



**Duncanville Community and Economic Development Corporation  
Regular Meeting Agenda**

City Hall/Council Chambers & Briefing Room  
203 E. Wheatland Road  
Duncanville, TX 75116  
(972) 780-5000

**Monday, June 22, 2026 at 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](mailto: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 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purposes of seeking confidential legal advice from the City Attorney on any item on the agenda at any time during the meeting.**

**The City of Duncanville and the Civile Service Commission reserves the right to reconvene, recess, or align the Regular Session or called Executive Session or order of business at any time prior to adjournment. The City of Duncanville reserves the right to reconvene, recess or align the Regular Session or called 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 three (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. June 22, 2026

Email [Eco@duncanvilletx.gov](mailto:Eco@duncanvilletx.gov)

Email title: Public Comment – 06/22/2026

First and Last Name; and address.

**2. APPROVAL OF DCEDC MEETING MINUTES**

- A. Consider Approval of the minutes from the May 18, 2026 Regular Meeting

**3. BOARD MEMBER REPORTS**

**4. DIRECTOR'S REPORT**

**5. CONSENT AGENDA**

**6. BRIEFINGS AND PRESENTATIONS - NO ACTION WILL TAKE PLACE ON THESE ITEMS**

- A. BloomFest Music & Arts Festival Recap
- B. Red, White, & Goals: 4th of July Celebration in Duncanville
- C. Briefing on Duncanville Better Block Traffic Calming Initiative
- D. Briefing and Board Discussion Regarding a Proposal for the Redevelopment of the Former Ben Franklin Apothecary Building Located at 302 N. Main Street, Duncanville, Texas, as "The Jespersen" — A Proposed Boutique Hotel and Wellness Spa (Project Oasis)
- E. Briefing and Discussion Regarding a Proposed First Amendment to the Economic Development Agreement between the Duncanville Community and Economic Development Corporation (DCEDC) and Hajoca Corporation dba Moore Supply Co. (639 E. Hwy 67, Duncanville, Texas)

**7. PUBLIC HEARING**

- A. Conduct a Public Hearing to Discuss and Consider a Repeal of a Signage Grant Awarded to Take Out Burgers located at 795 W Wheatland Road for an amount of \$3,800.
- B. Conduct a Public Hearing to consider adoption of the Proposed Fiscal Year 2026-2027 DCEDC Budget.

**8. ACTION ITEMS**

- A. Consider a Repeal of a Signage Grant Awarded to Take Out Burgers located at 795 W Wheatland Road for an amount of \$3,800.
- B. Discuss and consider approval of the Proposed Fiscal Year 2026-2027 DCEDC Budget.

**9. OTHER BUSINESS**

A. Discuss and consider approval for City Staff to submit a nomination packet to the Texas Economic Development and Tourism Office designating eligible census tracts within the City of Duncanville for consideration under the Federal Opportunity Zone 2.0 program.

**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](http://www.duncanvilletx.gov) and said Notice was posted **by** the following date and time: **Monday, June 15, 2026 , by 5:00 P.M.** and remained posted for at least two hours after said meeting was convened.



**Marlon Goff**  
**Economic Development Director**

Duncanville Community & Economic Development Corporation  
 Meeting Date: 05/18/2026  
 Meeting Commencement: City of Duncanville – City Hall Chambers & Briefing Room

Attendance

Member Name	Present	Absent
<i>Tammi Abney</i>	✓	
<i>Derwin Broughton</i>	✓	
<i>Patrick Harvey</i>	✓	
<i>Donella Payne</i>		✓
<i>Tonya Savage</i>		✓
<i>Carolyn Thompson</i>	✓	

Staff Name	Staff Title
Marlon Goff	Interim Director, Economic Development
Marcela Perez	Coordinator, Economic Development
Shamondra Lane	Executive Assistant, Economic Development
Mark Rauscher	Assistant City Manager for Community
Robert Hager	City Attorney

Call to Order: called to order by President Harvey at 6:03 pm.

Invocation: given by Marlon Goff.

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

**1. CITIZEN’S PUBLIC FORUM** – opened at 6:06 pm

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 Monday, 05/18/2026  
 Email: [Eco@duncanvilletx.gov](mailto:Eco@duncanvilletx.gov)  
 Email Title: Public Comment – 05/18/2026  
 First and Last Name and Address

No public comment emailed. Closed at 6:06 pm

**2. APPROVAL OF MEETING MINUTES FOR THE FOLLOWING MEETINGS:**

- A. Consider approval of the meeting minutes from the April 27<sup>th</sup>, 2026 Regular DCEDC Meeting.

Motion to approve the minutes from the April 27<sup>th</sup> Regular DCEDC Meeting, first by Carolyn Thompson, seconded by Tammi Abney.

Action: passed 4 – 0 – 0 (Yea – Nay – Abstain)

3. BOARD MEMBER REPORTS –

- A. No reports given by the Board

4. DIRECTORS' REPORT - Presented by Marlon Goff.

- A. Provided community events and calendar updates

5. CONSENT AGENDA –

- A. No consent agenda items

6. PUBLIC HEARINGS – Presented by Marcela Perez - Opened at 6:11 pm

- A. CONDUCT A PUBLIC HEARING TO DISCUSS AND CONSIDER AN INCENTIVE AGREEMENT WITH RED BIRD BOWLING LANES, INC. IN AN AMOUNT UP TO \$30,000 FOR INFRASTRUCTURE AND PAVEMENT GRANTS AT 1114 S. MAIN STREET, DUNCANVILLE, TEXAS, 75137.

- 1. Opened at 6:11 pm
- 2. Closed at 6:25 pm

- B. CONDUCT A PUBLIC HEARING TO DISCUSS AND CONSIDER AN INCENTIVE AGREEMENT WITH A2Z TRADING LLC DBA JZ EMBROIDERY IN THE AMOUNT UP TO \$30,000 FOR INFRASTRUCTURE, LANDSCAPING, PAVEMENT, SIGNAGE AND PAINT GRANTS AT 910 S. CEDAR RIDGE DRIVE, DUNCANVILLE, TEXAS, 75137.

- 1. Opened at 6:25 pm
  - a. Co-Owner, Ali Kathuria, Mansfield, TX
  - b. Co-Owner, Joseph Mason, 1340 Moss Lake, DeSoto, TX

Co-Owners were available to comment and answer questions that the Board Members might have.

- 2. Closed at 6:34 pm

- C. CONDUCT A PUBLIC HEARING TO DISCUSS AND CONSIDER AN INCENTIVE AGREEMENT WITH LIN AND JEN'S HATS ON, LLC IN AN AMOUNT UP TO \$2,500 FOR A SIGNAGE GRANT AT 204 N. MAIN STREET, SUITE 101 DUNCANVILLE, TEXAS, 75116.

- 1. Opened at 6:35 pm

- a. Co-Owner, Linda Wood, 202 North Horn, Duncanville, TX
  - b. Co-Owner, Jennifer Lott Hagler, 627 Mercury, Duncanville, TX
- Co-Owners were available to comment and answer questions that the Board Members might have.

2. Closed at 6:42 pm

D. CONDUCT A PUBLIC HEARING TO DISCUSS AND CONSIDER AN INCENTIVE AGREEMENT WITH PEOPLE FOLKS LLC IN THE AMOUNT UP TO \$22,742 FOR INFRASTRUCTURE AND SIGNAGE GRANTS AT 202 W. CENTER STREET, SUITE 103, DUNCANVILLE, TEXAS, 75116.

A. Opened at 6:45 pm

- a. Co-Owner, Gabrielle McVeigh, Grand Prairie, TX
- b. Co-Owner, Tim Maiden, 1519 South Greenstone, Duncanville, TX

Co-Owners were available to comment and answer questions that the Board Members might have.

B. Closed at 6:53 pm

PUBLIC HEARINGS – Closed at 6:53 pm

7. ACTION ITEMS

A. CONSIDER APPROVAL OF AN INCENTIVE AGREEMENT WITH RED BIRD BOWLING LANES, INC. IN AN AMOUNT UP TO \$30,000 FOR INFRASTRUCTURE AND PAVEMENT GRANTS AT 1114 S. MAIN STREET, DUNCANVILLE, TEXAS, 75137; AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.

Motion to consider approval of an incentive agreement with Red Bird Bowling Lanes, Inc. In an amount up to \$30,000 for infrastructure and pavement grants at 1114 S. Main Street, Duncanville, Texas, 75137; and authorize the president to execute the necessary documents, first by Derwin Broughton, seconded by Tammi Abney.

Action: Motion passed 4-0-0 (Yea-Nay-Abstain)

B. CONSIDER APPROVAL OF AN INCENTIVE AGREEMENT WITH A2Z TRADING LLC DBA JZ EMBROIDERY IN THE AMOUNT UP TO \$30,000 FOR INFRASTRUCTURE, LANDSCAPING, PAVEMENT, SIGNAGE AND PAINT GRANTS AT 910 S. CEDAR RIDGE DRIVE, DUNCANVILLE, TEXAS, 75137; AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.

Motion to consider approval of an incentive agreement with A2Z Trading LLC DBA JZ Embroidery in the amount up to \$30,000 for infrastructure, landscaping, pavement, signage and paint grants at 910 S. Cedar Ridge Drive, Duncanville, Texas, 75137; and authorize the president to execute the necessary documents, first by Derwin Broughton, seconded by Carolyn Thompson.

Action: Motion passed 4-0-0 (Yea-Nay-Abstain)

- C. CONSIDER APPROVAL OF AN INCENTIVE AGREEMENT WITH LIN AND JEN'S HATS ON, LLC IN AN AMOUNT UP TO \$2,500 FOR A SIGNAGE GRANT AT 204 N. MAIN STREET, SUITE 101 DUNCANVILLE, TEXAS, 75116; AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.

*Vice President Broughton acknowledges the exception presented by staff regarding the applicant's length of time in business being less than one year and directs that it be recorded in the official minutes.*

Motion to consider approval of an incentive agreement with Lin and Jen's Hats On, LLC in an amount up to \$2,500 for a signage grant at 204 N. Main Street, Suite 101 Duncanville, Texas, 75116; and authorize the president to execute the necessary documents first by Tammi Abney, seconded by Carolyn Thompson.

Action: Motion passed 4-0-0 (Yea-Nay-Abstain)

- D. CONSIDER APPROVAL OF AN INCENTIVE AGREEMENT WITH PEOPLE FOLKS LLC IN THE AMOUNT UP TO \$22,742 FOR INFRASTRUCTURE AND SIGNAGE GRANTS AT 202 W. CENTER STREET, SUITE 103, DUNCANVILLE, TEXAS, 75116; AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.

*Vice President Broughton acknowledges the exception presented by staff regarding the applicant's length of time in business being less than one year and directs that it be recorded in the official minutes.*

Motion to consider approval of an incentive agreement with People Folks, LLC in the amount up to \$22,742 for infrastructure and signage grants at 202 W. Center Street, Suite 103, Duncanville, Texas, 75116; and authorize the President to execute the necessary documents, first by Carolyn Thompson, seconded by Derwin Broughton.

Action: Motion passed 4-0-0 (Yea-Nay-Abstain)

BRIEFINGS AND PRESENTATIONS

- A. Proposed Fiscal Year 2026-2027 DCEDC Budget & Workshop – presented by M. Goff

OTHER BUSINESS - None

EXECUTIVE SESSION: called to order by President Harvey at 7:47 pm.

EXECUTIVE SESSION: closed to order by President Harvey at 8:20 pm.

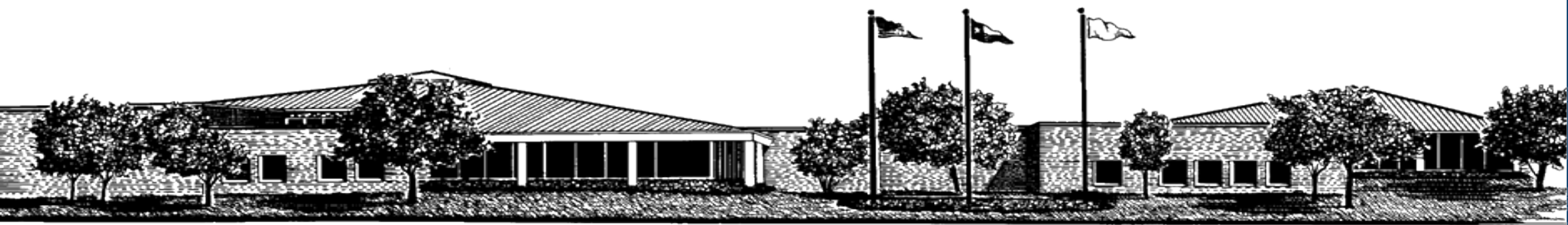
In accordance with the Texas Government Code, the DCEDC shall convene into closed executive session pursuant to the following section: Section 551.087 (2) – Deliberation Regarding Economic Development Negotiations, to deliberate the offer of a financial or other incentive to a business prospect.

- A. The Duncanville Community and Economic Development Corporation Board of Directors shall convene into closed session pursuant to Section 551.072 and 551.087 of the Texas Government Code, as authorized under Chapter 505 of the Texas Local Government Code, to deliberate the purchase, exchange, or lease of real properties located east of North Main Street, North of Danieldale Road, West of Cockrell Hill Road, and South of West Redbird Lane, and to seek legal advice from the City Attorney regarding such real property.

RECONVENE INTO OPEN SESSION: called to order by President Harvey at 8:21 pm.

NECESSARY OR APPROPRIATE ACTION AS A RESULT OF CLOSED EXECUTIVE SESSION: No Action

ADJOURNMENT – 8:21 pm.



