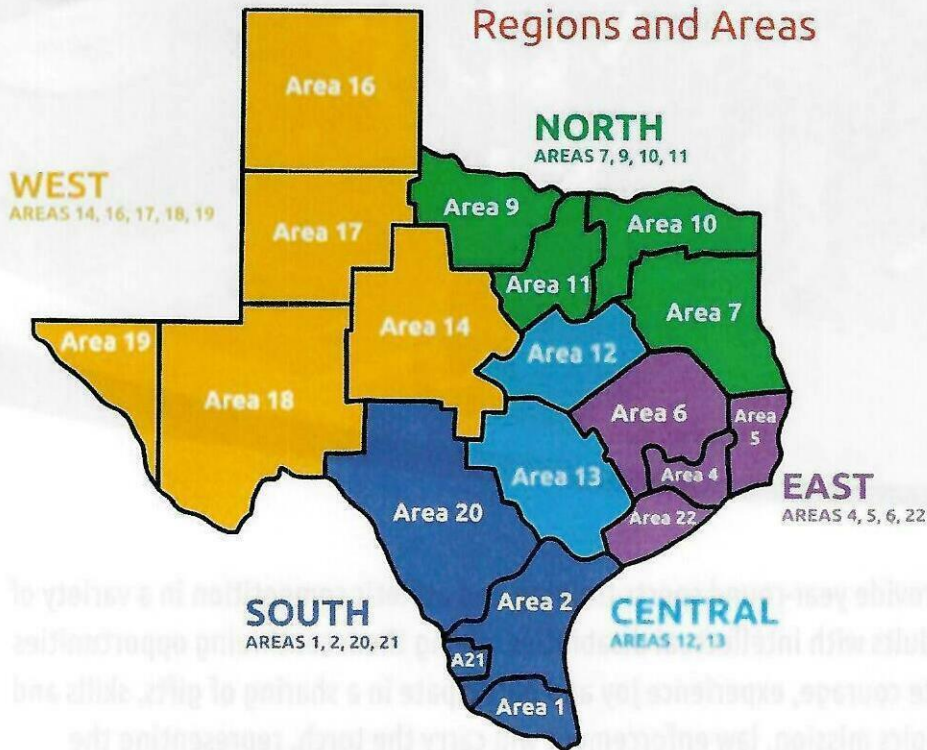
Beyond Sports

Sports are our vehicle...but we are so much more.

LETR helps in supporting and providing technical guidance to Special Olympics Programs and Torch Run volunteers in planning and coordinating Torch Run events and activities worldwide, facilitating the expansion of existing Torch Run activities and programs, and planning for the development of new Torch Run initiatives and events. Special Olympics changes attitudes and behaviors through sport. This is accomplished by showcasing the gifts and talents of people with intellectual disabilities (ID), creating friendships and demonstrating the best of the human spirit.



Regions and Areas



Special Olympics Texas by the Numbers*



60,000+
Athletes & Athlete Family Members
26,000+ Registered Athletes



230+
Annual Competitions



7,283
Volunteers



4,743
Coaches



30
Sports



1,456
Healthy Athletes Screenings



700+
FUNdamental Sports Athletes Served

820+ UCS Schools with Partnership for Unified
350+ Additional campuses
Nearly **1,000** total schools with Unified activities & engagements.
Reach per school: 1,000+ students
A total of **1,000,000+** student reach
Nationwide: 10,000+ schools



15,000+
Young Athletes™ Served

*These are numbers based on in-person activities after Covid-19 restrictions.

All other figures are based on exposure rates, such as virtual programming or other current information. 04/25



12% of athletes in North America.

~1.0% of athletes worldwide.

*There are more than **6.7 million** Special Olympics athletes in the world, and over half a million in North America; **60,000+** of those are in the state of Texas.



Special Olympics **Ranked 4th** on the **Most Trusted Brands** list. (According to the Morning Consult poll, released in 2022)

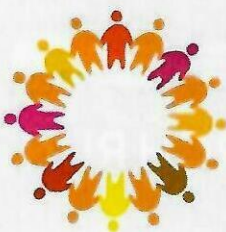
Why Give to Special Olympics Texas?



94¢ of every dollar raised goes directly to support programs for SOTX athletes.

100% of funds raised locally by SOTX remain in that community.

Special Olympics Texas is a **501(c)(3) non-profit** organization; it is solely funded by contributions from corporations, foundations, individuals, planned gifts and special events.



Special Olympics athletes:

- +perform better in **school**
- +enjoy stronger **family** relationships
- +make more **friends**
- +are more prepared to live and **work** in their communities

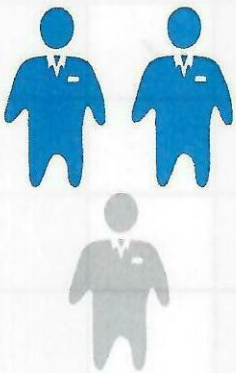
Tier /Benefits / Amount	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Verbal recognition at Regional LETR Event	✓	✓	✓	✓	✓
Logo/Name on Fire Truck Pull Event T-Shirt (if applicable/agency specific)	✓	✓	✓	✓	✓
Special Olympics Athlete to speak at an internal company event w/ LETR Member (company to provide date)	✓	✓	✓	✓	✓
Logo/Name on SOTX LETR and North Region SOTX website page for events	✓	✓	✓	✓	✓
Feather Banner to be displayed at ALL Regional LETR events (Provided by SOTX)	4	3	2	1	0
Social media post/mention per event on LETR and North Region SOTX social media pages	5	4	3	2	1
# of tables reserved for Regional Breakfast with Champions	3	3	2	1	1
Speaking opportunity during Opening Ceremonies at 1 Regional LETR event (chosen by SOTX)	✓	✓	✓	✓	
Vendor booth opportunity at a Regional LETR event (chosen by SOTX)	✓	✓	✓	✓	
Company's name mentioned in Regional LETR event press release.	✓	✓	✓		
Topgolf Unified Fore Joy ProAm Bay of 5 members from company (will be paired with 1 SOTX Athlete)	2	1	1		
Grand Marshal Opportunity to ride with SOTX to kick-off Regional Torch Runs (location specific & chosen by SOTX)*	✓				
Award presentation during the event by LETR member and SOTX athlete positioning your company as a leading supporter and community partner (chosen by SOTX)	✓				



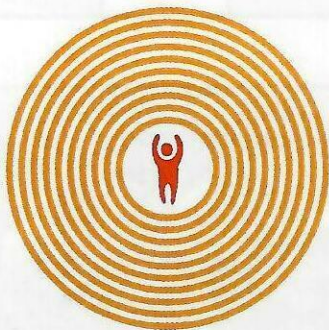
Special Olympics Impact



Children ages 2–8 with intellectual disabilities that participate in the Young Athletes Program™ make **7 months** gain in development of motor skills in **3 months**.



44% of athletes become employed, compared to only **28%** of individuals with intellectual disabilities who do not participate in Special Olympics.



49% of Special Olympics athletes train and compete for more than **10 years**.

HOW DOES MY SUPPORT HELP?

The positive benefits of your support reach far beyond the day of event changing the lives and perceptions of your employees, your company and your community.

- Special Olympics athletes:
 - perform better in **school**
 - enjoy stronger **family** relationships
 - make more **friends**
 - are more prepared to live and work in their **communities**
- **44%** of Special Olympics athletes become employed, compared to only 28% of individuals with intellectual disabilities who do not participate in Special Olympics.
- **94¢** of every dollar raised by Special Olympics Texas goes directly to support programs for SOTX athletes.
- **100%** of funds raised locally by SOTX remain in that community.





**Special
Olympics**
Texas

Contribution Form

Thank you for your support!

Yes! I would like to support Special Olympics Texas by sponsoring at the following level:

- Platinum**
\$15,000
- Diamond**
\$10,000
- Gold**
\$7,500
- Silver**
\$5,000
- Bronze**
\$2,500
- Additional Donation: _____
- Contact me for an in-kind donation

Name: _____

Company Name (as would like listed for sponsorship benefits):

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Payment Information

- Check enclosed made payable to Special Olympics Texas.
 - Memo line - North Region LETR Sponsorship
- Credit Card *(You may also call to pay with a credit card. See contact below)*

Card number: _____

Expiration Date: _____ 3-Digit Security _____

Name on Card: _____

Billing Zip Code: _____

Today's Date: _____

Please return this form via email or mail to:

Jordan Baccus, North Region LETR Coordinator

jbaccus@sotx.org

7441 Tower Street, Richland Hills, TX 76118

210-854-8589





STAFF REPORT

MEETING: Community and Economic Development Corporation - March 23, 2026

TITLE:

Conduct a public hearing to discuss and consider approval of a sponsorship for the Property Improvement Program (PIP).

Vision Statement:

“Duncanville, a City of Champions, is a safe, vibrant, diverse community committed to excellence in education, business, and good governance.”

Pillar:

Re-Imagine: High Quality of Life

STAFF RESPONSIBLE:

Marcela Perez

BACKGROUND/HISTORY:

The Property Improvement Program (PIP) is a 501c3 nonprofit that exists to provide no cost home repairs to Duncanville Homeowners in need.

PIP Days serve residents in need of assistance with repairs to the exterior improvement of homes, fence repairs, or yardwork. Two times per year, through an application process and inspection of the property, 4-5 residents are selected by the PIP Board committee.

Projects are selected based on the level of need, to provide a safe living environment, along with a resident’s inability to complete these projects themselves due to life circumstances. Volunteers from local churches, civic organizations, the city and other groups work on two consecutive weekends to complete the projects.

Community development falls under the purview of the DCEDC, which the Property Improvement Program (PIP) works to elevate through improving the aesthetics of homes and thus overall improvement of Duncanville neighborhoods. Improvements also restore a sense of pride to the homeowners.

POLICY EXPLANATION:

FUNDING SOURCE:

ORG and Object Number

12051000 - 700453

Available Budget

\$25,000.00

Purchase Amount

\$5,000.00

After Encumber

\$20,000.00

ACTION ALTERNATIVES:

ATTACHMENTS:

DCEDC 2026 Sponsorship Application_PIP Program



DCEDC Donation, Contribution, Sponsorship Request Form

Please see the document on the second page of this form. This form must be signed for an application to be considered complete.

Allow 4 weeks review. All requests should be sent to: eco@duncanvilletx.gov


Requestor information		Organization: Property Improvement Program (PIP), 501c3 nonprofit
Name of representative: Jorge Montequin		Email: jmontequin@juno.com
Organization mailing address: P.O. Box 381808, Duncanville, TX 75138		
Organization Phone Number: 469-658-5952		Representative phone number: 469-658-5952
About the Organization		Geographic area served: Duncanville
Organization website: N/A		
Programs and activities: PIP volunteer teams make necessary repairs 2 times per year for 8-10 homes.		
Organization Mission: Provide required exterior home repairs for homeowners who do not have the means to do so.		
Purpose	<input type="checkbox"/> Event Sponsorship	Amount. Requested: \$5000 per year
	<input type="checkbox"/> Fundraising	Overall Funding Goal: \$10,000
	<input checked="" type="checkbox"/> Other <u>Sponsorship</u>	
Purpose of request: Requested funding will help pay for material costs to repair the exterior of homes and yards of Duncanville Homeowners who cannot because of life circumstances.		
Explain how the funding results in the overall benefit to the Duncanville residents and local business: Improving aesthetics of the home and thus overall improvement of the neighborhood. Restores a sense of pride to the homeowner.		
Please indicate if funding is to support a specific event, program, service, etc. Provide specific details about how funding will be used: Two times per year through an application process and inspection of the property, 4-5 residents are selected by the PIP Board committee to have repairs performed on their homes. Volunteers from local churches, civic organizations, the city and other groups work on two consecutive weekends to complete the projects.		
Timeline for utilization of the funding: Spring and Fall, 2X per year		
Highlight other sources of funding sought: Board donations, personal donations and business donations		
If an event or program takes place, are you also seeking additional EDC/City assistance? If so, please explain: The city provides trash pickup through Republic Services and portable restrooms for the volunteers performing the work. City permit fees are waived.		
Indicate total anticipated costs to run the event or program, if applicable. Provide details about anticipated costs: The costs vary depending on number of properties selected and materials needed to complete the jobs. E.g. Fall 2024 PIP Days expenses were \$3241.14.		
Indicate how the EDC will be recognized for participation: Special recognition at our annual banquet.		



**Donations and/or Contributions and/or Sponsorships policy approved by the
DCEDC Board of Directors**

1. Note: these principles refer to requests for funding from the EDC sales tax.
2. **The entity must be conducting business or activities in and for residents of Duncanville, Texas.**
3. Staff must receive a request form for every request, even events occurring annually.
4. The Managing director of Development Services or their designee may approve requests of \$3,000 or less if all conditions are met.
5. Any request over a total of \$3,000 per fiscal year per organization will require EDC board consideration for any additional funding.
6. A quarterly update shall be provided during a regular meeting of the DCEDC on any funded sponsorships under this policy.
7. Applicants shall provide to the DCEDC a post-event report outlining how the funds were utilized and the results of the event sponsorship.
8. Non-profits (501)(c)(3)s or other Internal Revenue Service defined non-profit, educational, or service organizations may be supported. Upon a written request from the organization to the EDC consideration will be given and voted upon for financial support.
9. The monetary support for the organization or organization event must result in the overall benefit of Duncanville residents and local businesses.
10. No Politically affiliated entity, group, or organization will be considered for donations or financial support.
11. The EDC maintains the right to request Year End Reports from the organization at any time.
12. The EDC reserves the right to request this information and a formal accounting of it.
13. If a donation, contribution, or sponsorship is provided by the EDC for a specific event, program, service, or cause, and that event, program, service, or caused is canceled, postponed, or otherwise does not occur, the funding must be refunded to the EDC. At the discretion of the Board and/or staff, the funding can be applied to the same event if postponed to a date specific.
14. If funding is granted, the EDC must be recognized or otherwise promoted for participating in the request.

I acknowledge that I have read and understand the guiding principles for donations and/ or Contributions and/or Sponsorships approved by the DCEDC Board of Directors. I understand that any request for consideration will be contingent upon meeting the guiding principles. I also understand that meeting the guiding principles does not guarantee my organization will receive any funding from the City of Duncanville Economic Development Corporation.

Printed name	Signature	Date
Jorge Montequin		1/25/2026

For more information, please call (972) 780-4997 or email eco@duncanvilletx.gov
Completed requests should be submitted to the attention of the Duncanville DCEDC
cc: Victor Barrera, Director, Economic Development



STAFF REPORT

MEETING: Community and Economic Development Corporation - March 23, 2026

TITLE:

Discuss and consider approval of the Open Rewards Program for local businesses by Bludot Technologies.

Vision Statement:

“Duncanville, a City of Champions, is a safe, vibrant, diverse community committed to excellence in education, business, and good governance.”

Pillar:

Resilient Community and Economic Development

STAFF RESPONSIBLE:

Marlon Goff

BACKGROUND/HISTORY:

Blue Dot is the technology platform used by the Economic Development Department to host the City's Business Directory and Client Relationship Management (CRM) tool for business retention, prospects and real estate development pipeline activity for City staff.