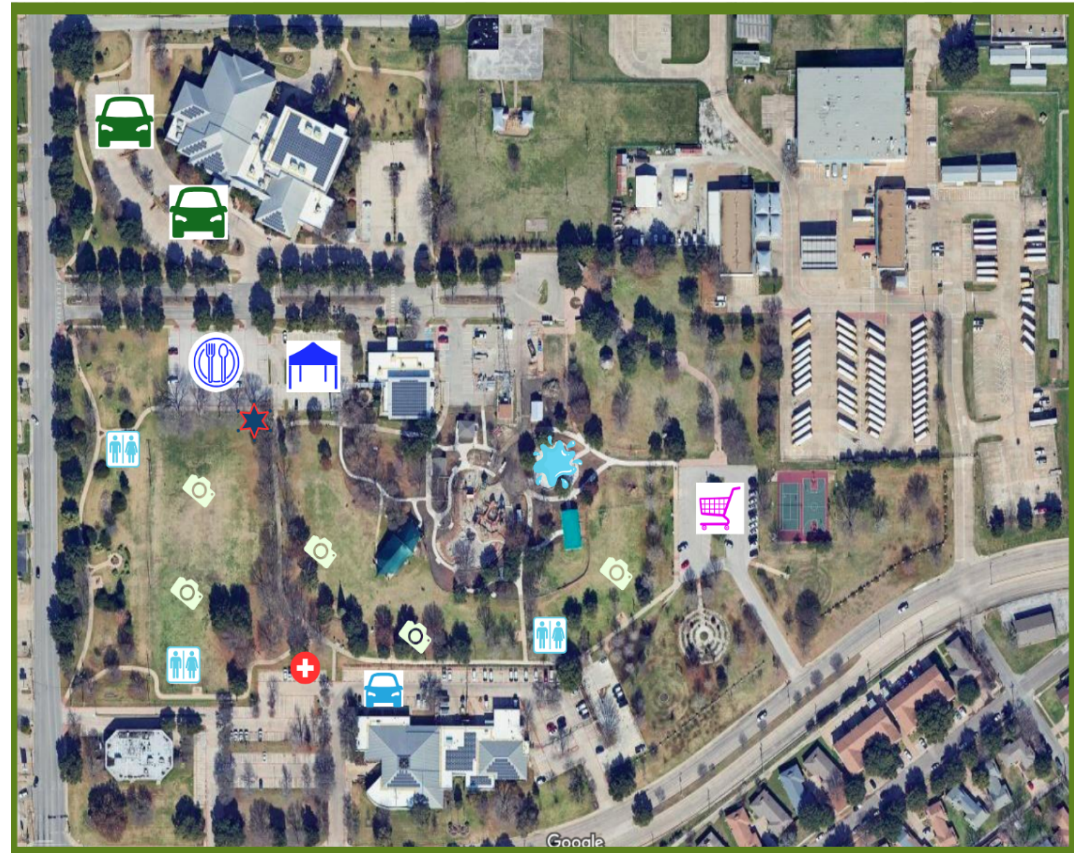
# RECAP

Devon Handley  
Special Events Planner

We are building a vibrant, inclusive community, driven by a commitment to democratic principles and service above self

# REVIEW

- 2<sup>nd</sup> year signature event
- Build on event yearly
- Involve more artists & more art themed activities
- 48 market vendors
- 15 food vendors



# SUCCESSSES

- Music & dance groups
- Mosaic community art project
- Ellafair in Senior Center
- Remarkable photo ops
- Splash pad open
- Showcased local talent
  - William Addison
  - Huehuecoyotl Folklorico

# AREAS FOR IMPROVEMENT

- Move 2<sup>nd</sup> stage closer to Pavillion
- Bring in more multicultural performers
- Extend hours of event
- Parter with more art/music groups in the area to grow larger

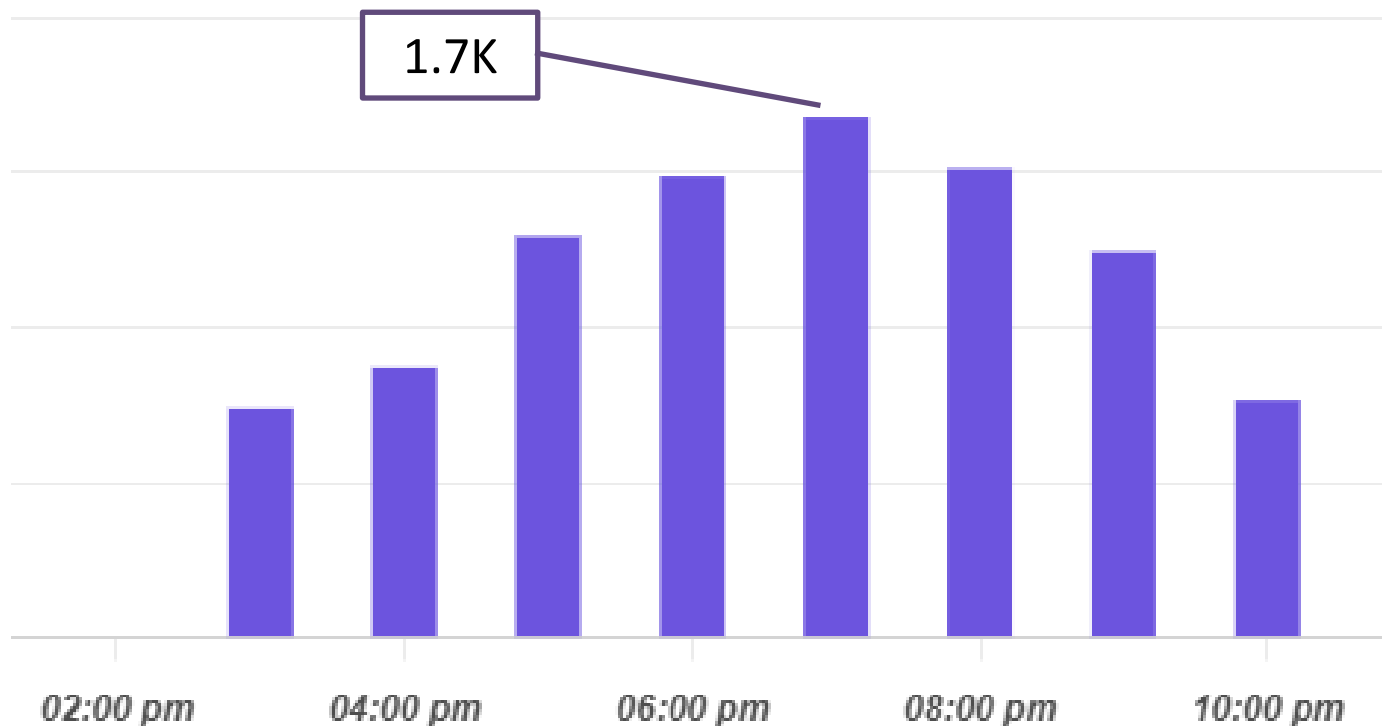
# ADVERTISEMENT

- Facebook/Instagram
- Flyers delivered to businesses & apartments
- Ads in BSW NOW Magazine: local & Midlothian area
- Calendars on various DFW pages
- Rambler on site for press coverage
- Ads on kiosk, TV in City Hall & Rec.Center, LED, etc.

# ATTENDANCE

Furthest North: Bell Buckle, TN  
Furthest South: Baytown, TX  
Furthest East: Tampa, FL  
Furthest West: El Paso, TX

TOTAL: 3.9K

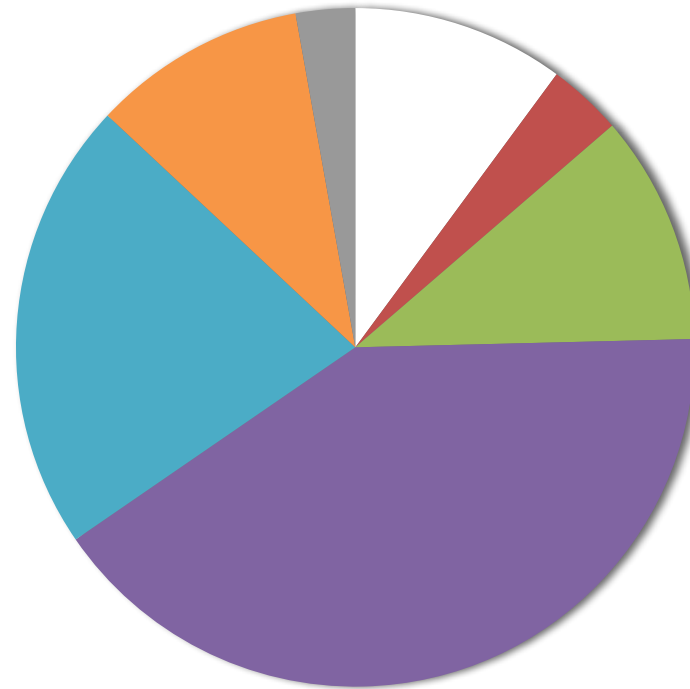


# COST BREAKDOWN

## BLOOMFEST MUSIC & ARTS BUDGET

BUDGET: \$80,000  
REVENUE: \$9,961.80  
SPONSORS: \$3,500  
GRANTS: \$2780  
OVERALL COST: \$85,670.59  
COST TO THE CITY: \$69,428.79

BUDGET



- REVENUE
- ENTERTAINMENT+ SOUND
- GRANTS
- SPONSORSHIPS
- RENTALS
- LABOR
- MARKETING

# SPONSORS

- Reached out to numerous businesses
  - Shared event sponsor opportunities
- Harmony School supplied all the volunteers
- Methodist Charleton sponsored the VIP area
- Village Tech created the photo ops, printed the marketing materials, and created the LIVE stage set up
- Duncanville Arts Foundation & Arts Commission sponsored the Ellafair event



# LOOKING TO 2027

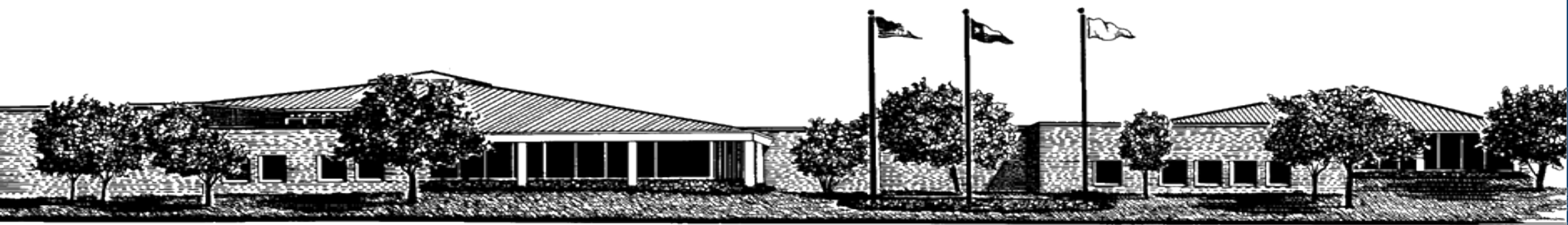
- DATE: APRIL 24
- TIME: 4-10P



THANK YOU

Any questions? Discussion.





# RED, WHITE, & GOALS: 4<sup>TH</sup> OF JULY PRE EVENT BRIEFING



Devon Handley  
Special Events Planner

We are building a vibrant, inclusive community, driven by a commitment to democratic principles and service above self

# 4TH OF JULY IN DUNCANVILLE

- Largest signature event
- Brings in 10,000+ attendees
- Requests attendees to pre-register for wristbands
- Available for pick up the week of 6/29 at City Hall & Rec Center.

# PARADE ROUTE

- Begins at 9A
- The loading and check-in area will be at Central Elementary School
- Line-up for staging will begin at Richard Muldrew Gymnasium
- The parade is estimated to be about an hour
- Council and the Mayor will be in trucks from Freedom!
- Freeman Street will be closed starting at 7A
- Remaining streets will be closed by 8:30P.
- Police intend to keep 1 lane going N Bound on Freeman St. open and E Bound Wheatland open for traffic with cones

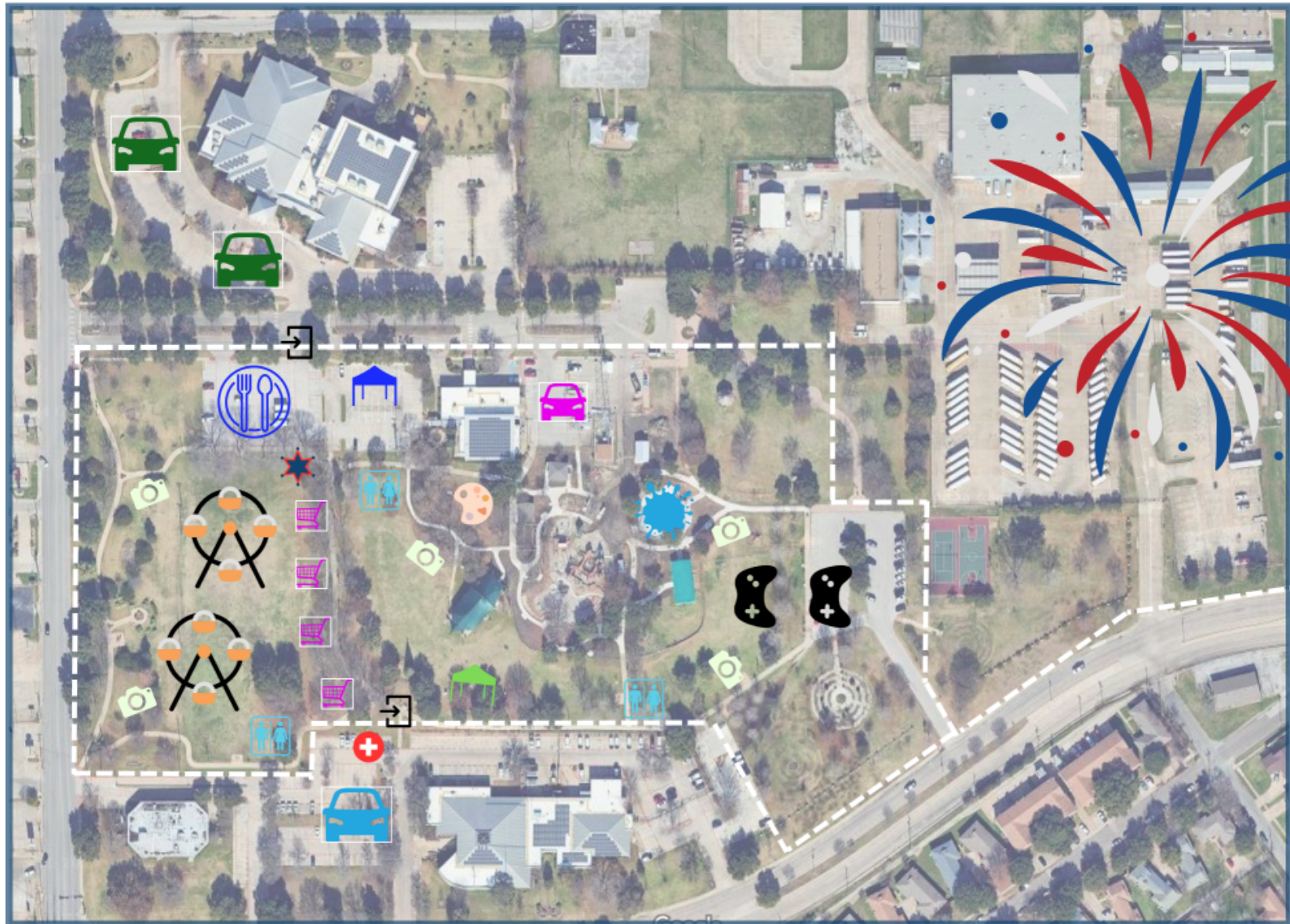


# RUN OF SHOW

- July 3<sup>rd</sup>: 1-8P
- Games: 1P & 5P
- July 4<sup>th</sup>: 9A & 4-10P
- 9A: Lion's Club Parade
- 4P: DJ
- 5:30P: Ice House Dallas
- 6:30P: Deja Vu
- 7:45P: Sol de la Kumbia
- 8:45P: Ice House Dallas
- 9:40P: Fireworks

# EVENT MAP

-  HANDICAP PARKING
-  PUBLIC PARKING
-  FOOD VENDORS
- MARKET
- FIRST AID
-  FENCING
- FOOD COURT TENT
-  AMUSEMENT RIDES
-  PHOTO OP
- RESTROOMS
- LOST CHILDREN
-  ENTRANCE

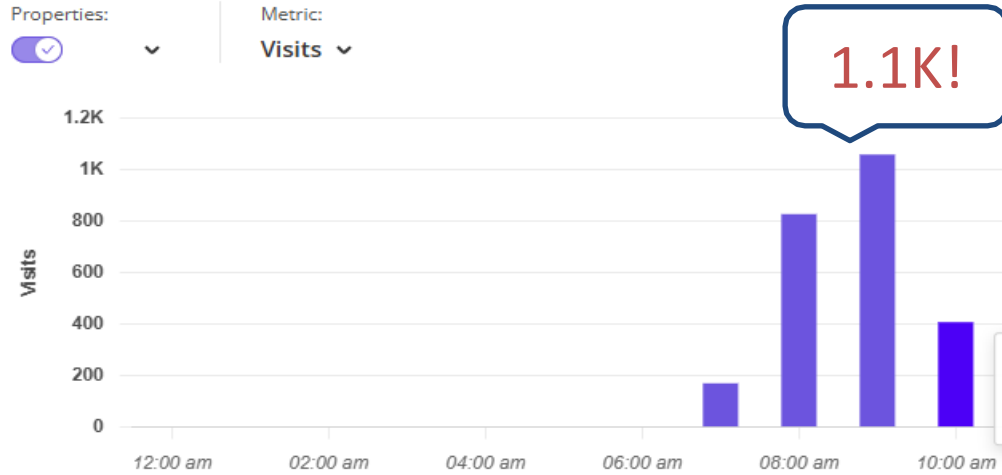


# LOCAL BUSINESS ENGAGEMENT

- Multiple local businesses in both the parade and the event
- We are still accepting applications for vendors for the market until 6/26
- Lion's Club is accepting parade applications until 7/1!