Open Rewards is a module and subscription feature for Blue Dot, that provides a city-wide rewards program to incentivize consumers to shop at local businesses and stimulate the economy in return. One of the key advantages of the Open Rewards campaign is that businesses only need to register their businesses on the platform and App to participate. The funding for the Open Rewards small business campaign is targeted to coincide with National Small Business Week (May 3rd), but will continue on throughout the month of May or for a defined period. This inaugural Open Rewards Campaign for local businesses will be funded from the FY 2026 DCEDC Budget for (Incentives) in the amount of \$25,000 plus \$4,744 annual subscription cost. This programmatic activity is intended to stimulate local spending and consumer activity while simultaneously recycling sales tax revenue.

The Open Rewards app handles all aspects of customer rewards processing, so there is no disruption to a business's daily operations. Business owners don't need to worry

about tracking rewards, issuing payments, or handling redemption codes—they simply need to continue providing great products and services, while the app automatically takes care of the rest.

This makes the program incredibly easy to implement and manage for both communities and businesses, allowing them to focus on what matters most: fostering local growth and supporting residents and businesses alike.

POLICY EXPLANATION:

Business Retention and Expansion Activity

FUNDING SOURCE:

ORG and Object Number (Software Subscription Cost)
12011000 - 700233

ORG and Object Number (Program Investment Cost)
12051000 - 708501

SOFTWARE

Available Budget	Purchase Amount	After Encumber
\$6,375.50	\$4,740.00	\$1,635.50

PROGRAM INVESTMENT - INCENTIVES

Available Budget	Purchase Amount	After Encumber
\$758,128.50	\$25,000.00	\$733,128.50

ACTION ALTERNATIVES:

- 1. Approve.
- 2. Disapprove
- 3. Other actions as directed.

ATTACHMENTS:

Duncanville, TX - Open Rewards, Open Rewards One Sheeter - For Businesses



City of Duncanville, TX

Date: February 3, 2026

203 E Wheatland Rd.
Duncanville, TX 75116
US

Marlon Goff

marlon.goff@duncanvilletx.gov

Marcela Perez

marcela.perez@duncanvilletx.gov
+19727805000

Description	Price
Bludot Open Rewards Shop Local App - Subscription	\$4,740.00 / year
Bludot Open Rewards Shop Local App - Program Cost	\$25,000.00
Annual subtotal	\$4,740.00
One-time subtotal	\$25,000.00
Total	\$29,740.00

This SaaS Services Agreement (“Agreement”) is entered into between Bludot Technologies Inc. (“Company”) and the Customer listed above (“Customer”). This Agreement applies to and incorporates the above Order Form as well as Bludot Terms and Conditions. There shall be no force or effect to any different terms of any related purchase order or similar form even if signed by the parties after the date hereof.

Bludot Technologies Inc.
650 Castro St Ste 120 #96003
Mountain View, CA 94041
United States

A new way to support the local community

| Community-wide shop local rewards program

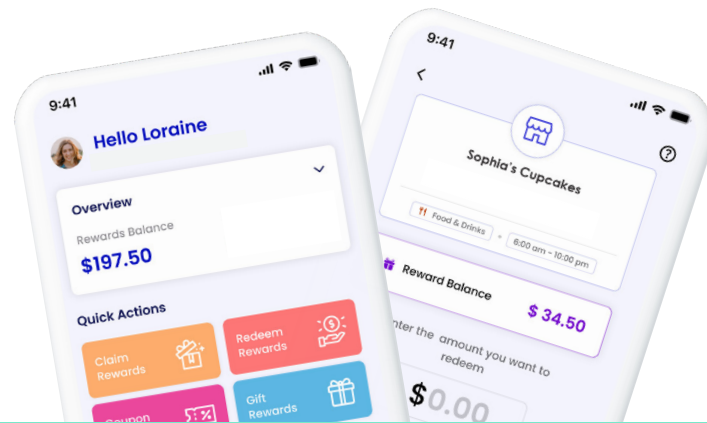
Open Rewards allows members of the community to earn cash back rewards whenever they shop locally. It was designed around a simple philosophy: shopping locally benefits the entire community, not just a single business.

| How does Open Rewards work?

- Shoppers earn cash back rewards whenever they shop at any business in the program
- They can redeem those rewards by making additional purchases at any other businesses in the program
- Supports all methods of payment they may use at the local businesses (credit card, debit card and cash)
- Shoppers can earn their cash back through a variety of payment channels: Venmo, PayPal, Zelle, check, etc.

| What does it mean for businesses?

- No action is required from your business to give or redeem rewards
- The program is funded by the community, and there is no cost for your business
- Your business will receive the full dollar amount for all transactions
- Your business will receive marketing materials to help promote the program



open
rewards

Community-wide
shop local rewards program



February 16, 2026

Mr. Marlon Goff
Duncanville Community and Economic Development Corporation
203 E. Wheatland Road
Duncanville, TX 75116

Greetings Mr Goff:

The 220 N Main restaurant project has a May 31, 2026 deadline regarding certificate of occupancy. The final \$75k from the lender is contingent on BCVCR Holdings obtaining a C/O by the May 31st date. Per the agreement, this request is for a 60 day extension due to delays involving weather, permitting, structural issues, and demolition discoveries occurring during the construction process as follows:

1. Floor elevation between dining area and kitchen required additional concrete and structural work
2. Additional structural items once walls were opened
3. Asbestos - additional asbestos abatement work (additional asbestos discovered during demolition resulting in a work stoppage)
4. Material delays including windows and doors
5. The Permitting Process took longer than anticipated due to holidays and resubmittals. Permit Application submitted 10/23/25. Permit issues 12/5/25
6. Weather delays during February 2026 freeze causing a week's delay

We are asking that July 31, 2026 replace the May 31, 2026 deadline. Please advise what is needed from BCVCR, LLC to formalize this request and how to establish a timeline for processing through the City.

Kind regards,

BCVCR Holdings, LLC / Options Real Estate

A handwritten signature in blue ink, appearing to read "MA", is written over the text "BCVCR Holdings, LLC / Options Real Estate".

Monte Anderson
Agent for BCVCR Holdings, LLC

Cc: Matt Balke & Corey McCombs, BCVCR Holdings, LLC
Theresa Lee, Pegasus Bank

WHEREAS, the DCEDC has determined that making economic development grants in accordance with this Agreement will further the objectives of the DCEDC and will benefit the DCEDC, the City, and the city's residents by helping to stimulate local economic development through beautification and site readiness for investment and development, increase the City's yearly ad valorem collections, increase sales tax, and encourage economic vitality in the City.

NOW, THEREFORE, in consideration of the mutual benefits and promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

ARTICLE I. AUTHORIZATION

1.01. The City Council finds and determines that this Agreement is authorized and governed by Texas Local Government Code Chapters 501 through 505.

ARTICLE II. TERM

2.02. This Agreement shall be effective as of the date of execution by all parties with specific performance standards being met by **December 1, 2035**, unless otherwise terminated as provided for in this agreement; and, the compliance provisions of this agreement shall service for a period of (10) years from the effective date.

ARTICLE III. GRANT

3.01. Economic Development Incentives.

As an economic development incentive grant to assist the Applicant located at 220 N. Main Street in Duncanville, Texas, the DCEDC agrees to provide a forgivable loan incentive grant in the amount of Three Hundred Seventy Five Thousand Dollars (\$375,000.00) for improvements to the building located at said address, occupied by the Applicant subject to the terms and conditions set forth in this Agreement (the "Grant"). Grant funds will be made immediately available at the closing of property purchase to the Lender as a forgivable loan grant to Applicant. Nothing contained herein shall constitute a contract for goods or services under the law.

3.02. The Applicant shall file a written proposal and plans with the DCEDC which shall provide detailed plans concerning the use of funds to achieve the purposes recited herein.