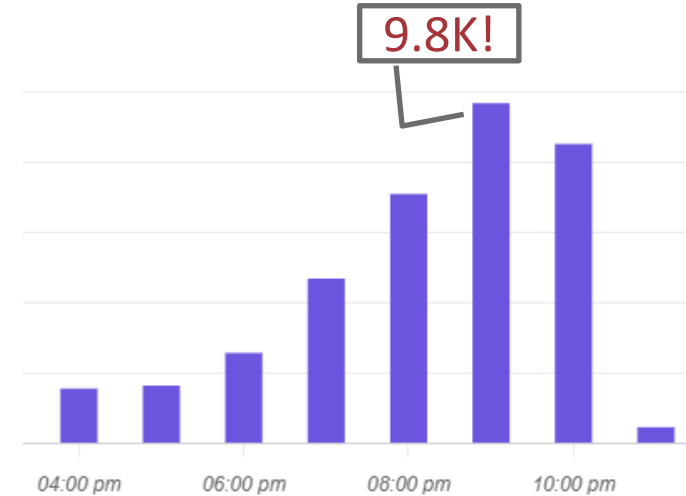
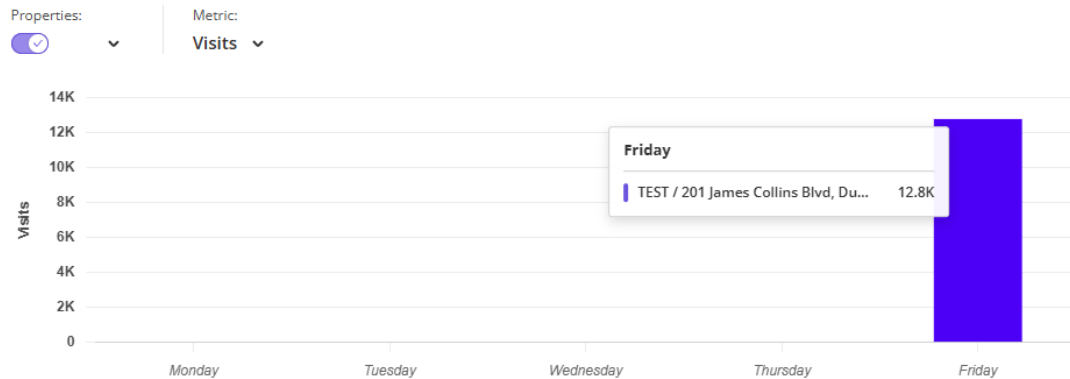
# PARADE & EVENT ATTENDANCE

## Hourly Visits ?



*4<sup>th</sup> of July 2025  
Attendance for Parade & Event*

## Daily Visits ?



# WHO ARE THE PERFORMERS?

DEJA VU



SOL DE LA KUMBIA



ICE HOUSE



# WHAT ACTIVITIES ARE THERE?

- 5 AMUSEMENT RIDES
- 6 INFLATABLES
- MULTIPLE PHOTO OPS
- FOOD VENDORS
- MARKET VENDORS
- VIDEO GAME TRUCK
- NERF WAR AREA

# VIP MUST KNOWS

- **VIP wristbands-ready with baskets on 7/1**
- **VIP tent access**
- **VIP tent will be catered**
- **Council + DCEDC will have a decorated truck/Jeep**
- **Fireworks will launch around 9:40P**
- **Mayor with council will speak after Deja Vu & before Sol de la Kumbia**



THANK YOU

Any questions? Discussion.



# STAFF REPORT

**MEETING: Community and Economic Development Corporation - June 22, 2026**

**TITLE:**

Briefing on Duncanville Better Block Traffic Calming Initiative

**Vision Statement:**

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

**Pillar:**

- **Invest in People and Places:**
  - **Support walkable, connected neighborhoods and advance equitable infrastructure.**

**STAFF RESPONSIBLE:**

**Marlon Goff**

**BACKGROUND/HISTORY:**

The City of Duncanville continues to explore opportunities to enhance public safety, support economic development, and advance the goals identified in the Comprehensive Plan and Downtown Revitalization efforts. As part of these initiatives, staff has identified an opportunity to partner with Better Block, a nationally recognized nonprofit organization that specializes in temporary demonstration projects designed to test traffic calming, placemaking, walkability, and economic development concepts before permanent investments are made.

The proposed project area is located near the intersection of South Main Street and East Wheatland Road, serving as a gateway connection to Downtown Duncanville and an area currently under consideration for future redevelopment and economic activation. The initiative would evaluate the use of temporary roadway modifications, public space enhancements, and community-focused placemaking strategies to improve safety, reduce vehicle speeds, encourage pedestrian activity, and create a more vibrant destination for residents and visitors.

The project would also serve as a proof of concept for implementing traffic calming and road diet strategies on corridors throughout Duncanville that experience speeding

concerns while balancing mobility and accessibility needs. Through a collaborative effort between the Public Works and Economic Development Departments, the pilot would provide valuable data and community feedback to help inform future infrastructure and economic development investments.

If approved, staff intends to present the concept to the Duncanville Community and Economic Development Corporation (DCEDC) for funding consideration and subsequently return to the City Council with a formal implementation plan, project budget, and partnership agreement.

**POLICY EXPLANATION:**

**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:**

BetterBlock-Duncanville Presentation PDF



# DUNCANVILLE BETTER BLOCK

*JUNE 16, 2026*

KRISTA NIGHTENGALE, EXECUTIVE DIRECTOR, BETTER BLOCK

SHAHAD MOHAMMED, ASSISTANT DIRECTOR, PUBLIC WORKS

MARLON GOFF, DIRECTOR, ECONOMIC DEVELOPMENT

We are building a vibrant, inclusive community, driven by a commitment  
to democratic principles and service above self

# PROJECT INTRODUCTION

## Project Purpose and Vision

- The Duncanville Better Block initiative is a collaborative effort between the Public Works and Economic Development Departments to explore innovative approaches that enhance safety, economic vitality, and quality of life.

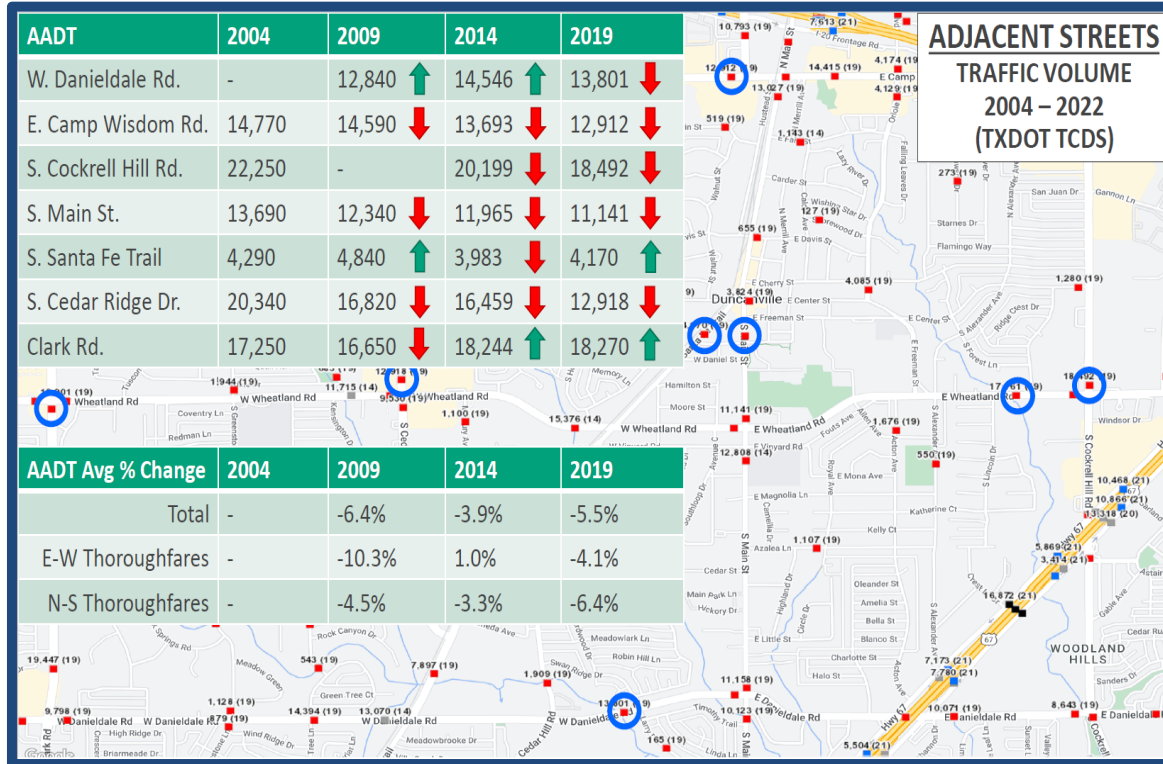
## Why Are We Doing This?

- Address speeding concerns and improve roadway safety through traffic calming strategies.
- Evaluate roadway "road diet" concepts as potential tools to reduce vehicle speeds while maintaining mobility.
- Create a more walkable, pedestrian-friendly environment around the Duncanville Downtown Area.
- Support economic development opportunities through placemaking and public space activation.
- Reimagine underutilized city-owned property consistent with the City's Comprehensive Plan and Downtown Revitalization goals.
- Create a destination that encourages community gathering, local business activity, and neighborhood connectivity.
- Establish a real-world proof of concept that can inform future corridor improvements throughout Duncanville.

## Partnership Approach

- This initiative represents a joint effort between Public Works and Economic Development, combining transportation planning, placemaking, and economic development strategies into one pilot project.

# TRAFFIC CAPACITY



**Throughfare assumed capacity: Approximately 32,000 to 36,000 vehicles per day**

Annual Average Daily Traffic

# WHO BETTER BLOCK IS:

A nonprofit that helps communities test safer streets, stronger public spaces, and economic development strategies in real-world conditions before permanent investment.

We create temporary-to-permanent pilot demonstrations that:

- calm traffic
- improve safety
- increase walkability
- support local businesses
- activate underused spaces
- strengthen community identity
- help cities evaluate future corridor investments

Through quick-build projects, community engagement, and measurable evaluation, we help cities move ideas from concept to implementation.

# WE CREATE PILOT DEMONSTRATIONS

Why do we focus on temporary?

- Test before permanent investment
- Gather real-world traffic data
- Evaluate safety impacts
- Build public support
- Reduce implementation risk
- Allow adaptation before capital improvements
- Turn concepts into measurable demonstrations

This is not just beautification. It's real-world change.

- Balavia Main Street
- Spin Spot
- Old Town
- Mesa Park
- Streets of Tonsorrow
- Eastlake Street Fair
- Quincy Intersection
- Quincy
- Fremont Parklet
- Fremont Better Block
- Emerson Collective
- Vermont/Ewing
- Ruffin's
- Cann. Box Benches
- East Dock Signage
- West Trinity Heights
- Ross Avenue
- Tyler Street
- Buchman Lake
- AARP Design Camp
- Grooming Dallas 2
- Pleasant Grove
- AARP Furniture Line
- AARP West Dallas
- Richardson Innovation
- Activa Main Street
- Remagine Main Street
- Cottonwood Creek
- West Dallas STEM
- Texas Learning Journey
- 800 Streets Danforth
- Prince George's County
- Community Connectors
- 80 Streets Danforth
- Chattanooga West
- Community Connectors
- 80 Streets Danforth
- Garland Better Block
- People's Plaza
- Street Seats
- Prince George's County
- Creating Connections
- Baljudy Plaza
- Library of Social Inf.
- Copenhagen Study Tour
- Paris Learning Journey

- Hillside
- Five Points
- North Hill
- Euclid
- Belmont
- SL Post
- White Flint
- Burlington
- Suffield
- Fairland
- Pleasantburg Largo
- Riverdale
- Flint
- Livernois
- Copley Road
- Slavic Village
- Exchange House
- Cuyahoga Falls
- Milbank
- Aberdeen
- McKeesport
- Fresno
- Greater Hazelwood
- Phoenia District
- The Backyard
- Akron Learning Journey
- Barberton
- Kennmore
- Middlebury
- Exchange House
- Cuyahoga Falls
- SNA
- Cheese Barn
- Burhan Pointe
- Atlanta
- Marfolk Plaza
- GT Detroit
- Hazelwood Crosswalks
- Prince George's County 800
- Joe Louis BBQ
- Dixon Main Street
- Glen Burnie Town Center
- Ottumwa
- Macon Connects
- East Point
- West Palm Beach
- Totahassere
- Town Team Conf.
- Mozman Park
- Hoppers Junction
- Town Team Conf.
- St. Cecilia Courtyard
- Malcath X Plaza
- Renaissance Park
- Mobility Parklet
- EarthX
- FD17
- FD18
- FD19
- Cafe Memento
- Bike Harwood
- Under Construction
- Donut Wall
- COVID Face Shields
- McKinney BBQ
- Slow Streets Dallas
- Slow Streets NC
- Swing Veto
- Dallas Parklets
- Under Construction
- Donut Wall
- Marla Bike Lanes
- Bike Harwood
- Dallas Learning Journey
- United Way SIA
- Fidelity Study Tour
- Paris Learning Journey
- Marla Bike Lanes
- McKinney BBQ
- Slow Streets Dallas
- Slow Streets NC

73% OF PROJECTS MADE PERMANENT

\$700 MILLION  
IN IMPACT

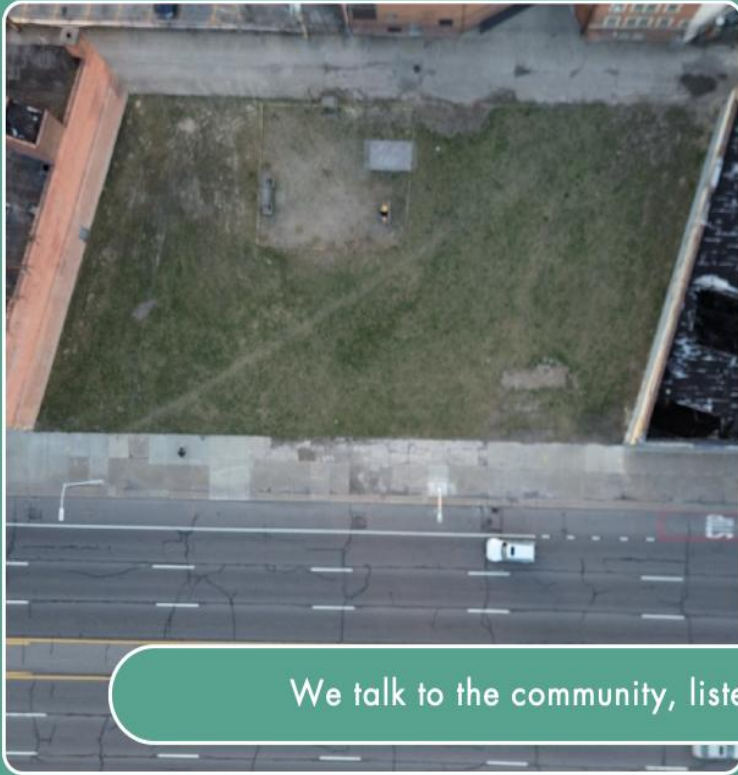
ACROSS 145 PROJECTS IN 59 CITIES



# THE BETTER BLOCK PROCESS

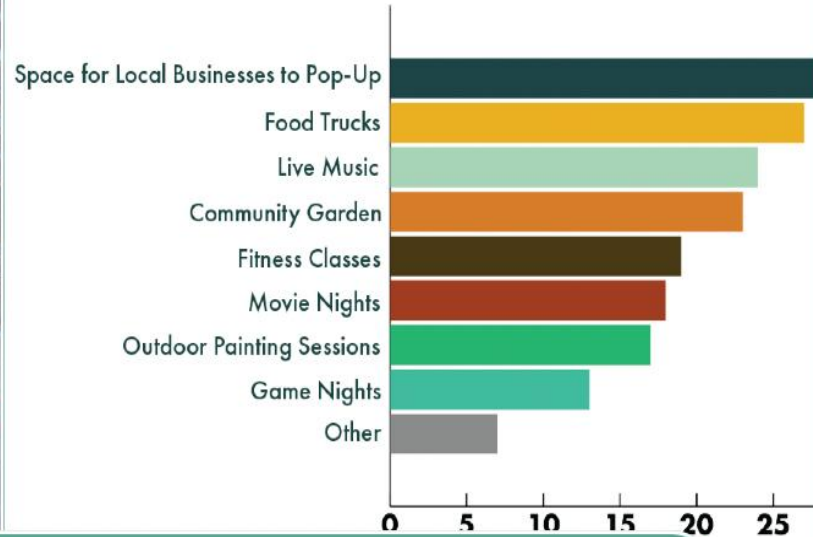


# DAY 1-30: COMMUNITY ENGAGEMENT AND FEEDBACK



We talk to the community, listen to their needs, and gather ideas.

How would you like to see the space activated?



# DAY 31-60: DESIGN



We design based off of the community's feedback and existing infrastructure.

# DAY 61-116: FABRICATION AND PLANNING



We collaborate with local vendors, organizations, and start to bring the project to life.

2023 | QUINCY, WA

2024 | DETROIT, MI

# Core Team

The core volunteer team for the Better Block project will meet weekly and will help shape the project. Typically, this team consists of the Better Block project manager, a city liaison, Block Captain(s), and volunteer team leads (as needed).



## CITY LIAISON

**Time Commitment:** 35-50 hours, Excluding week of event

The city liaison is usually a representative of the local government that can advocate for the project within the municipality. They will join in on most meetings from day one. Primarily, this person will join us in listening to the community members as they shape the event, but will provide feedback where necessary and will assist in cutting through the red tape as we work on permitting. This person will also assist greatly in helping us make local connections and helping market the kickoff and event.



## BLOCK CAPTAIN

**Time Commitment:** 35-50 hours, Excluding week of event

The Block Captain is a volunteer position that can be filled by 1-3 people and is arguably the heart and soul of the entire event. This person / these people will be appointed by the Better Block and city liaison based on their local involvement, their ability to lead, and their availability and interest in leading a change in their community. This person will attend all meetings and will appoint volunteer leads as needed to create a successful community event. The Block Captain is a person who deeply understands the community issues at hand and is committed to creating a community reflective of all their neighbors vs. their personal interests.



## MARKETING LEAD

**Time Commitment:** 25 Hours

- Lead will reach out to the community about the project. This could be through social media, the webpage, and printed materials.
- Pass out marketing materials to promote the event
- Reach out to media and organize press
- Report on the weekly call to the team what has been done to promote the Better Block that week and any needs



## VOLUNTEER COORDINATOR

**Time Commitment:** 10 Hours Leading Up To Install Week, 24 Hours Install Week

- Lead will coordinate the recruiting of volunteers to help with the build and tear down of the Better Block
- Act as primary contact for anyone who wants to volunteer
- Set volunteer schedule for build/tear down
- Be onsite to direct volunteers day of build/tear down
- Report on weekly call about how many volunteers we have and what skills we have in that group



## MATERIALS LEAD

**Time Commitment:** 12 Hours, Excluding Week Of

- Confirm storage of materials
- Work with Better Block to organize materials as they come in
- Report on call what materials we have and what we need



## PROGRAMMING LEAD

**Time Commitment:** 30 Hours, Excluding Week Of

- Work with partners to find performers for programming (music, art, theater, etc.)
- Use community survey results to drive the programming calendar
- Develop a program schedule six weeks out that can be marketed
- Work within budget, if applicable
- Be on-site to help performers figure out where to go
- Ensure you have everything they need to perform

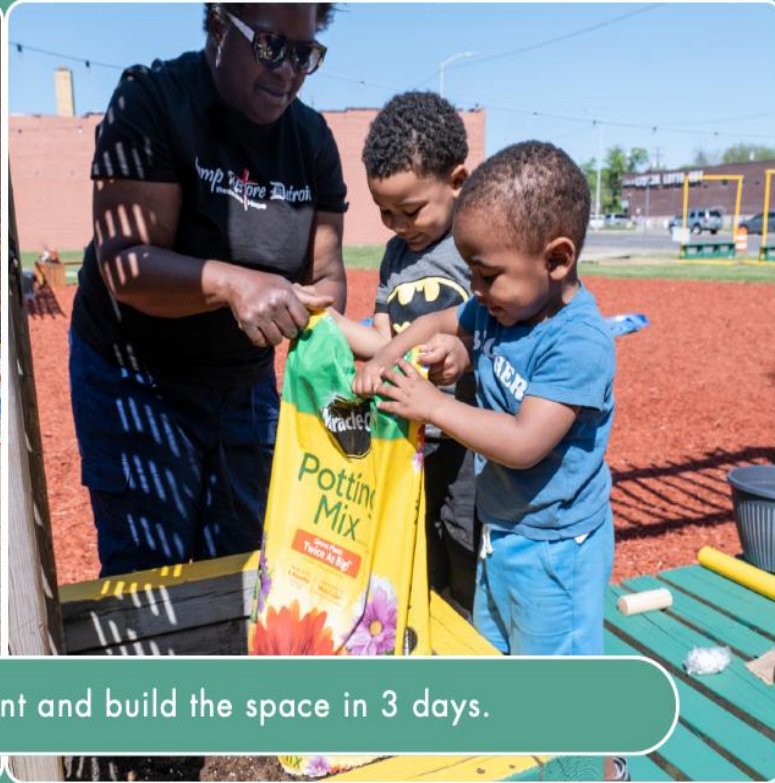


## VENDORS COORDINATOR

**Time Commitment:** 30 Hours, Excluding Week Of

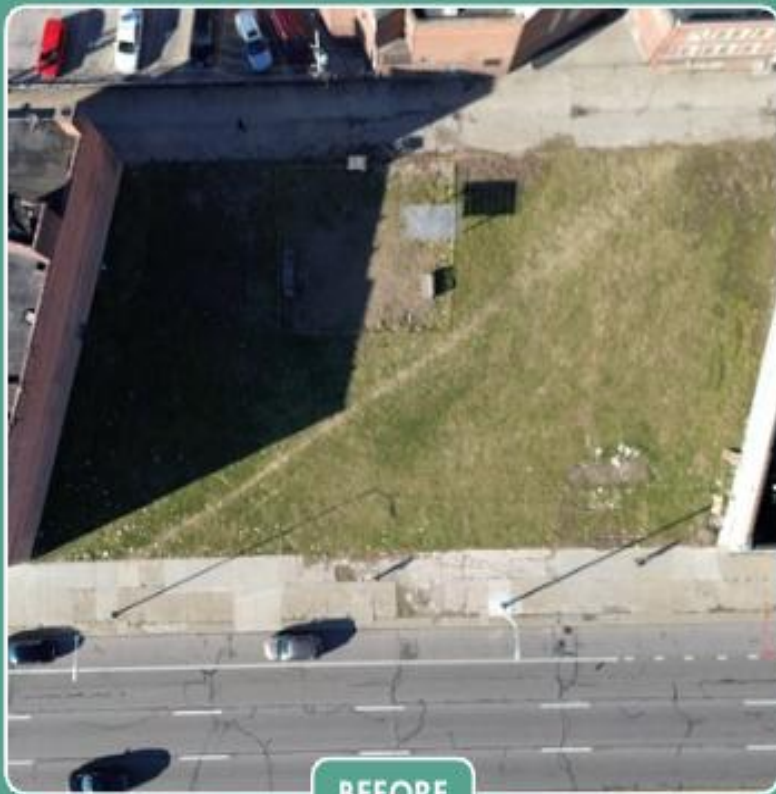
- Find vendors for the event to have pop-up shops (food, alcohol, small businesses, etc.)
- Make a list of vendors with a contact and what they do/sell
- Find out what the vendors need to set up
- Work with Project Manager to develop a plan for the vendors
- Work with Project Manager to create a plan for load in/load out
- Report on weekly call what has been accomplished/needed

## DAY 117-120: IMPLEMENTATION



Together with volunteers, we paint and build the space in 3 days.

# TRANSFORMATION



BEFORE



AFTER

2024 | DETROIT, MI

## DAY 120: DEMONSTRATION



We showcase the space and demonstrate its potential.

2024 | DETROIT, MI

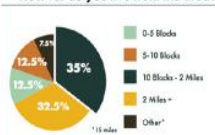
# FINAL REPORT

[Link to Detroit G7 Final Report](#)

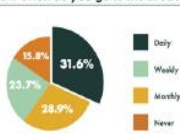
## COMMUNITY INTERACTION

To gain a deeper insight into the community, we surveyed residents about their daily experiences and lifestyle within the area.

### How far do you live from the area?



### How often do you go to the area?



### What is your primary mode of transportation in and around the area?



## PRE-PROJECT SURVEY RESULTS

## DESIGN INSPIRATION



**G7 NEIGHBORHOOD**



**"7" SHAPE**



**"7" DESIGN**

## DESIGN

## ADDING COLOR

Adding color to a stark and gray alleyway not only enhanced its visual appeal but also contributed to a vibrant atmosphere, transforming it into a colorful asset for local residents and people to walk down the alley and explore.

Inspired by the dark green, vibrant yellow, and teal, and fiery orange colors of the G7 community, our goal was to authentically blend our design with the community's vibrant color scheme.

With a significant build on the horizon, we kicked off the project by painting the alleyway before the 3 vacant lots with the number 7 representing the culture of the Grand 7 Mile framework plan.

Adding the five strokes of paint to the colorful alley mural was one of the community leaders, Sandra Turner-Hoddy. But that wasn't all the color we are adding to the space. We painted the G7 sign, pallet stage, NYC benches and we also painted new mural. Thanks to Camp Restore Detroit for letting us borrow the tree stumps for the event.

Despite the time and sweat, everyone poured their hearts into the project, and the positive response was overwhelming!



## IMPLEMENTATION

## LINKEDIN STATS

### UNIQUE VIEWS

183,535

▲ 14,205.2%  
past 7 days

### REACTIONS

1,050

### PARKLET SPEEDS VIDEO

### LIKES

826

### COMMENTS

123

### REPOSTS

75

### APPRESSIONS



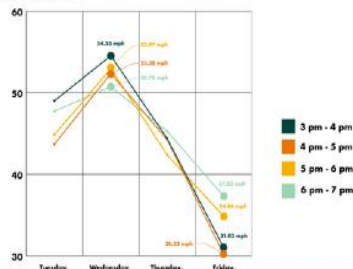
234,468

▲ 9,726.9%  
past 7 days

## INSTA-INSIGHTS

## STREET STUDY (HIGHEST/LOWEST AVERAGE SPEED)

Using a speed gun, we measured traffic speeds on Gratiot Avenue along Detroit on the top of every hour from 3 PM to 6 PM over four days. The data revealed a significant impact on traffic flow, particularly on Friday, May 3rd, when a parking lane and drive lane were closed. This change resulted in a dramatic decrease in speeds, with the most significant drop being 42% during peak hours compared to days with no lane closures.



## FEEDBACK/RESULTS

## 2 IMPROVE STREET SAFETY AND ACCESSIBILITY ON GRATIOT AVENUE

One significant barrier to pedestrian safety and local commerce on Gratiot Avenue is the current street design, which inadequately accommodates the safety of those attempting to navigate its busy thoroughfare.

- 1 Reduce Traffic Lanes:** Narrowing the road by reducing the number of traffic lanes will not only calm traffic but also create a more manageable and safer environment for pedestrians and drivers alike.
- 2 Install a Landscaped Median:** A median would provide a safe refuge for pedestrians crossing the street. Incorporating shade within the median would further enhance pedestrian comfort and safety, making crossings more humane.
- 3 Construct Pedestrian Bumpouts:** Expanding the sidewalk at crosswalks through bumpouts will decrease the crossing distance, significantly enhancing pedestrian safety. This will also slow down turning vehicles, further

## OBSERVATIONS

During the week, we observed various pedestrian safety issues, often related to the narrow, cluttered nature of the alleyway, which poses a challenge for those attempting to navigate its busy thoroughfare.

During our field study, we observed how specific conditions affected traffic speeds, providing key insights into why a city alley may have the desired outcomes and analysis.

**April 20th (Average Speed: 49.02 mph):** The speed likely reflects typical traffic flow under normal conditions.

**May 1st (Average Speed: 54.56 mph):** The increase in average speed suggests environmental factors like weather or traffic volume.

**May 2nd (Average Speed: 44.27 mph):** On this day, the parking lane was closed off, and all three lanes were remained open. The presence of lanes fully remained allows for more consistent flow, since the presence of driving lanes was maintained, and speeds remained relatively high.

**May 3rd (Average Speed: 31.02 mph):** We saw more dramatic changes with both a parking lane and a drive lane being closed. This led to a more significant decrease in average traffic speed.

We are grateful to HOVCO, DODOT, and the City of Detroit's Planning and Development Department for their support. This willingness to trial innovative

## RECOMMENDATIONS

## PROJECT IMPACT: ONE YEAR LATER



HELPED SECURE A

\$ 24M

STATE GRANT TO FUND  
PERMANENT SAFETY  
INTERVENTIONS

### IMPACT AT A GLANCE

#### OUTCOME

Helped secure a \$24 million state grant for permanent corridor safety improvements.

#### SHIFT

The conversation changed from debating market viability to prioritizing the site as a permanent hub for community life.

#### THEME

Transportation, Economic Development

# wikiblock









Movie Screen

Kids' Games

Cafe Sets

Lawn Chairs

Beer Garden Tables

Air Chairs

Blankets

Umbrellas

Light Poles



# DUNCANVILLE BETTER BLOCK

The concept:

- 120-day Planning Process
- 12-month Pilot
- Location: Corner of South Main Street and East Wheatland Road connecting to downtown Duncanville

# Duncanville Better Block

## A FAMILY-ORIENTED CORRIDOR OF PLACES, CONNECTIONS, AND OPPORTUNITY

This Better Block demonstration links key destinations and creates safer streets, vibrant public spaces, and new opportunities for community life and economic growth.

### FAMILY-ORIENTED ACTIVATION

A catalytic corner at South Main Street and East Wheatland Road creates a welcoming gathering demonstration for families, neighbors, and visitors.

### ARMSTRONG PARK CONNECTION

Armstrong Park, along with wayfinding, draws people down the corridor connecting the Better Block site to downtown Duncanville.

### TRAFFIC CALMING

Safer speeds, better crossings, and comfortable places to walk and bike connect people from the Better Block site through Armstrong Park and to downtown.