3.03 Upon execution of this agreement, funds in the amount of Three Hundred Thousand Dollars (\$300,000.00) will be provided to Lender to be disbursed on behalf of Applicant for payment for redevelopment and improvements as described herein. Draws on the funds shall be dispersed when the bank is presented proof of actual costs of redevelopment and improvements in the form of receipts and/or bid proposals and/or form of Draw Request provided and approved by Bank accompanied with an affidavit of payments made with each draw request. Seventy Five Thousand Dollars (\$75,000.00) will be deposited in a separate account on behalf of Applicant with the Lender and shall be available to Applicant immediately upon the presentation of a Certificate of Occupancy ("CO") for the property.

3.04 So long as the Covenants of Applicant outlined under Article IV herein continue to be met, the indebtedness of Applicant for the forgivable loan incentive grant shall be reduced annually on the anniversary of the execution of this agreement as follows:

Date:	Indebtedness of Applicant
May 15, 2025	\$375,000.00
May 15, 2026	\$350,000.00
May 15, 2027	\$325,000.00
May 15, 2028	\$300,000.00
May 15, 2029	\$275,000.00
May 15, 2030	\$250,000.00
May 15, 2031	\$200,000.00
May 15, 2032	\$150,000.00
May 15, 2033	\$100,000.00
May 15, 2034	\$50,000.00
May 15, 2035	\$0.00

ARTICLE IV. COVENANTS OF APPLICANT

4.01. As a condition precedent and in consideration of the DCEDC agreeing to make the economic development incentive Grant described above, and to be eligible to receive loan forgiveness, the Applicant agrees to do the following:

- (a) Cause the improvements as defined herein to be permitted and installed at the address indicated herein in compliance with the local ordinance; and
- (b) Provide a verified grant reimbursement request form along with original copies of the actual paid invoices for expenses within the provisions to Article III the business incurred before ~~May~~July 31, 2026 at 5 p.m.; and
- (c) Provide proof of legal occupancy of the specified location of 220 N. Main Street Duncanville, TX 75116; and
- (d) Incentive grant shall mean cash grant of Three Hundred Seventy Five Thousand Dollars (\$375,000.00) for improvements (Project) to the property located at 220 N. Main Street Duncanville, TX 75116; and
- (e) Receive a certificate of occupancy for 220 N. Main Street, Duncanville, TX 75116 on or before ~~May~~July 31, 2026; and
- (f) Pay and be current to the ad valorem and sales during the term of this Agreement from the date the business opens to the public, and through a period of ten (10) years from the effective date; and

- (g) Development and maintain the property in conformity to the local Comprehensive Zoning Ordinance and other local applicable regulation codes; and
- (h) During the term of this Agreement, the Applicant, agrees not to knowingly employ any undocumented workers or unlicensed contractors and/or subcontractors at the development, and if convicted of a violation under 8 U.S.C Section 1324a(f), the Applicant, shall repay the amount of the grant payments received within 130 business days after the date the Applicant, is notified by the City of such violation, and this agreement automatically terminates.
- (i) If work is found to be incomplete within the timeline provided in Article IV, the Applicant, may request via written documentation an extension of 30 business days to complete work. If the work remains incomplete by the end of this extension, the Applicant, will be found in violation of this agreement and shall repay any grants under the provisions of Section 5.2 of this agreement is terminated and the Applicant will indemnify the DCEDC of any obligations related to grants and incentives that are withheld.

ARTICLE V. GENERAL PROVISIONS

5.01. Termination and Default. This Agreement terminates upon any one of the following:

- (a) By the Applicant, through mutual written agreements of both parties; and
- (b) By DCEDC, if the Applicant, files any false documentation concerning the application or receipt of the Grant; and
- (c) By DCEDC and the Applicant, respectively, if the other party defaults or breaches any of the terms or conditions of this Agreement and such default or breach is not cured within thirty (30) days after written notice thereof by the non-breaching party; and
- (d) By DCEDC, if any taxes, fees, impositions or charges owed to the DCEDC, the City of Duncanville, or the State of Texas by the Applicant, shall have become delinquent (provided, however, that such taxes, fees, or charges shall not be considered delinquent for purposes of this Section 5.1(c) until any proper and timely protest or contest of such taxes or fees has become final) for a period of 10 (10) years from the effective date; and
- (e) By DCEDC, if the Applicant suffers an Event of Bankruptcy or Insolvency; and
- (f) By DCEDC and the Applicant, respectively, if any subsequent federal or state legislation or any decision of a court of competent jurisdiction declares or renders this Agreement invalid or illegal; and

- (g) By DCEDC, if insufficient funding is available to provide the grant contemplated herein. In such event, the DCEDC shall give the Applicant not less than fifteen (15) days notice of its intent to terminate; and
- (h) By DCEDC, if any other material provisions of this Agreement is breach by the Applicant.

"Event of Bankruptcy or Insolvency" shall mean the dissolution or termination of the Applicant existence, insolvency, employment of receiver for any part of the Property and such appointment is not terminated within ninety (90) days after such appointment is initially made, any general assignment for the benefit of creditors or the commencement of any proceedings under any bankruptcy or insolvency laws by or against the Applicant and Owner and such proceedings are not dismissed within ninety (90) days after the filing thereof,

5.02. RECAPTURE PROVISION. IN THE EVENT THE APPLICANT DOES NOT COMPLY WITH THE TERMS OF THIS AGREEMENT OR IS OTHERWISE IN DEFAULT AS PROVIDED HEREIN, THE APPLICANT AND GUARANTOR, PURSUANT TO THE PROVISIONS HEREIN, SHALL REFUND THE DCEDC THE GRANT PAYMENTS ACTUALLY PAID BY DCEDC AND RECEIVED BY THE APPLICANT IMMEDIATELY PRECEDING THE DATE OF SUCH TERMINATION. IF THE PAYMENT IS NOT REFUNDED WITHIN 30 DAYS OF TERMINATION, THE APPLICANT WILL INDEMNIFY THE DCEDC OF ANY FEES OR COSTS RELATED TO RECUPERATING FUNDS OWED TO THE DCEDC, PLUS INTEREST AND ATTORNEY FEES.

5.03. Mutual Assistance. The Applicant and the DCEDC shall do all things necessary or appropriate to carry out the terms and provisions of this Agreement and to aid and assist each other in carrying out the terms and provisions hereof.

5.04. Representations and Warranties. The Applicant represents and warrants to the DCEDC that it is a duly organized company under the laws of the State of Texas and is in good standing and can execute the terms of this agreement.

5.05. Employee Hiring, Materials, and Supplies Purchased. Although not a condition of this Agreement, the DCEDC requests that the Applicant when feasible, satisfies its needs for all additional employees from Duncanville residents and/or purchases materials and supplies from Duncanville merchants and businesses.

5.06. Section or Other Headings. Section or other headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement.

5.07. Verification and Compliances. The Applicant agrees to allow the DCEDC's by and through its lawful representative to conduct an audit on all of the Applicant business records, documents, and agreements or other instruments, subject to appropriate confidentiality, in furtherance of the following purposes only:

- (a) To ensure the Applicant compliance with the affirmative covenants set forth in this Agreement; and

- (b) To determine the existence of a default or breach of the terms of this Agreement; and
- (c) To ensure compliance with the prerequisites for paying a Reimbursement Incentive; and
- (d) To determine whether the correct amount of sales taxes are being collected and reported.

The DCEDC will provide the Applicant with written notice of any request for an audit and shall cooperate with the Applicant to schedule audit activities so as to minimize disruption of the Applicant normal business operations.