Traffic Calming Along Route

Potential Node

Armstrong Park

Intersection Treatment

Better Block Site

A CORRIDOR DESIGNED FOR PEOPLE



Potential curb extensions at intersections



Potential reconfiguration of roads



Data gathering and analysis Page 57 of 117

# TIMELINE AND BUDGET

- Timeline: Begin July 14;
  - Install the week of October 12; pilot remains in place for up to one year
- Budget: \$121,500-\$197,350

# TIMELINE

Phase 1	
9-Jul	PM Intro: What Defines Success/Survey Overview
14-Jul	Survey Live
28-Jul	City Department Meetings
28-Jul	Kickoff
Phase 2	
7-Aug	Survey Closes
13-Aug	Survey, Block Map Presentation, Rough Budget
14-Aug	Feedback
25-Aug	Design Presentation and Rough Budget
27-Aug	Feedback
3-Sep	Design and Budget and Core Team Set
Phase 3	
3-Sep	Permit Coordination
8-Sep	Weekly Phone Calls Begin
8-Sep	Storage Confirmed
18-Sep	Sneak peak of the design/call for volunteers and/or vendors
24-Sep	Programming Schedule Set and Vendors Secured
5-Oct	Vendor and Programming Finalized
5-Oct	Another Call for Volunteers
Phase 4	
7-Oct	Event and Vendor Layout
12-Oct	Better Block Begins Install
14-Oct	Workshop 1/Mural
15-Oct	Workshop 2/Wikiblock
16-Oct	Workshop 3/Event Setup
17-Oct	Opening Day
Testing	
October 17-TBD	Continued monitoring, evaluation, and tweaks as needed
TBD	Teardown

# BUDGET

Item	4 Month Planning/Kickoff Weekend	12-Month Installation
<b>Project Kickoff and Charette</b>	<b>\$5,500</b>	<b>\$0</b>
Public Project Kickoff and Charette	\$5,500	
<b>Marketing</b>	<b>\$15,000</b>	
Webpage, all design elements/language needed, social media posts, recap	15000	N/A
<b>Ongoing consultation</b>	<b>\$25,000</b>	<b>\$22,850</b>
120 hours of communications, review, and consulting	\$25,000	
Ongoing Programming Calendar Development (20 hours)		\$4,100
Hourly rate not to exceed 90 hours (rate per hour: \$208/hr) for any redesigns or repairs:		\$18,750
<b>Community Organization and Build Plan</b>	<b>\$5,000</b>	<b>\$0</b>
Concept Plan, Materials List, and Cut List	\$5,000	
<b>Better Block Event</b>	<b>\$19,000</b>	<b>\$10,000</b>
Better Block installation	\$9,000	
Workshop management	\$5,000	
Better Block cleanup	\$5,000	
Teardown Coordination		\$5,000
Videographer/Photographer		\$5,000
<b>Better Block Metrics, Report and Programming Plan</b>	<b>\$7,000</b>	<b>\$0</b>
Post-Install Report	\$2,500	
Post-Project Report with ongoing evaluation	\$4,500	
<b>Materials for Better Block</b>	<b>\$45,000</b>	<b>\$43,000</b>
All elements needed for the project, which the City will own	\$45,000	
Ongoing maintenance/repairs, if needed		6000
Ongoing Activations (DJs, programming, etc, paid to third parties) for activation		12000
Better Block in a Box (design, fabrication, elements inside) to own		25000
<b>Total</b>	<b>\$121,500</b>	<b>\$75,850</b>
<b>Total of All</b>	<b>\$197,350</b>	

# NEXT STEPS

- **June–July 2026**
  - Present Better Block concept and pilot initiative to the Duncanville Community & Economic Development Corporation (DCEDC).
  - Refine project scope, budget, and implementation approach based on stakeholder feedback.
- **July 2026**
  - Seek DCEDC approval and funding authorization.
  - Present project recommendation to City Council for consideration and approval.
- **Following Approval**
  - Establish project team and governance structure.
  - Initiate formal project kickoff with Better Block and City stakeholders.
  - Begin community engagement and pilot planning activities.
  - Develop performance measures to evaluate traffic calming, safety, walkability, and economic development outcomes.
- **Potential Funding Source**
  - DCEDC Community Development Funds
- **Goal**
  - Launch a demonstration project that improves safety, supports economic development, and provides a scalable model for future corridor enhancements throughout Duncanville.



# QUESTIONS?

We are building a vibrant, inclusive community, driven by a commitment to democratic principles and service above self



# STAFF REPORT

**MEETING: Community and Economic Development Corporation - June 22, 2026**

**TITLE:**

Briefing and Board Discussion Regarding a Proposal for the Redevelopment of the Former Ben Franklin Apothecary Building Located at 302 N. Main Street, Duncanville, Texas, as "The Jespersen" — A Proposed Boutique Hotel and Wellness Spa (Project Oasis)

**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:**

The DCEDC has received a formal request for development incentive assistance from Josh Allen and Alex Mendez, principals of Create Atelier, in connection with a proposed luxury boutique hotel and wellness spa to be developed at 302 N. Main Street, Duncanville, Texas. The project is internally identified as Project Oasis. The subject property is the former Ben Franklin Apothecary building, a 9,500-square-foot commercially zoned structure situated within the Downtown District along the city’s primary commercial corridor, Main Street.

Create Atelier is the architecture and design firm behind the *Isbella Restaurant* concept scheduled to open this summer across the parking lot from The Jespersen. The design for the *Collab Space* at Wheatland Plaza was also done by Create Atelier. The applicants have designed a comprehensive renovation and adaptive reuse of the existing building shell into a destination-quality hospitality and wellness concept to be branded as *The Jespersen*, an historical "nod" to the former owners of the Ben Franklin Apothecary. The project envisions:

- 13 luxury suites with an average nightly rate of approximately \$330–\$360

- A world-class wellness spa featuring indoor and outdoor plunge pools, saunas, and five dedicated massage treatment rooms
- A street-facing lobby lounge with a curated coffee and bagel/deli concept open to hotel guests and the public
- A public-facing events and gathering space

**Capital Stack and Development Costs**

Total project cost is estimated at \$9,269,521, comprising \$1,500,000 property acquisition, \$7,019,521 in renovation construction costs, and \$750,000 in soft costs, interest carry, and closing costs. The applicants have proposed the following capital structure:

<b>SOURCE</b>	<b>AMOUNT</b>	<b>% OF TOTAL</b>
Owner Equity (Private)	\$1,000,000	10.8%
Debt / Construction Loan (Private)	\$6,769,521	73.0%
DCEDC Grant (Public — Type B EDC)	\$1,500,000	16.2%
<b>TOTAL PROJECT COST</b>	<b>\$9,269,521</b>	<b>100%</b>

The proposed DCEDC grant of \$1,500,000 would essentially underwrite the cost of purchasing the vacant property representing approximately 16.2% of total project cost and leverage \$5.18 in private investment for every \$1.00 in public funds. The applicants are also seeking an 18-month break-even room revenue guarantee, meaning the public would also underwrite early operational risk.

The following topic and category considerations are offered for board discussion as part of the proposed project and incentives request:

- Duncanville resident spa discount rate
- Community event space allotment
- Subordinated repayment trigger — When monthly revenue exceeds the break-even point outlined in the pro forma
- Monthly financial statements reporting requirement: Revenue and Occupancy

**POLICY EXPLANATION:**

**FUNDING SOURCE:**

**ORG and Object Number**

N/A

**Available Budget**

**Purchase Amount**

**After Encumber**

N/A

N/A

N/A

**ACTION ALTERNATIVES:**

The item is presented as a briefing for board discussion, questions and staff direction.

**ATTACHMENTS:**

Development Incentives Request\_ 302 N MAIN - Jespersen

## CREATE ATELIER LLC.

1300 South Polk Street, Suite 295

Dallas, TX 75224

817.705.6628 | [Josh@createatelier.com](mailto:Josh@createatelier.com) [Alexa@createatelier.com](mailto:Alexa@createatelier.com)

Mar 6, 2026

---

Mr. Marlon Goff  
Director of Economic Development  
Duncanville Community & Development Corporation

Dear Mr. Goff,

Thank you for considering our request for grant assistance to support the improvement and redevelopment of the property located at 302 N. Main into a luxury hotel and spa.

Attached are our plans outlining both the exterior and interior improvements. These upgrades will significantly enhance the existing building through architectural updates to the façade and a full renovation of the interior. The exterior improvements will activate the storefront, strengthen the presence of the building along Main Street, and create visual continuity with nearby developments, including the new restaurant currently being constructed at 220 N. Main.

The interior will be completely transformed into a luxury boutique hotel and wellness spa, designed to serve as a destination for both visitors and residents of Duncanville. The spa component will provide a much-needed wellness retreat, offering amenities that will attract guests from across the region.

- The hotel is planned to feature 13 luxury suites with an average nightly rate of \$350.
  - At an estimated 75% occupancy rate, the suites are projected to generate approximately \$102,000 in monthly revenue.
- The property will also include a lobby lounge open to the public, featuring a curated coffee and bagel shop designed to create an inviting gathering space for both hotel guests and the local community.
- The spa will offer a world-class wellness experience, including plunge pools, saunas, and cold plunge facilities, encouraging both overnight wellness stays and day-spa visits. The massage area will include five treatment rooms.
  - At an estimated 75% utilization rate, these massage rooms are projected to generate approximately \$60,750 in monthly revenue.

Visitors to the hotel and spa will spend time throughout the city, supporting local businesses year-round and contributing to the overall vitality of Duncanville's commercial corridor.

This project will create a destination for locals and travelers alike. The luxury accommodations and wellness amenities will introduce a resort-style experience that currently does not exist in Duncanville. Demand for luxury wellness hotels continues to grow as travelers increasingly seek experiences that combine hospitality, health, and relaxation.

Our goal is to reposition this property as an attractive, active business that contributes positively to the city's economic development. We are committed to establishing a long-term presence in Duncanville that strengthens workforce development, increases taxable revenue, improves property values, and supports the city's overall economic vitality.

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

Our grant request is \$1,500,000 paid up front at closing of loan and breakeven room coverage for 24 months. We appreciate your review and consideration of this project and request.

Thank you for your time and consideration.

Sincerely,

Josh Allen  
Alexa Mendez



**JESPERSEN HOTEL** 302 N Main St, Duncanville, TX 75116 -9500sqft

<b>TOTAL DEVELOPMENT COST</b>		<b>INCOME</b>			<b>1</b>
Purchase price	\$1,500,000	Gross income	\$2,152,098.00		
Renovation	\$7,019,521	<b>EXPENSES</b>			<b>2</b>
Soft costs	\$500,000		<b>Monthly</b>	<b>Yearly</b>	
Interest Carry	\$150,000	Taxes		\$90,000	
Closing Costs	\$100,000	Insurance		\$45,000	
<b>Project cost</b>	<b>\$9,269,521</b>	Utilities	\$6.00	\$57,000	
<b>EQUITY &amp; FINANCING</b>		Repairs and maintenance	\$6.00	\$57,000	
Owner investment	\$1,000,000	Management 12%		\$258,251.76	
Duncanville EDC	\$1,500,000	Marketing	\$2,500.00	\$30,000	
<b>Total equity:</b>	<b>\$2,500,000</b>	Cleaning	\$8,000.00	\$96,000	
<b>LOAN</b>	<b>\$6,769,521</b>	Staff	\$8,000.00	\$96,000	
		Masseuse	\$32,400.00	\$388,800	
		Laundry	\$1,500	\$18,000	
		Supplies	\$1,000	\$12,000	
		<b>TOTAL</b>	<b>\$95,671</b>	<b>\$1,148,052</b>	
		<b>NET OPERATING INCOME</b>			<b>4</b>
				\$1,004,046.24	
		8% CAP			\$12,550,578.00
		<b>DEBT SERVICE 5/ 8%/ 20 YR</b>			<b>3</b>
			\$56,000	\$672,000	
		<b>CASH FLOW</b>			<b>5</b>
				\$332,046.24	
		DEBT SERVICE COVERAGE RATIO			1.494116429

<b>RENT ROLL</b>						
	<b>QTY</b>	<b>SQFT</b>	<b>TOTAL RENTABLE</b>	<b>REVENUE /MO</b>	<b>GPI</b>	<b>AGI 75%</b>
BAGEL /DELI	1	\$42	390	\$1,365.00	\$16,380.00	\$13,104
COFFEE	1	\$42	390	\$1,365.00	\$16,380.00	\$13,104
APOTHECARY BAR	1	\$42	400	\$1,400.00	\$16,800.00	\$12,600
BOUTIQUE HOTEL — HOTEL ONLY			7881		\$594,000.00	\$445,500
BOUTIQUE HOTEL — NIGHT + SPA 2 HOUR PASS					\$1,036,800.00	\$777,600
SPA - MASSAGES			5182		\$972,000.00	\$729,000
SPA — WEEKDAYS					\$47,520.00	\$35,640
SPA — WEEKENDS					\$122,400.00	\$91,800
SPA — MONTHLY MEMBERSHIP					\$45,000.00	\$33,750
EVENTS					\$19,200.00	\$14,400
			<b>14243</b>	<b>\$4,130.00</b>	<b>\$2,886,480.00</b>	<b>\$2,152,098.00</b>

INCOME BREAKDOWN FOR HOTEL				NOI		
	NIGHTLY FEE *1	MONTHLY REV *30	ROOMS *5	REVENUE/MO	REVENUE /YR	AGI 75%
		30	5			
<b>BOUTIQUE HOTEL - HOTEL ONLY</b>	\$330	\$9,900	\$49,500	\$49,500	\$594,000	\$445,500

	NIGHTLY FEE *1	MONTHLY REV *30	ROOMS *8	REVENUE/MO	REVENUE /YR	AGI 75%
		30	8			
<b>BOUTIQUE HOTEL - NIGHT + SPA 2 HOUR PASS</b>	\$360	\$10,800	\$86,400	\$86,400	\$1,036,800	\$777,600

INCOME BREAKDOWN FOR SPA				NOI		
	GUESTS	FEE	*30 GUESTS PER DAY	REVENUE/MO	REVENUE /YR	AGI 75%
<b>MASSAGES</b>	30	\$90	\$2,700	\$81,000	\$972,000	\$729,000

	GUESTS	WEEK -DAY PASS	*4 GUESTS PER DAY	*18 WEEK DAYS	REVENUE/MO	REVENUE /YR	AGI 75%
<b>SPA — WEEKDAYS - 2 HR</b>	4	\$55	\$220	\$3,960	\$3,960	\$47,520	\$35,640

	GUESTS	WEEK-END PASS	*10 GUESTS PER DAY	*12 WEEKEND DAYS	REVENUE/MO	REVENUE /YR	AGI 75%
<b>SPA — WEEKENDS -2 HR</b>	10	\$85	\$850	\$10,200	\$10,200	\$122,400	\$91,800

	GUESTS	MONTH PASS		REVENUE/MO	REVENUE /YR	AGI 75%
<b>SPA — MONTHLY MEMBERSHIP</b>	15	\$250		\$3,750	\$45,000	\$33,750

INCOME BREAKDOWN FOR EVENTS				NOI		
	EVENTS	FEE	*6 EVENTS PER MONTH	REVENUE/MO	REVENUE /YR	AGI 75%
<b>EVENTS</b>	4	\$400	\$1,600	\$1,600	\$19,200	\$14,400