5.08. Indemnification. IN PERFORMING ITS OBLIGATIONS UNDER THIS AGREEMENT, THE APPLICANT IS ACTING INDEPENDENTLY, AND THE DCEDC ASSUMES NO RESPONSIBILITIES OR LIABILITIES TO THIRD PARTIES IN CONNECTION WITH THE APPLICANT BUSINESS OR PROPERTY. THE DCEDC SHALL NOT BE LIABLE TO THE APPLICANT, ITS AGENTS, EMPLOYEES OR CONTRACTORS, FOR ANY DAMAGE TO PERSONS OR PROPERTY. IN THIS RESPECT, THE APPLICANT AGREES TO INDEMNIFY AND HOLD THE DCEDC HARMLESS AGAINST ANY AND ALL CLAIMS, LIABILITY, DEMANDS, DAMAGES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING FROM THE CONDUCT OR MANAGEMENT OF THE APPLICANT, OR FROM ANY BREACH ON THE PART OF THE APPLICANT OF ANY CONDITIONS OF THIS AGREEMENT OR FROM ANY ACT OF NEGLIGENCE OF THE APPLICANT, ITS AGENTS, CONTRACTORS, OR EMPLOYEES.

5.09. Attorneys Fees. In the event any legal action or process is commenced to enforce or interpret provisions of this Agreement, the prevailing party in any such legal action shall be entitled to recover its necessary and reasonable attorneys' fees and expenses incurred by reason of such action.

5.10. Entire Agreement. This Agreement contains the entire agreement between the parties with respect to the transaction contemplated herein.

5.11. Amendment. This Agreement may only be amended, altered, or revoked by a written instrument signed by the Applicant, DCEDC, and the City.

5.12. Successors and Assigns. This Agreement shall be binding on and inure to the benefit of the parties, their respective successors and assigns. The Applicant may not assign all or any part of its rights and obligations hereunder without prior written approval of the DCEDC.

5.13. Notice. Any notice and/or statement required and permitted to be delivered shall be deemed delivered by depositing same in the United States mail, certified with return receipt requested, postage prepaid, addressed to the appropriate party at the following addresses, or at such other addresses provided by the parties in writing:

Owner: BCVCR Holdings, LLC with copy to: Denney Law Group
c/o Matt Balke David Denney
5025 Capital Ave, #108 12404 Park Central Dr., Ste 200-S
Dallas, Texas 75206 Dallas, TX 75251

City: City of Duncanville ~~with copy to: Brandon Shelby~~
Attention: Richard Abernathy ~~Douglas E. Finch~~ Shelby law, PLLC
P.O. Box 380280 ~~PO Box 1316~~
Duncanville, Texas 75138-0280 ~~Sherman, TX 75091~~

DCEDC: Duncanville Community and Economic Development Corporation
Attention: Marlon Goff
P.O. Box 380280
Duncanville, Texas 75138-0280

LENDER: Pegasus Bank
Attention: Joe R. Goyne
4515 West Mockingbird Lane
Dallas, Tx 75209

5.14. **Interpretation.** Regardless of the actual drafter of this Agreement, this Agreement shall, in the event of any dispute over its meaning or application, be interpreted fairly and reasonably, and neither more strongly for or against any party.

5.15. **Applicable Law.** This Agreement is made, and shall be construed and interpreted under the laws of the State of Texas and venue shall lie in Dallas County, Texas.

5.16. **Severability.** In the event that any provision of this Agreement is illegal, invalid, or unenforceable under present or future laws, then, and in that event, it is the intention of the parties hereto that the remainder of this Agreement shall not be affected thereby, and it is also the intention of the parties to this Agreement that in lieu of each clause or provision that is found to be illegal, invalid, or unenforceable, a provision shall be added to this Agreement which is legal, valid and enforceable and is as similar in terms as possible to the provision found to be illegal, invalid or unenforceable.

5.17. **Counterparts.** This Agreement may be executed in multiple counterparts, each of which shall be considered an original, but all of which shall constitute one instrument.

5.18. **No Joint Venture.** Nothing contained in this Agreement is intended by the parties to create a partnership or joint venture between the parties.

5.19. **Boycott Israel, Boycott Energy Companies, and Prohibition of Discrimination Against Firearm Entities and Firearm Trade Associations.**

- (a) Contractor verifies that it does not Boycott Israel and agrees that during the term of the Agreement will not Boycott Israel as that term is defined in Texas Government Code Section 808.001, as amended.
- (b) Contractor verifies that it does not Boycott Energy Companies and agrees that during the term of this Agreement will not Boycott Energy Companies as that term is defined in Texas Government Code Section 809.001, as amended.
- (c) Contractor verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association as those terms are defined in Texas Government Code Section 2274.001, as amended; and (ii) will not discriminate during the term of this Agreement against a firearm entity or firearm trade association.
- (d) This section does not apply if Contractor is a sole proprietor, a non-profit entity, or a governmental entity; and only applies if: (i) Contractor has ten (10) or more fulltime employees and (ii) this Agreement has a value of \$100,000.00 or more to be paid under the terms of this Agreement.

5.20 **Force Majeure.** "Force Majeure" shall mean an occurrence of any contingency or cause beyond the reasonable control of a Party including, without limitation, acts of God or the public enemy, war, riot, terrorism, civil commotion, insurrection, government or de facto governmental action, restrictions or interferences (unless caused by the intentional acts or omissions of the Party), fires, explosions, floods or other inclement weather, strikes, slowdowns or work stoppages, incidence of disease or other illness that reaches outbreak, epidemic, or pandemic proportions or similar causes affecting the area in which the Project is located that results in a reduction of labor force or work stoppage in order to comply with local, state, or national disaster orders, or national emergency orders, construction delays, shortages or unavailability of supplies, materials or labor, necessary condemnation proceedings, or any other circumstances which are reasonably beyond the control of the Party obligated or permitted under the terms of this Agreement to do or perform the same, regardless of whether any such circumstances are similar to any of those enumerated or not, in which case the Party so obligated or permitted shall be excused from doing or performing the same during such period of delay, so that the time period applicable to such obligation or performance shall be extended for a period of time equal to the period such Party was delayed.

5.21 FOR PURPOSES OF SECTION 5.02, MATT BALKE ("GUARANTOR") SHALL BE PERSONALLY LIABLE AS A GUARANTOR OF THE RECAPTURE OBLIGATIONS OF THE COMPANY IN THE EVENT APPLICANT DOES NOT COMPLY WITH THE TERMS OF THIS AGREEMENT OR IS OTHERWISE IN DEFAULT AS PROVIDED HEREIN.

5.22. **Approval by the City of Duncanville, Texas.** This Agreement was approved by the City Council at its meeting on _____.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the Parties have executed this Asset Purchase Agreement as of the day and year first written above.

BCVCR HOLDINGS, LLC

Matt Balke, Manager
Date: _____, 2025

GUARANTOR, for purposes of Sections 5.02 and 5.21

Matt Balke

DUNCANVILLE COMMUNITY AND ECONOMIC DEVELOPMENT CORPORATION

By: Patrick Harvey
Its: Board President
Date: _____, 202~~6~~5

CITY OF DUNCANVILLE

By: ~~Douglas E. Finch~~Richard Abernathy
Its: Interim City Manager
Date: _____, 202~~6~~5

Pegasus Bank

By:

Its:

Date: _____, 202~~6~~⁵

Matt Balke Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Matt Balke, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that they are the duly authorized to execute the foregoing instrument for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 202~~6~~5.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

, BCVCR HOLDINGS, LLC Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Matt Balke, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that they are the Manager of BCVCR Holdings, LLC, and that they are duly authorized by said company to execute the foregoing instrument for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 202~~6~~5.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

Duncanville Community and Economic Development Corporation Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared Patrick Harvey, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that they are the Board President of the Duncanville Community and Economic Development Corporation, and that they are authorized by said Corporation to execute the foregoing instrument as the act of such Duncanville Community and Economic Development Corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 202~~5~~⁶.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

City of Duncanville Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared ~~Douglas E. Fineh~~Richard Abernethy, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that they are the Interim City Manager of the City of Duncanville, and that they are authorized to execute the foregoing instrument as the act of such City for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 20265.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:

Pegasus Bank Acknowledgement

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, the undersigned authority in and for Dallas County, Texas, on this day personally appeared _____, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that they are an officer for Pegasus Bank, and that they are authorized to execute the foregoing instrument as the act of such Bank for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the _____ day of _____, 202~~5~~⁶.

Notary Public in and for the State of Texas

Type or Print Notary's Name

My Commission Expires:



STAFF REPORT

MEETING: Community and Economic Development Corporation - March 23, 2026

TITLE:

Discuss and consider a plan for a DCEDC delegation to attend the International Council of Shopping Centers (ICSC) Annual Real Estate Convention on May 18–20, 2026.

Vision Statement:

“Duncanville, a City of Champions, is a safe, vibrant, diverse community committed to excellence in education, business, and good governance.”

Pillar:

Resilient Economic & Community Development

STAFF RESPONSIBLE:

Marlon Goff

BACKGROUND/HISTORY:

ICSC Las Vegas is the world's largest commercial real estate event featuring more than 25,000 corporate brand decision makers and site selection representatives. This deal-making conference takes place over three days at the Las Vegas Convention Center.

The convention provides an opportunity for local economic developer teams to schedule meetings with multinational retail corporations and brands in an effort to pitch sites and investment opportunities in their trade areas. Meetings with identified brands and retail site selectors are typically scheduled in advance of the conference session. The DCEDC delegates in attendance would be responsible for attending several meetings with corporate site selectors and franchise brands to solicit interest in targeted Duncanville sites for retail attraction and development.

POLICY EXPLANATION:

Business Attraction and Expansion

FUNDING SOURCE:

ORG and Object Number

N/A

Available Budget
N/A

Purchase Amount
N/A

After Encumber
N/A

ACTION ALTERNATIVES:

1. Approve.
2. Disapprove
3. Other actions as directed by Council.

ATTACHMENTS:

Draft_ICSC Delegation Plan

ICSC RECON - LAS VEGAS 2026

DELEGATION PLANNING GUIDE



May 18-20, 2026

Las Vegas Convention Center

Background

This strategic planning guide outlines the City of Duncanville and DCEDC 4-person delegation approach to ICSC Las Vegas 2026.

Our focused recruitment strategy will target **(30) high-priority meetings** across six key categories aligned with Duncanville's **market gaps** and **economic development goals**. Staff will conduct most meetings, with each City/DCEDC Staff member leading 10 meetings and **each DCEDC Board Member** conducting **(5) pre-scheduled** meetings.

Strategic Objectives

- **Conduct 30 targeted meetings** with retail brands actively expanding in DFW/Texas
- Focus on **market voids**: steakhouses, ramen/Asian noodle concepts, leisure entertainment
- **Generate 5+** Post event **site visit tours** from qualified prospects
- Establish **relationships with** national **site selection firms**
- Develop 12-month **recruitment pipeline** with actionable leads

Delegation Team

Staff Member 1: ED Staff /City Manager's Office (**10 meetings**)

Staff Member 2: ED Staff /City Manager's Office (**10 meetings**)

Board Member 1: DCEDC Board Member (**5 meetings**)

Board Member 2: DCEDC Board Member (**5 meetings**)

Target Categories

1. **Fast Casual & QSR Restaurants** - 14 meetings (47%)
2. **Full-Service Restaurants** - 5 meetings (17%)
3. **General Merchandise** - 10 meetings (33%)
4. **Family Entertainment** - 7 meetings (23%)
5. **Leisure-Lifestyle Entertainment** - 8 meetings (27%)
6. **Sports-Related Businesses** - 6 meetings (20%)

FEATURED DEVELOPMENT SITES

Site 1: Duncanville Fieldhouse District

Address: 1700 S Main Street, Duncanville, TX 75137
Size: 0.9 acres + 1.8 acres = 2.7 acres total
Ownership: City-Owned
Annual Visits: 286,000 (Placer.ai verified)
Average Dwell Time: 134 minutes
Household Income: \$87,196 average
Highway Access: US-67 frontage
Best For: Full service & Fast-casual restaurants, sports retail, Asian noodle concepts, steakhouses, hotel-synergy dining, entertainment, vertical mixed-use

Site 2: I-20 & Duncanville Road

Location: Northeast quadrant of I-20 and Duncanville Road
Status: Pre-Development, Zoning Review
I-20 Traffic: 80,000+ AADT
Anchor: McDonald's
Configuration: Multiple out-parcels + strip retail
Best For: QSR drive-thru, fast-casual dining, steakhouses, beverage concepts

Site 3: I-20 Service Road & Cockrell Hill Road

Size: 4.703 acres
Status: Under Contract
Parking: 112 spaces
Future Component: Hotel building pad
Best For: Full-service dining, hotel-synergy dining, entertainment, mixed-use development

SITE-SPECIFIC BRAND TARGETING

Fieldhouse District Priority Brands *(Based on registered attendees)*

- Dave's Hot Chicken
- Jinya Ramen Bar
- Marugame Udon
- Dutch Bros Coffee
- Jersey Mike's Subs
- D1 Training

I-20 & Duncanville Road Priority Brands

- Texas Roadhouse
- LongHorn Steakhouse
- Shake Shack
- Freddy's Steakburgers
- Five Below

I-20 & Cockrell Hill Priority Brands

- Floor & Décor
- Texas Roadhouse
- Puttshack
- Cava
- Marugame Udon

DUNCANVILLE VALUE PROPOSITIONS

Market Position

- Best Southwest Partnership member (Duncanville, Cedar Hill, DeSoto)
- 15 minutes south of Downtown Dallas via I-35E
- I-20 and I-35E corridor access - major regional connectivity
- 40,000+ population in city limits
- Part of 7.8 million DFW metroplex trade area

Key Market Voids (Competitive Advantages)

Steakhouses: No casual or upscale steakhouse concepts currently in market

Asian Cuisine: No ramen, udon, or Asian noodle concepts within 3-mile trade area

Adult Entertainment: Limited upscale social entertainment venues for singles and adults

Family Entertainment: No major eatertainment anchors (TopGolf, Main Event, Dave & Buster's)

General Merchandise: Opportunities for off-price retail, sporting goods anchors

Available Sites by Category

Restaurant Sites

Main Street Corridor - Walkable downtown, patio opportunities, ideal for ramen/noodle concepts

Highway 67 Visibility Sites - High traffic count pads for steakhouses with drive-thru capability

Clark Road Commercial - Strip center opportunities with strong co-tenancy

I-20 Corridor - Freeway visibility, excellent access, casual dining destination

General Merchandise & Entertainment Sites

Railroad Flats Area - Mixed-use opportunity with retail and entertainment component

US 67 Hwy Corridor New development (Bojangles, Credit Union)

Large-Format Opportunities - 30,000-50,000 SF for eatertainment concepts (TopGolf, Main Event scale)

Boutique Entertainment Sites - 5,000-15,000 SF for Puttshack, axe throwing, escape rooms

Economic Development Incentives

City-Owned Real Estate Parcels

Sales Tax Rebates - Performance-based incentives

DCEDC Grant Programs - Direct economic development funding for qualified projects

TIF Financing - Tax Increment Financing capabilities for major developments

Expedited Permitting - Streamlined review process for economic development projects

Utility Assistance - Connection support and infrastructure coordination

Facade Improvement Programs - Matching grants for exterior improvements

TIER 1 PRIORITY TARGET BRANDS

Fast Casual & QSR Restaurants

Chicken Concepts (No Direct Competitors)

1. **Dave's Hot Chicken** - \$1B valuation, 300+ locations, 59% visit growth, Nashville-style hot chicken
2. **Layne's Chicken Fingers** - Texas-based, 44-unit development deal signed

Burger Concepts

4. **Shake Shack** - Premium fast-casual burger expansion
5. **Freddy's Frozen Custard & Steakburgers** - 118 new restaurants under development
6. **Twisted Root Burger Company** - Dallas-based, 16 locations TX/LA, craft burger concept
7. **Steak 'n Shake** - First-time ICSC 2025 exhibitor, franchise relaunch
8. **Five Guys** - Established brand with ongoing site selection