1		BOUTIQUE HOTEL	8940 SQFT		
	Hard Cost Category		\$/SF	Budget	
HARD COSTS	Selective Demo / Abatement		\$18	\$160,920	
	Structural Repairs / Framing Mods		\$22	\$196,680	
	Building Envelope (windows, roof, waterproofing)		\$38	\$339,720	
	Interior Partitions / Drywall		\$26	\$232,440	
	Interior Finishes (rooms + public areas)		\$65	\$581,100	
	Vertical Circulation (stairs / lift allowance)			\$150,000	
	Mechanical (HVAC)		\$40	\$357,600	
	Electrical		\$25	\$223,500	
	Plumbing		\$20	\$178,800	
	Fire Protection / Life Safety		\$18	\$160,920	
	Acoustical Insulation			\$100,000	
	Low Voltage (FA, data, POS, cameras, access)		\$12	\$107,280	
	SOFT COSTS	Guestroom FF&E (13 keys @ \$30k)			\$390,000
Public Area FF&E				\$150,000	
F&B Equipment (coffee/bagel + bar+lobby)				\$250,000	
CONSTRUCTION COSTS				\$3,578,960	
GC FEE 10%				\$357,896	
<b>TOTAL BOUTIQUE HOTEL</b>				<b>\$3,936,856</b>	
4		COFFEE, BAGELS, BAR	1077		
	Hard Cost Category		\$/SF	Budget	
HARD COSTS	Mechanical (exhaust, makeup air, RTU mods)		\$55	\$59,235	
	Electrical (equipment power, lighting, panels)		\$44	\$47,388	
	Plumbing (drains, bar sinks, hot water)		\$30	\$32,310	
	Fire Protection – NEW sprinkler system		\$18	\$19,386	
	Selective demo (former pharmacy fixtures)		\$27	\$29,079	
	Framing / drywall / ceilings		\$32	\$34,464	
	Flooring / tile		\$29	\$31,233	
	Millwork / service counters + bar front		\$59	\$63,543	
	Paint / finishes		\$11	\$11,847	
	Doors / hardware		\$14	\$15,078	
	<b>FF&amp;E / Equipment / IT</b>				
	SOFT COSTS	Chairs, stools, banquettes			\$25,000
		Tables (interior + small patio allowance)			\$28,000
Decorative lighting				\$30,000	
Menu boards / signage				\$5,000	
Décor, plants, art				\$14,000	
Host / POS furniture				\$10,000	
CONSTRUCTION COSTS				\$455,563	
GC FEE				\$45,556	
<b>TOTAL COFFEE, BAGGELS AND BAR</b>				<b>\$501,119</b>	

2		SPA & LOBBY	3581 SQFT
	<b>Hard Cost Category</b>		<b>Budget</b>
	Demo/abatement:		\$45,000
	Structural + waterproofing upgrades:		\$120,000
	Interior buildout (reception, lockers, showers, finishes):		\$260,000
	Material upgrades		\$214,860.00
	Indoor pool 26x12 (312 SF @ ~\$650/SF): \$203k		\$203,000
	Indoor pool 15x15 (225 SF @ ~\$650/SF): \$146k		\$146,000
	Outdoor pool 25x14 (350 SF @ ~\$300/SF): \$105k		\$105,000
HARD COSTS	Pool mechanical add (heaters/filters/automation tie-ins)		\$90,000
	Natatorium HVAC + dehumidification		\$220,000
	Plumbing (non-pool fixtures/drains)		\$80,000
	Electrical + lighting + controls		\$90,000
	Upgrade lighting package		\$50,000
	Fire/life safety modifications		\$45,000
	Saunas (2 installed)		\$40,000
	Outdoor deck/sitework/enclosure:		\$65,000
	<b>FF&amp;E / Equipment</b>		
	Reception + Retail		
	Reception desk		\$12,000
	POS system + cash wrap		\$6,000
	Retail shelving + displays		10,000
	Lounge seating (chairs/sofas)		18,000
	Locker Rooms + Changing Areas		
	Lockers		\$15,000
	Benches + stools		\$12,000
	Vanities + mirrors (FF&E portion)		\$10,000
	Towel warmers		\$8,000
	Sauna + Cold Plunge Areas		
SOFT COSTS	Sauna benches/accessories		\$6,000
	Plunge tubs surrounds + ladders		\$5,000
	Pool Deck & Relaxation Zones		
	Chaise lounges (interior + exterior)	16	\$24,000
	Umbrellas / shading	\$6	\$12,000
	Lighting, Decor & Specialty Items		
	Art, mirrors, plants, styling		\$12,000
	Sound system (spa-grade)		\$12,000
	Back-of-House + Ops		
	Laundry equipment / towel carts		\$12,000
	Linen carts + shelving		\$6,000
	Staff lockers + break area		\$12,000
	Storage shelving		\$8,000
		CONSTRUCTION COSTS	\$1,973,860
		GC FEE	\$197,386
		<b>TOTAL SPA COST</b>	<b>\$2,171,246</b>

3 MASSAGE		1890 SQFT
HARD COSTS	<b>Hard Cost Category</b>	<b>Budget</b>
	Demo & prep: \$35k	\$35,000.00
	Partitions (massage rooms, corridors)	\$75,000
	Acoustic insulation + sound-rated doors	\$45,000
	Electrical + dimmable lighting	\$55,000
	HVAC modifications:	\$40,000
	Plumbing (hand sinks, mop sink)	\$25,000
	Finishes (flooring, wall treatments, paint	\$50,000
SOFT COSTS	<b>FF&amp;E / Equipment</b>	
	Massage tables	\$20,000
	Coolers, towel warmers	\$15,000
	Lighting + lamps	\$8k
	Sound machines + controls	\$5k
CONSTRUCTION COSTS		\$373,000
GC FEE		\$37,300
<b>TOTAL MASSAGE STUDIO COST</b>		<b>\$410,300</b>

<b>GRAND TOTAL</b>	<b>\$7,019,521</b>
--------------------	--------------------



CREATE ATELIER LLC  
1300 South Polk Street, Suite 295  
Dallas, TX 75224

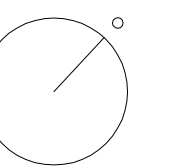
notes

1. Drawings are based on survey data and may not accurately represent what is physically present.
2. Do not scale from this drawing. All dimensions to be site verified by the contractor before proceeding.
3. Create Atelier LLC shall be notified in writing of any discrepancies.

revisions

REV	DATE	DRAWN	APP.	NOTES
x	XX.XX.XX	XX	XX	first issue

project north  
not to scale



status: **CONCEPTUAL DESIGN**

client:

project:

**THE JESPERSEN  
DUNCANVILLE TX**

title:

**FLOOR PLAN  
LEVEL 01**

revision: **XX**

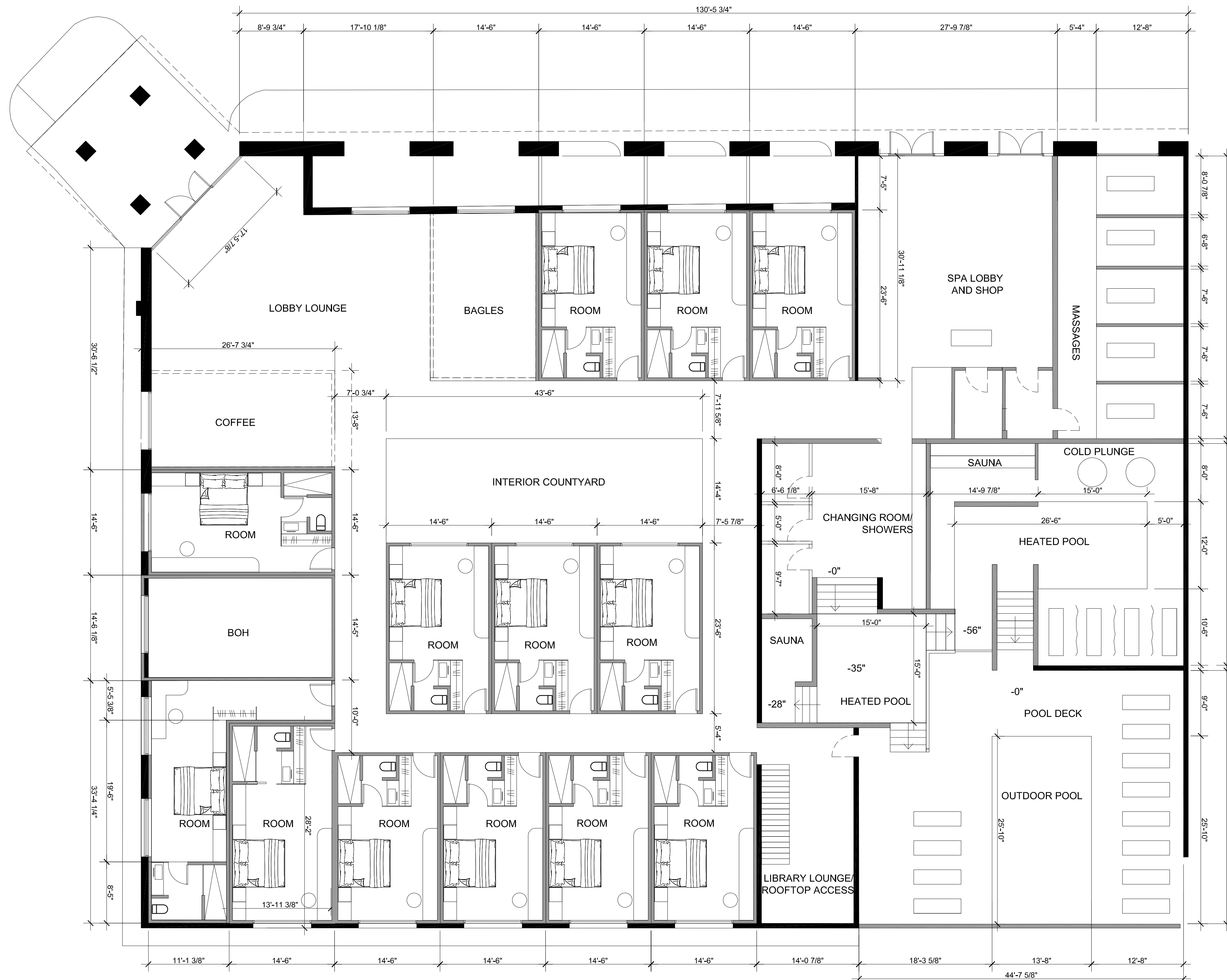
date: **11.24.25**

job no: **2025008**

scale + size: **1:1/8"**

drawing no:

**A01**







EXISTING BUILDING









JESPERSEN  
HOTEL

JESPERSEN  
HOTEL

JESPERSEN  
HOTEL

Jesperesen  
HOTEL

JES  
PER  
SEN  
HOTEL



PRIMARY

**BURNT TERRA**  
 HEX# 873d31  
 RGB 252, 245, 242  
 CMYK 0, 3, 3, 0

**FOREST SLATE**  
 HEX# 1b3030  
 RGB 164, 120, 100  
 CMYK 33, 53, 60, 9

SECONDARY

**UMBERLIGHT**  
 HEX# c1a585  
 RGB 195, 157, 136  
 CMYK 24, 38, 46, 1

**DUNE LINEN**  
 HEX# e3d6c7  
 RGB 228, 199, 185  
 CMYK 9, 22, 23, 0

**SMOKED TIMBER**  
 HEX# 586060  
 RGB 86, 68, 63  
 CMYK 55, 63, 64, 43













CREATE & ELEVATE

THANK  
YOU



# STAFF REPORT

**MEETING: Community and Economic Development Corporation - June 22, 2026**

**TITLE:**

Briefing and Discussion Regarding a Proposed First Amendment to the Economic Development Agreement between the Duncanville Community and Economic Development Corporation (DCEDC) and Hajoca Corporation dba Moore Supply Co. (639 E. Hwy 67, Duncanville, Texas)

**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:**

**BACKGROUND/HISTORY:**

The Duncanville Community and Economic Development Corporation (DCEDC) offers economic development incentive grants to encourage redevelopment and business retention by providing financial resources to business owners and operators for property improvements. On July 18, 2023, the City Council adopted Resolution No. 2023-059, approving a phased reimbursement construction economic development grant to Hajoca Corporation dba Moore Supply Co. in an amount not to exceed \$434,405 for a three-phase capital improvement project at 639 E. Hwy 67, Duncanville, Texas. The grant was structured at 13.38% of an anticipated total private investment of \$3,246,905, with reimbursements disbursed in two tranches per phase — 50% upon completion of each phase and 50% held in retainage until final completion of Phase 3.

Moore Supply Co. has substantially exceeded its original investment commitments. Phase 1 (replat and repaving of Tract C) was completed as planned. Phase 2 new construction on Tract B came in at \$3,518,603 — well above the \$2,825,000 projection — and the company made an additional \$206,675 investment in racking, equipment, and data installation not originally contemplated in the agreement. Phase 3 has been revised and expanded in scope to include new building construction and finish-out on Tract A, with an estimated investment of \$871,427, compared to the original \$300,000 showroom remodel. Total actual and committed private capital investment now stands at \$4,718,610 — a 45% increase over the original projection. To date, the DCEDC has

disbursed \$202,202.50 in reimbursements representing the 50% initial tranches for Phases 1 and 2.

The proposed First Amendment adjusts the grant ceiling to \$631,350, which represents 13.38% of the total actual and committed investment — the same proportional public participation rate established in the original agreement. All other material terms of the original agreement, including the 10-year operations commitment, recapture provisions, and compliance conditions, remain unchanged. Moore Supply Co. currently ranks in the Top 5 for annual sales tax-generating companies in the City of Duncanville.

This item is presented for briefing and discussion purposes only. No board action is requested at this time. Staff anticipates returning this item for consideration and possible approval at the July 2026 Regular DCEDC Meeting

**POLICY EXPLANATION:**

**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:**

Moore Supply Co\_Amendment Fact Sheet, Phase 3 Showroom

# FACT SHEET

## First Amendment to Economic Development Incentive Agreement with Hajoca Corporation dba Moore Supply Co.

### PROJECT OVERVIEW

Moore Supply Co. (Hajoca Corporation) is a commercial and residential plumbing supply distributor operating at 639 E. Hwy 67 in Duncanville. The original Economic Development Agreement (3 phases) was approved by City Council on July 18, 2023 (Resolution No. 2023-059), authorizing a reimbursement grant not to exceed **\$434,405** representing **13.38%** of the anticipated private capital investment of **\$3,246,905**.

Since execution of the agreement, Moore Supply Co. has substantially exceeded its original investment projections. Phase 1 (parking lot replat and repaving) was completed as planned. Phase 2 new-building construction came in at \$3,518,603—exceeding the original estimate—and additionally, the company invested \$206,675 in racking equipment, and data infrastructure not originally contemplated. The phase 3 project scope has been revised and expanded to include a new building and finish-out, now estimated at \$871,427. The company's **total capital investment** now stands at **\$4,718,610**, representing a 45% increase over the original projection.

The proportional public participation percentage remains unchanged at 13.38%. The proposed First Amendment **adjusts the grant ceiling** and **disbursement schedule** to reflect actual and anticipated expenditures while honoring the original cost-benefit framework approved by the DCEDC Board and City Council.

### INVESTMENT & GRANT COMPARISON

Project Phase	Original Investment	Actual / Updated Investment	Change
Phase 1 – Parking Lot Replat & Repave (Tract C)	\$121,905	\$121,905	—
Phase 2 – New Office/Warehouse Building (Tract B)	\$2,825,000	\$3,518,603	+\$693,603
Phase 2 – Racking / Equipment / Data Install	Not included	\$206,675	+\$206,675
Phase 3 – Showroom Remodel, Façade & Landscaping (Tract A)	\$300,000	\$871,427	+\$571,427

Project Phase	Original Investment	Actual / Updated Investment	Change
<b>TOTAL PRIVATE INVESTMENT</b>	<b>\$3,246,905</b>	<b>\$4,718,610</b>	<b>+\$1,471,705</b>
Grant 1 (Phase 1 – 50% at completion)	\$60,952.50	\$60,952.50	—
Grant 1 (Phase 1 – 50% retainage at Phase 3 CO)	\$60,952.50	\$60,952.50	—
Grant 2 (Phase 2 – 50% at CO)	\$141,250.00	\$141,250.00	—
Grant 2 (Phase 2 – 50% retainage at Phase 3 CO)	\$141,250.00	To be determined at Phase 3 CO	TBD
Grant 3 (Phase 3 – at CO)	\$30,000.00	Revised per amendment	See below
<b>TOTAL GRANT CEILING (13.38%)</b>	<b>\$434,405.00</b>	<b>\$631,350.00</b>	<b>+\$196,945</b>
Disbursed to Date (Phases 1 & 2 – 50% tranches)		\$202,202.50	
Remaining Grant Balance (retainage + Phase 3)		\$429,147.50	

Note: The 13.38% public participation rate is held constant throughout the amended agreement. New grant ceiling = \$4,718,610 × 13.38% = \$631,350. Grant 3 is revised to reflect remaining balance after prior disbursements and retainage release.

## FISCAL IMPACT & ECONOMIC INDICATORS

Indicator	Original Projection (2023)	Updated Actual / Estimate (2025)
Annual Sales Volume	\$9,198,250 (2022 baseline)	\$18,000,000 (2025 estimate)
Annual City Sales Tax (2%)	\$183,965	\$360,000
Projected Sales Tax (Year 10 target)	\$243,965 / yr	\$400,000+ / yr (on track)
Ad Valorem Tax (projected post-improvement)	\$26,528.20 / yr	Updated per DCAD (TBD)
Full-Time Employment (at completion)	13 existing + 15 projected = 28	Ongoing – to be verified
<b>Local Sales Tax Rank</b>	—	<b>Top 5 Annual Sales Tax Generator</b>

---

## KEY AMENDMENT TERMS

1. Grant ceiling **increased** from \$434,405 to **\$631,350**
  - (Ratio remains at 13.38%) of project investment.
2. Phase 2 project scope expanded to include racking, equipment, and data installation
  - (\$206,675).
3. Phase 3 project scope revised: **new building construction** and finish-out
  - (\$871,427) **in lieu of** original showroom **remodel** (\$300,000).
4. Disbursement schedule updated:
  - 50% retainage on Grants 1 and 2 released concurrently with Phase 3 Certificate of Occupancy.
5. Grant revised to reflect remaining balance at time of Phase 3 CO
  - consistent with 13.38% participation rate.

All other material terms of the original agreement, including 10-year operations commitment, recapture provisions, and compliance conditions remain in full force and effect.

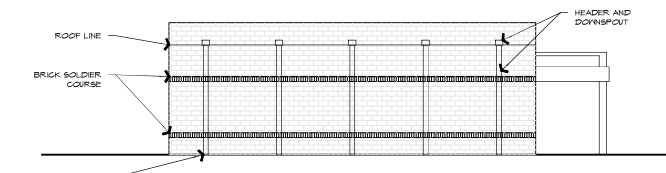
---

## STAFF RECOMMENDATION

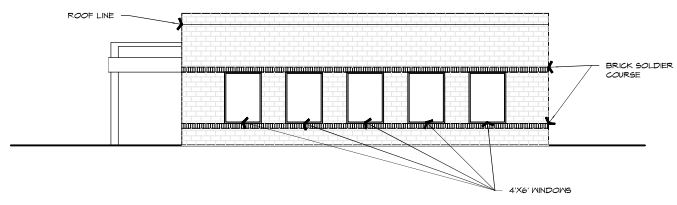
Staff recommends approval of the First Amendment to the Economic Development Agreement with Hajoca Corporation dba Moore Supply Co.

The amended grant structure maintains the same proportional public participation rate established in the original agreement (13.38%), is consistent with DCEDC's incentive philosophy, and reflects a demonstrated and ongoing investment that substantially exceeds original projections.

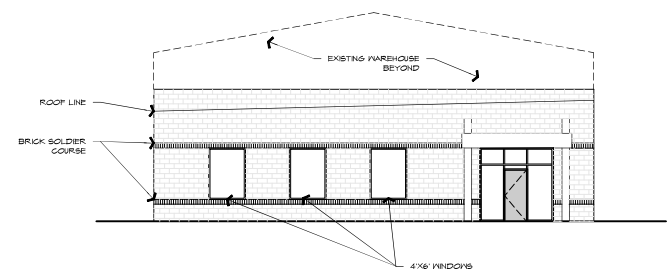
Moore Supply Co. currently ranks in the Top 5 annual sales tax-generating companies in Duncanville's local economy, and this project directly supports the revitalization of Opportunity Area 1 along U.S. Highway 67.



**3 WEST ELEVATION**  
Scale: 1/8" = 1'-0"



**2 EAST ELEVATION**  
Scale: 1/8" = 1'-0"



**1 SOUTH ELEVATION**  
Scale: 1/8" = 1'-0"

301 S. OAK STREET, STE 100  
ROANOKE, TX 76262  
PH: 817-430-3382  
RGAARCHITECTS.COM



**PRELIMINARY**  
NOT FOR REGULATORY APPROVAL,  
PERMITTING, OR CONSTRUCTION.  
THIS PRELIMINARY DOCUMENT  
IS RELEASED UNDER THE AUTHORITY OF  
TEXAS REGISTRATION NO. 20832  
ON DATE INDICATED BELOW.

**MOORE SHOWROOM**  
626 Crestside Drive  
Duncanville, TX 75117

RGA PROJECT NUMBER: 2415

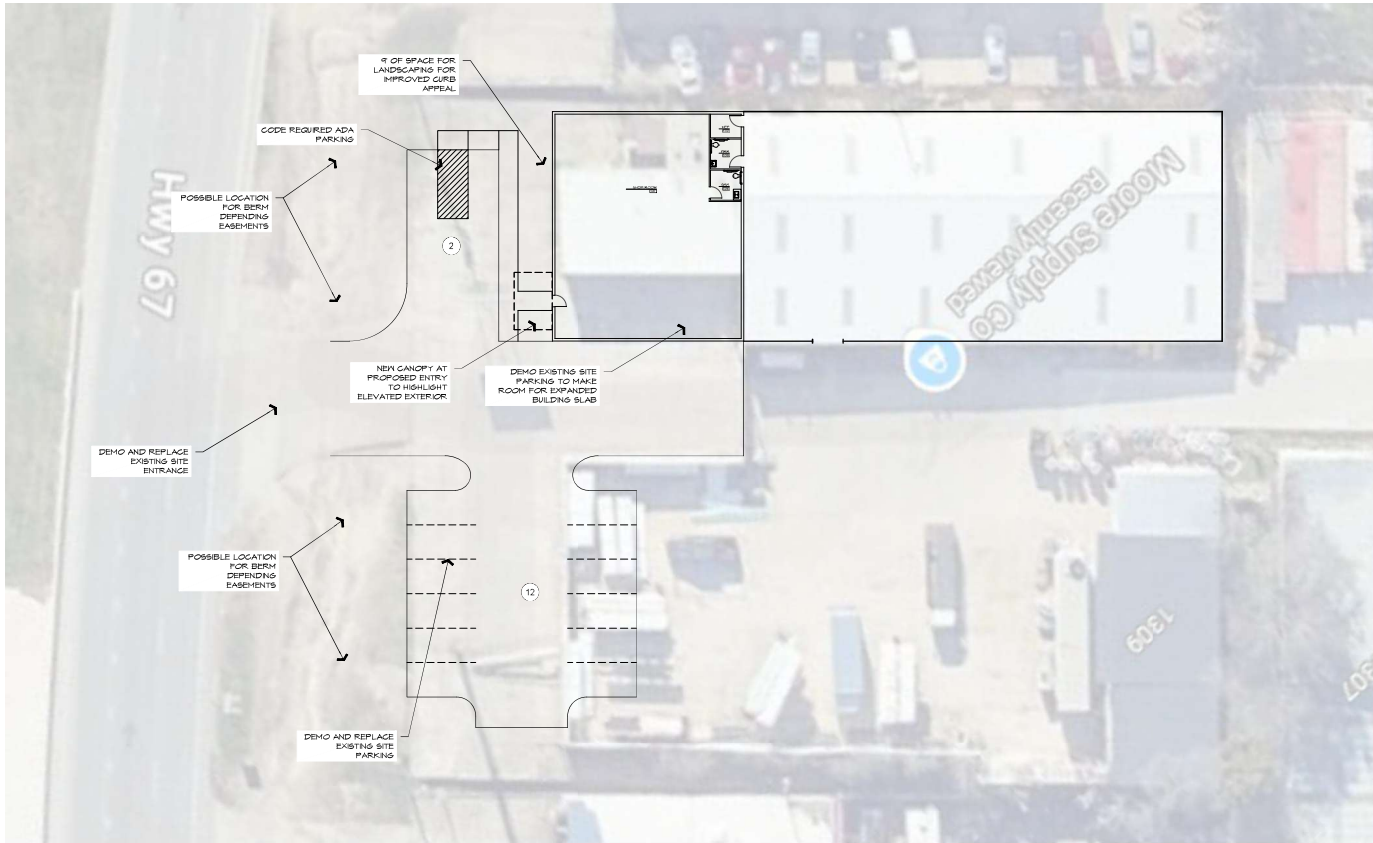
DATE: 12.4.2024

REVISIONS:

- △
- △
- △
- △

SHEET:

**A3.01**



301 S. OAK STREET, STE 100  
 ROANOKE, TX 76262  
 PH: 817-430-3382  
 RGAARCHITECTS.COM



**PRELIMINARY**  
 NOT FOR REGULATORY APPROVAL,  
 PERMITTING, OR CONSTRUCTION.  
 THIS PRELIMINARY DOCUMENT  
 IS RELEASED UNDER THE AUTHORITY OF  
 TEXAS REGISTRATION NO. 20832  
 ON DATE INDICATED BELOW.

**MOORE SHOWROOM**  
 626 Crestside Drive  
 Duncannon, TX 75137

RGA PROJECT NUMBER: 24115  
 DATE: 12.4.2024

REVISIONS:  
 ▲  
 ▲  
 ▲  
 ▲

**1 SITE PLAN**  
 Scale: na

SHEET: **A1.01**

301 S. OAK STREET, STE 100  
 ROANOKE, TX 76262  
 P.H. | 817-430-3382  
 RGAARCHITECTS.COM



**PRELIMINARY**  
 NOT FOR REGULATORY APPROVAL,  
 PERMITTING, OR CONSTRUCTION.  
 THIS PRELIMINARY DOCUMENT  
 IS RELEASED UNDER THE AUTHORITY OF  
 TEXAS REGISTRATION NO. 20832  
 ON DATE INDICATED BELOW.

**MOORE SHOWROOM**  
 626 Crestside Drive  
 Duncanville, TX 75117

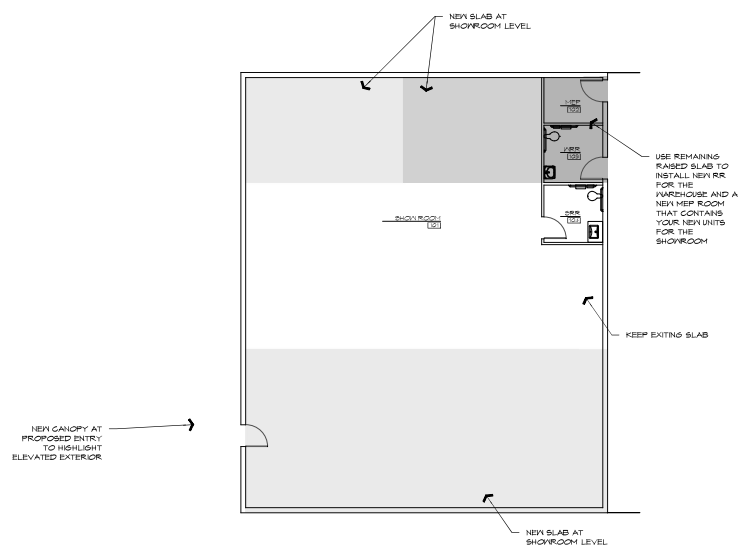
RGA PROJECT NUMBER: 24115

DATE: 12.4.2024

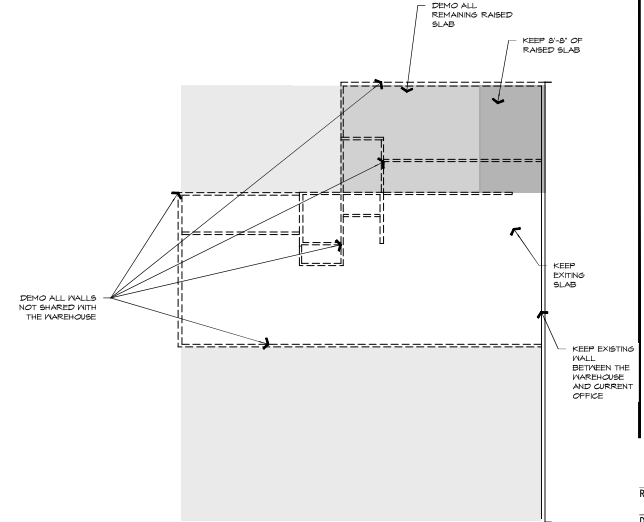
REVISIONS:

- △
- △
- △
- △
- △

SHEET: **A1.02**



**1 FLOOR PLAN**  
 SCALE: 1/16" = 1'-0"



**1 DEMO PLAN**  
 SCALE: 1/16" = 1'-0"



# STAFF REPORT

**MEETING: Community and Economic Development Corporation - June 22, 2026**

**TITLE:**

Conduct a Public Hearing to Discuss and Consider a Repeal of a Signage Grant Awarded to Take Out Burgers located at 795 W Wheatland Road for an amount of \$3,800.

**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:**

At the Special Called Duncanville Community & Economic Development Corporation (DCEDC) Board Meeting on September 8, 2025, a signage grant request to Take Out Burgers, located at 795 W. Wheatland Road, Duncanville, Texas 75116, was approved in the amount of \$3,800. Business owner, Shelleye Warner, was the project representative. At the time of the grant approval on September 8th, the proposed signage was deemed prohibited, and required a variance. However, a previously awarded signage grant and approved sign variance for this location was under review by staff.

**HISTORY**

The previous business owner, Tracy Shook, applied for and received DCEDC Board approval of a signage grant on April 26, 2021, in the amount of \$2,432.50 (70% of the lowest bid of \$3,475.00). In February 2021, the Sign Control Board approved a variance authorizing a rear wall (western elevation) sign at the property— a 12.5 ft. x 2 ft. wall sign. City Council ratified the variance on April 6, 2021.

However, Mr. Shook then sold the business in May 2021, prior to the installation of the approved signage.

**STEPS FORWARD**

On January 9, 2026, staff consulted with the City Attorney, who recommended execution of a formal Assignment of Rights between Tracy Shook (Assignor) and Shelley Warner (Assignee), for the new sign permit issuance. Under this approach:

- Mr. Shook, as the original applicant and grantee of the variance, would formally assign all rights, privileges, and obligations authorized under Resolution No. 2021-022 to Ms. Warner;
- Ms. Warner would accept the assignment, with both parties executing a notarized agreement; and
- The executed assignment would be attached to Resolution No. 2021-022 and submitted with the application for a building/sign permit. The City Attorney requested a copy of the executed agreement prior to permit issuance.