Mexican/Tex-Mex Fast Casual

9. **QDOBA** - 22 new franchise agreements, Houston expansion active
10. **Velvet Taco** - Dallas-based, 11 locations, multi-cultural menu innovation
11. **Torchy's Tacos** - Austin-based, aggressive DFW expansion

Sandwich & Deli Concepts

12. **Jersey Mike's Subs** - Confirmed ICSC exhibitor, active national expansion
13. **Potbelly Sandwich Works** - Confirmed ICSC 2025 exhibitor
14. **Firehouse Subs** - Franchise development active
15. **Jimmy John's** - Site selection ongoing

Asian Cuisine - Ramen & Noodle Concepts (MARKET VOID)

16. **Jinya Ramen Bar** - Premium ramen concept, DFW expansion, 40+ US locations
17. **Marugame Udon** - Japanese udon specialist, Texas market entry planned
18. **Ramen Tatsu-Ya** - Austin-based, expanding to DFW markets
19. **Ippudo Ramen** - International ramen chain, US expansion mode
20. **Wow Bao** - Asian street food, bao buns, fast-casual format

Other Asian Fast Casual

- 21. **Cava** - Mediterranean fast-casual, high growth, experience-focused
- 22. **Sweetgreen** - Salad-focused healthy fast-casual
- 23. **The Halal Guys** - Middle Eastern fast-casual expansion

CATEGORY-SPECIFIC PITCH POINTS

Steakhouses (CRITICAL MARKET VOID)

- Zero steakhouse concepts in 3-mile trade area - first-mover advantage
- Strong dinner destination demand with limited upscale options
- Texas brand affinity for steakhouse dining culture
- Armstrong Park events and BloomFest drive weekend traffic
- Liquor license availability and streamlined approval

Ramen & Asian Noodle Concepts (CRITICAL MARKET VOID)

- No ramen, udon, or Asian noodle concepts in trade market
- Growing Hispanic and Asian demographics creating demand
- Millennial and Gen Z consumer preference for authentic Asian cuisine
- Main Street corridor ideal for chef-driven ramen concept
- Lower build-out costs compared to full-service formats

Fast Casual & QSR Restaurants

- High traffic counts: I-20 and Highway 67 major corridors
- Drive-thru capable sites with proper vehicle stacking lanes
- Strong daytime population from employment centers
- Evening and weekend traffic from residential density
- Existing chicken concepts (Wingstop, Raising Cane's) demonstrate category success

General Merchandise

- Household growth and rooftop expansion in market area
- Retail leakage analysis shows shopping patterns to adjacent cities
- Anchor opportunities in underserved categories
- I-20/I-35E accessibility expands primary trade area
- Academy Sports would be major sporting goods destination for Best Southwest

Family & Leisure Entertainment

- Young families and millennials represent significant demographic concentration
- Limited eatertainment options create first-mover advantage

- Former LA Fitness building ideal for conversion to entertainment use
- Weekend destination potential for Best Southwest regional draw
- Adult entertainment concepts (Puttshack, Lucky Strike) appeal to singles market
- Special event tie-ins with Armstrong Park programming

Sports-Related Businesses

- Active youth sports programs throughout community
- Strong high school athletics participation rates
- Golf and outdoor recreation currently underserved
- Training facilities appeal to growing youth sports market
- Running and specialty sports retail gap in market

DELEGATION MATERIALS & PREPARATION

Required Materials (Each Team Member)

- 100+ business cards
- 15-20 site package folders for priority sites
- Duncanville demographic one-pager (50 copies)
- DCEDC incentive summary sheet (50 copies)
- Map showing available retail sites with photos
- Market void analysis for steakhouses and Asian cuisine
- Tablet/laptop with additional materials loaded
- Contact tracking spreadsheet/CRM mobile access
- Meeting notes template for consistent documentation

Shared Delegation Materials

- Professional presentation folders with city branding
- USB drives with comprehensive site information
- Trade area analysis reports and demographics
- Competition mapping showing market voids
- Recent success stories and case studies (Parklane agreement)
- Comprehensive Plan 2040 retail/commercial excerpts
- Transportation and infrastructure maps
- TIF district information (if applicable)

Pre-Convention Research (4-6 Weeks Prior)

- Review target companies' recent press releases and announcements
- Identify current TX/DFW locations for each target brand

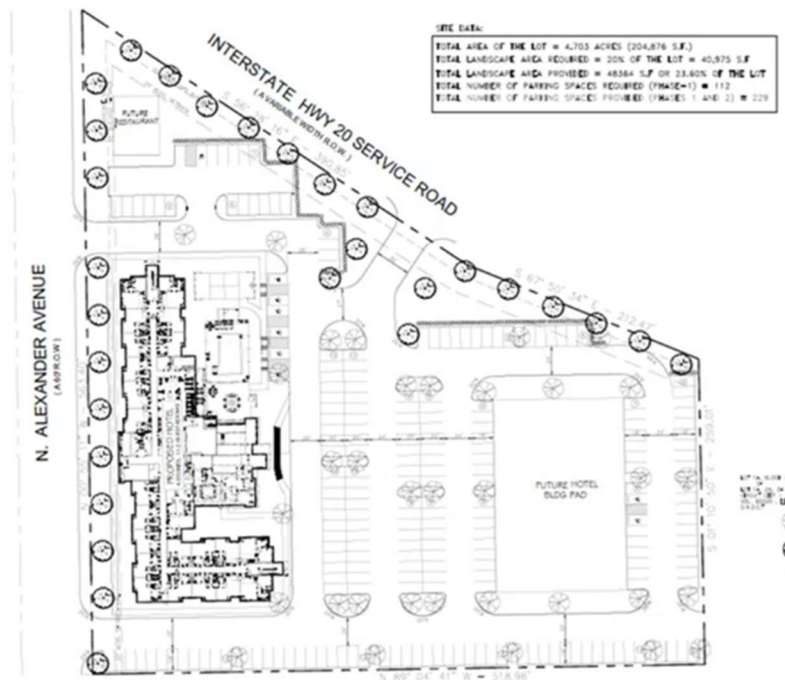
- Note prototype sizes and specific site requirements
- Research competitive locations in adjacent cities
- Prepare customized one-pagers for steakhouse and ramen concepts
- Schedule meetings using ICSC Dealmaking platform
- Coordinate with Team Texas/regional alliance partners

Pre-Development Activity

Location: I-20 & Duncanville Rd

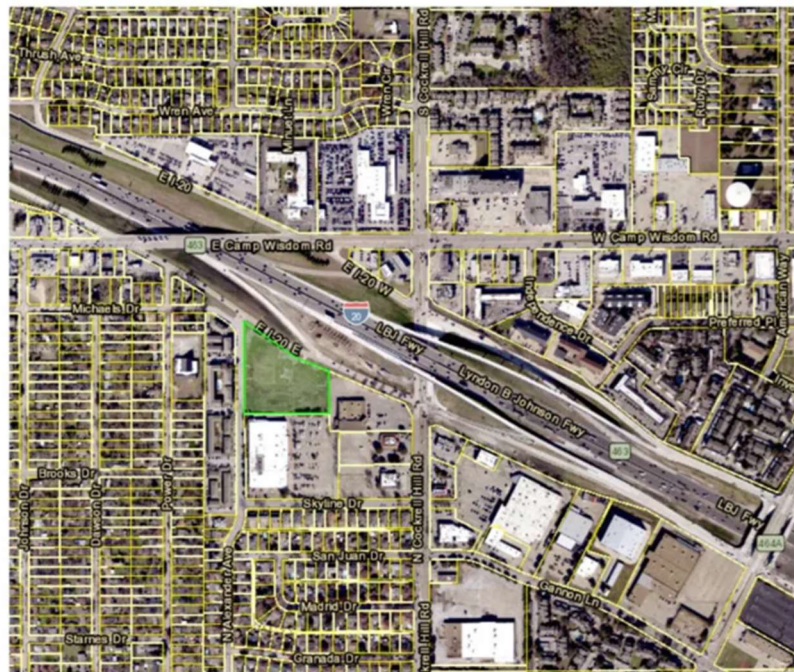


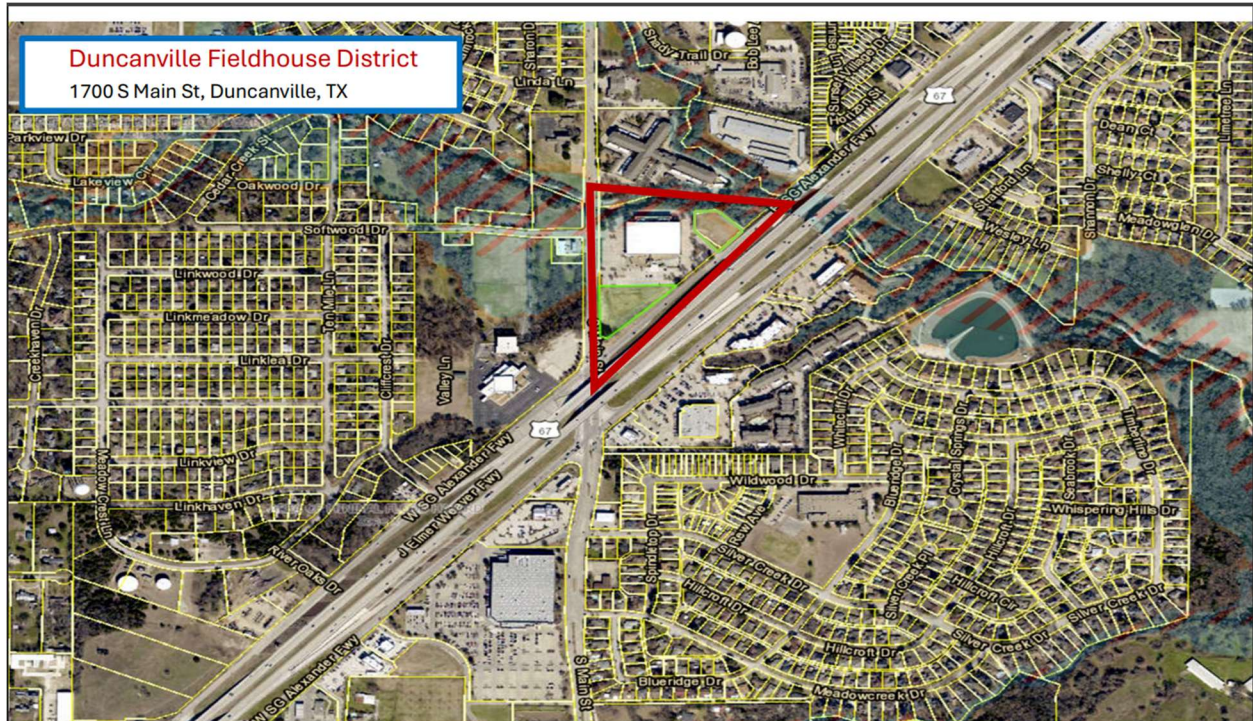
Under Contract: DCEDC/City-Owned Parcel



Location: I-20 Service Rd & Cockrell Hill Rd

Status: Under Contract (City Owned Parcel)





TARGETS REGISTERED FOR ICSC LAS VEGAS 2026

The following companies and brands from Duncanville's target recruitment categories are **confirmed exhibitors** on the official ICSC LAS VEGAS 2026 Company Listing (as of March 12, 2026). This list should guide pre-show meeting scheduling through the ICSC Dealmaking platform.

Fast Casual & QSR Restaurants

Bonchon Restaurants – Korean fried chicken fast casual; DFW market expansion

Checkers & Rally's – Value-oriented drive-thru burger concept

Chicken Salad Chick – Fast casual chicken salad concept; Texas franchising active

Dine Brands Global – Parent of Applebee's and IHOP; full-service franchise development

Dutch Bros Coffee – Drive-thru coffee; 1,080+ locations, aggressive Texas market entry – TOP PRIORITY

El Pollo Loco – Mexican-style grilled chicken fast casual; Texas expansion

Freddy's Frozen Custard and Steakburgers – 118 new locations under development nationally – TOP PRIORITY

GoTo Foods – Multi-brand franchisor (Carvel, Cinnabon, Jamba, Moe's, Auntie Anne's, McAlister's, Schlotzsky's)

HTeaO – Texas-born iced tea franchise; rapid statewide expansion

Inspire Brands – Parent of Arby's, Buffalo Wild Wings, Dunkin', Baskin-Robbins, Jimmy John's, Sonic

Jersey Mike's Franchise Systems – Confirmed exhibitor (3 booths); active national expansion – TOP PRIORITY

Jollibee Chicken and Burgers – Filipino fast food brand; active US market expansion

Layne's Chicken Fingers – Texas-based; 44-unit development agreement signed – TOP PRIORITY

Marco's Franchising, LLC – Pizza delivery/carryout franchise; active DFW market expansion

Panda Restaurant Group – Parent of Panda Express; Asian fast casual – TARGET FOR MARKET VOID

Paris Baguette – Korean-French bakery café concept; US franchise expansion active

Potbelly Sandwich Works – Confirmed ICSC exhibitor; sandwich fast casual expansion

Qdoba Mexican Eats – 22 new franchise agreements; Houston/Texas expansion active

Raising Cane's Chicken Fingers – Texas-born brand; validates category demand in Duncanville market

Restaurant Brands International Inc. – Parent of Burger King, Popeyes, Tim Hortons, Firehouse Subs

Slim Chickens – Premium chicken tenders fast casual; strong DFW franchise development

Smalls Sliders – Smash burger slider concept; high-growth emerging QSR brand

Tropical Smoothie Café, LLC – Smoothie and food franchise; franchise development active nationally

The Wendy's Company – QSR burger; ongoing Texas market development and site selection

Yum! Brands – Parent of KFC, Pizza Hut, Taco Bell, and Habit Burger; multi-brand development

Zaxby's Franchising, LLC – Chicken fingers and wings fast casual; growing Texas franchise presence

General Merchandise & Retail

Five Below Inc. – Trend-right value retailer; aggressive store growth

Burlington Stores, Inc. – Off-price apparel and home; large-format retail expansion

The TJX Companies, Inc. – Parent of T.J. Maxx, Marshalls, HomeGoods; ongoing site selection

Tractor Supply Company – Farm, ranch and home goods; Texas market expansion ongoing

Family & Leisure Entertainment

Adventure Golf & Sports – Mini golf and family sports entertainment; site selection active

FlowRider – Wave surfing simulation; family entertainment attraction concept

Gashapon – Bandai Namco Toys & Collectibles America – Japanese collectible vending concept; retail entertainment/pop-up opportunity

PickleRage – Pickleball and entertainment concept; fast-growing leisure category

The Sports Facilities Companies – Sports venue management and development; Fieldhouse District relevance

Fitness & Sports-Related

SWEATHOUZ – Infrared sauna wellness concept; boutique format, active franchise growth

Anchor Retailers & Grocers

Ahold Delhaize – Parent of Food Lion, Giant, Stop & Shop; grocery anchor opportunities

H Mart Inc – Asian grocery supermarket; strong DFW demand with growing Asian demographic

Source: ICSC LAS VEGAS 2026 Official Company Listing as of March 12, 2026. This list reflects confirmed exhibitors only. Additional target brands may attend as non-exhibiting registered attendees accessible through the ICSC Dealmaking platform. Designations reflect alignment with Duncanville's critical market voids and active development sites.