A draft Assignment of Rights document was prepared by staff and transmitted to Ms. Warner via email on January 9, 2026, with the guidance that she could utilize the draft provided to proceed, or prepare her own document, after consulting with Mr. Shook. Staff also followed up with Mr. Shook directly on January 26, 2026, to apprise him of the situation and confirm whether he had been in contact with Ms. Warner regarding the execution of the assignment. He expressed a willingness and support for the proposed action.

**CONCLUSION**

Staff never received confirmation of an executed Assignment of Rights by both parties, and a new sign permit was never issued. As stated in the Economic Development Incentives and Grant Application requirements, all projects must be completed within six months.

**On June 12, 2026, a grant repeal letter was sent via certified mail to Take Out Burgers, Attn: Shelley Warner.**

**POLICY EXPLANATION:**

Staff recommends the DCEDC Board make the following motion:

1. Motion to repeal a Signage Grant Awarded to Take Out Burgers located at 795 W Wheatland Road for an amount of \$3,800.

**FUNDING SOURCE:**

**ORG and Object Number**

12051000-708501

**Available Budget**

N/A

**Purchase Amount**

N/A

**After Encumber**

N/A

**ACTION ALTERNATIVES:**

**ATTACHMENTS:**

Grant Repeal Letter - TakeOut Burgers, Draft\_Assignment of Rights\_1.2026,  
1.9.26\_Email Update, 2025-09-08 DCEDC Special Meeting Minutes

**City of Duncanville**  
**Economic Development**  
203 E. Wheatland Rd.  
Duncanville, TX 75116  
(p) 972-780-5000  
(e) [eco@duncanvilletx.gov](mailto:eco@duncanvilletx.gov)



June 11, 2026

Take Out Burgers  
Shelley Warner  
795 W. Wheatland Road  
Duncanville, TX 75116

**RE: Grant Update**

Dear Business Owner,

I am writing to follow up on the signage grant awarded to Take Out Burgers, which was approved on September 8, 2025. As stated in the Economic Development Incentives & Grant Application requirements, all projects must be completed within six months.

I understand that unforeseen circumstances can arise, and we genuinely value your business's crucial role in supporting economic growth in our community.

At this time, we will need to present a repeal of the grant offer to the Duncanville Community and Economic Development Corporation (DCEDC) board of directors at the June board meeting taking place on June 22, 2026.

While the signage grant awarded in September 2025 has expired, we welcome you to re-apply during the next Design Incentive Grant application period that begins December 1, 2026.

If you have any questions or need support, please do not hesitate to contact me at 972-707-3871 or [marcela.perez@duncanvilletx.gov](mailto:marcela.perez@duncanvilletx.gov).

Thank you for your understanding and cooperation.

Warm regards,

Marcela Perez, MPA  
Economic Development Coordinator

## ASSIGNMENT OF RIGHTS

TO: City of Duncanville  
Building Permit Department  
203 E. Wheatland Road  
Duncanville, Texas 75116

RE: **Assignment of Rights Under City Council Resolution No. 2021-022**  
Property Address: 795 W. Wheatland Road, Duncanville, Texas

To whom it may concern:

I, Tracy Shook, as the original applicant and grantee of the variance approved under City of Duncanville Resolution No. 2021-022, adopted April 6, 2021, do hereby assign, transfer, and convey all rights, privileges, and obligations granted to me under said resolution to Shelley Warner.

This assignment is made in connection with the sale of the business known as "Take Out Burgers" to Ms. Warner. Ms. Warner has purchased the business and continues to operate under the same business name "Take Out Burgers" and maintains the same logo and signage as approved in the original variance application.

The variance granted under Resolution No. 2021-022 specifically authorized:

- A wall sign on the rear (western elevation) wall of the structure located at 795 W. Wheatland Road
- Sign dimensions: 12.5 feet x 2 feet
- Sign design, color, style, and lettering as depicted in Exhibit A of the Resolution

By this assignment, Shelley Warner assumes all rights to install and maintain the approved signage and accepts all obligations and conditions set forth in Resolution No. 2021-022, including:

- Installation of the wall sign in accordance with the approved specifications
- Maintenance of the sign in good and presentable condition
- Compliance with all applicable Code of Ordinances provisions
- Understanding that the variance continues during the term of the certificate of occupancy

I certify that I have full authority to make this assignment and that all rights under Resolution No. 2021-022 are hereby transferred to Shelley Warner effective as of the date of this document.

\_\_\_\_\_  
Tracy Shook, Assignor

Date: \_\_\_\_\_

**ACCEPTANCE OF ASSIGNMENT**

I, Shelley Warner, hereby accept this assignment of all rights, privileges, and obligations under Resolution No. 2021-022 and agree to comply with all conditions, requirements, and provisions set forth therein.

\_\_\_\_\_

Shelley Warner, Assignee

Date: \_\_\_\_\_

This instrument was acknowledged before me on \_\_\_\_\_, 2026, by Tracy Shook.

This instrument was acknowledged before me on \_\_\_\_\_, 2026, by Shelley Warner.

STATE OF TEXAS §

COUNTY OF DALLAS §

\_\_\_\_\_

Notary Public, State of Texas

---

## Sign Variance \_ Draft Assignment of Rights

---

**From** Marlon Goff <marlon.goff@duncanvilletx.gov>

**Date** Fri 1/9/2026 3:15 PM

**To** takeoutburgers1@gmail.com <takeoutburgers1@gmail.com>

**Cc** Mark Rauscher <mark.rauscher@duncanvilletx.gov>

 2 attachments (1 MB)

Draft\_Assignment of Rights.docx; Reso No 2021-022 - Take Out Burger.pdf;

Good afternoon Ms. Warner,

I had a productive conversation with the City Attorney this morning. The recommended course of action is summarized in the draft attachment and outlined below. You can use the draft example or prepare your own after visiting with Tracy Shook.

- Former Take Out Burgers' owner (Tracy Shook) assigns his rights authorized under the attached Resolution
- The current owner of Take Out Burgers (Shelley Warner) can accept this assignment of rights and both parties will execute the notarized document.
- This assignment can be attached to the resolution and presented with the application for a permit to install the sign.
- The City Attorney would like to receive a copy of the executed agreement for his file prior to obtaining the building permit.

Feel free to give me a call or email with any questions. I am also happy to meet with you and Tracy if it might help.

### **Marlon Goff**

Economic Development

Assistant Director



203 E. Wheatland Road

Duncanville, TX 75116

Phone: 972-573-4393

[www.duncanvilletx.gov](http://www.duncanvilletx.gov)



OPEN RECORDS NOTICE: In accordance with the Texas Public Information Act (Chapter 552, Texas Government Code) this email and all responses may be subject to disclosure, in part or full, as public information upon request. Please respond accordingly.

**THE DUNCANVILLE COMMUNITY AND ECONOMIC DEVELOPMENT CORPORATION (DCEDC) BOARD MINUTES  
SPECIAL MEETING  
September 8, 2025**

A special meeting of the Duncanville Community and Economic Development Corporation (DCEDC) Board of Directors was held on Monday, September 8, 2025, at 6:00 PM in the City Annex Building (103).

Board Members in Attendance:

Patrick Harvey	President
Derwin Broughton	Vice President
Tonya Savage	Board Member
Carolyn Thompson	Board Member
Tammi Abney	Board Member

Board Members not in Attendance:

Donella Payne	Board Member
Gregory Zylka	Board Member

Staff Present:

Victor Barrera	Economic Development Director
Marlon Goff	Economic Development Assistant Director
Marcela Perez	Economic Development Coordinator
Alaiyah Murray	Economic Development Intern
Devon Handley	Special Events Planner
Richard Abernathy	Interim City Manager
Brandon Shelby	General Counsel

City Council Present:

Greg Contreras	Mayor
----------------	-------

**CALL TO ORDER**

The meeting was called to order by President Harvey at 6:01pm.

## **INVOCATION**

The invocation was given by President Harvey.

## **PLEDGE OF ALLEGIANCE**

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

## **ITEM NO. 4 PUBLIC HEARINGS**

**The public hearing opened at 6:04pm.**

### **a. CONDUCT A PUBLIC HEARING TO DISCUSS RESOLUTION 2025-8-30 APPROVING A SIGN GRANT FUNDING REQUEST TO TAKE OUT BURGERS AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.**

Assistant Director Goff presented this item.

Shellee Warner, Owner of Takeout Burger, shared that her request for the signage grant is to capture customers that are missing the establishment.

Gil Hudson, 1206 N Duncanville Road, spoke for this item.

Barry Gordon, 1751 Crescent Lane, spoke for this item.

Patricia Ebert, 115 S Greenstone, spoke for this item.

Susan Corey, 614 S Alexander Avenue, spoke for this item.

Board member Abney asked if the previously approved variance is still valid. Attorney Shelby advised that the applicant would be responsible for the permitting and compliance with the Permitting Department.

### **b. CONDUCT A PUBLIC HEARING TO DISCUSS RESOLUTION 2025-8-31 APPROVING A PAVING GRANT FUNDING REQUEST TO RED BIRD SKATELAND AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.**

Coordinator Perez presented this item. Owner, Gil Hudson, was present and available for questions.

Barry Gordon, 1751 Crescent Lane, spoke for this item.

### **c. CONDUCT A PUBLIC HEARING TO DISCUSS RESOLUTION 2025-8-32 APPROVING AN INCENTIVE AGREEMENT FOR KIM & JENNY'S CAFE AND AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.**

Director Barrera presented this item. Vice President Broughton suggested that the board should possibly revise the date deadline for the Certificate of Occupancy. Tracy Shook, owner of Kim and Jenny's, spoke to this item.

Karen Contreras, 114 Statler Drive, spoke for this item.

Barry Gordon, 1751 Crescent Lane, spoke for this item.

Cheryl T, 503 Kelly Court, spoke for this item.

Susan Corey, 614 S Alexander Avenue, spoke for this item.  
Makayla Jones, Owner of Jones Inck 206 N Main St, spoke for this item.  
Shelleye Warner, 795 W Wheatland, spoke for this item.  
Grady W. Smith, 1806 Cedar Hill Road, spoke for this item.

**d. CONDUCT A PUBLIC HEARING TO DISCUSS RESOLUTION 2025-8-33  
APPROVING AN INCENTIVES GRANT AGREEMENT WITH RICKEY FAIN FOR  
EXTERIOR PROPERTY AND INFRASTRUCTURE IMPROVEMENTS AND  
AUTHORIZE THE PRESIDENT TO EXECUTE THE NECESSARY DOCUMENTS.**

Director Barrera introduced the applicant's Project manager Josh Mejia, who presented this item. Mae Delarosa, 1107 Green Road, asked a few questions pertaining to the process of placement of current tenants. Rickey Fain, 2525 County Road, Walnut Springs; spoke to the questions.

**e. CONDUCT A PUBLIC HEARING TO DISCUSS RESOLUTION 2025-8-34  
APPROVING A SPONSORSHIP FUNDING REQUEST TO CHAMBER OF  
COMMERCE 9/11 REMEMBERANCE AND AUTHORIZE THE PRESIDENT TO  
EXECUTE THE NECESSARY DOCUMENTS.**

Coordinator Perez presented this item. Chairperson of the Duncanville Chamber of Commerce Josh Thibodeaux as well as Amy Jackson of the Duncanville Chamber of Commerce were able to provide additional details of this event.

Patricia Ebert, 115 S Greenstone, shared concerns of the event being held in Dallas. Josh Thibodeaux shared that the event location had to change based on not being able to come to an agreement with Hilton Garden Inn which is in Duncanville.

**f. CONDUCT A PUBLIC HEARING TO DISCUSS RESOLUTION 2025-8-35  
APPROVING A SPONSORSHIP FUNDING REQUEST TO CHAMBER OF  
COMMERCE CASINO NIGHT AND AUTHORIZE THE PRESIDENT TO EXECUTE  
THE NECESSARY DOCUMENTS.**

Coordinator Perez presented this item. Chairperson of the Duncanville Chamber of Commerce Josh Thibodeaux as well as Amy Jackson of the Duncanville Chamber of Commerce were able to provide additional details of this event. Amy Jackson and Coordinator Perez clarified that this would not be sponsorship but however a chance for the DCEDC Board to purchase tables. Tracy Shook, 1233 Boulder Drive Cedar Hill, Texas; spoke for this item.

**The public hearing closed at 7:51pm.**

**ITEM NO. 8 EXECUTIVE SESSION**

**In accordance with the Texas Government Code, the DCEDC shall convene into closed executive session pursuant to the following sections:**

**Section 551.087 (2) – Deliberation Regarding Economic Development Negotiations, to deliberate the offer of a financial or other incentive to a business prospect.**

**Section 551.071 (1) – Consultation with Attorney**  
**Section 551.072 –Deliberation Regarding Real Property**

**The board went into executive session at 7:52pm.**

**ITEM NO. 9 RECONVENE INTO OPEN SESSION**

**The board reconvened into open session at 9:22pm.**

**ITEM NO. 10 TAKE ANY NECESSARY OR APPROPRIATE ACTION AS A RESULT OF CLOSED EXECUTIVE SESSION**

**ITEM NO. 5 ACTION ITEMS:**

**a. CONSIDER APPROVAL OF RESOLUTION 2025-8-30**

Vice President Broughton motioned to approve Resolution 2025-8-30 for \$3,800 contingent on the approval of all authorities having jurisdiction over this particular project. Seconded by Board member Savage. The motion passed unanimously.

**b. CONSIDER APPROVAL OF RESOLUTION 2025-8-31**

Board member Abney motioned to approve Resolution 2025-8-31 for a pavement grant in the amount of \$6871.50. Seconded by Vice President Broughton. The motion passed unanimously.

**c. CONSIDER APPROVAL OF RESOLUTION 2025-8-32**

Board member Savage motioned to approve Resolution 2025-8-32 for an incentive agreement for 5 years in the amount of \$135,000. Seconded by Board member Thompson. The motion passed unanimously.

**d. CONSIDER APPROVAL OF RESOLUTION 2025-8-33**

Vice President Broughton motioned to table Resolution 2025-8-33 contingent upon receiving additional information from the applicant and staff. Seconded by Board member Abney. The motion passed unanimously.

**e. CONSIDER APPROVAL OF RESOLUTION 2025-8-34**

Vice president Broughton called point of order because this item classifies as marketing. There was no action taken by the board.

**f. CONSIDER APPROVAL OF RESOLUTION 2025-8-35**

Vice president Broughton called point of order because this item classifies as marketing. There was no action taken by the board.

**ITEM NO. 1 CITIZEN’S PUBLIC FORUM**

Barry Gordon  
1751 Crescent Ln

Submitted 2 comments speaking for the items below:  
Item 4A  
Item 4C

#### **ITEM NO. BOARD MEMBER REPORTS**

There were no Board member reports.

#### **ITEM NO. 3 DIRECTORS REPORT**

There were no Director's reports.

#### **ITEM NO. 6 BRIEFINGS AND PRESENTATIONS – NO ACTION OR DELIBERATION WILL TAKE PLACE ON THESE ITEMS**

##### **a. COMMUNITY SPECIAL EVENTS APPLICATION & APPROVAL PROCESS**

Devon Handley, Special Events Planner, presented this item.  
The board discussed and asked questions.

#### **ITEM NO. 7 OTHER BUSINESS**

##### **a. DISCUSSION AND PRESENTION OF DRAFT STRATEGIC PLAN**

Director Barrera presented this item. Director Barrera also requested that the DCEDC board send over any comments within the next week.

#### **ADJOURNMENT**

**The meeting adjourned at 9:45pm.**



# STAFF REPORT

**MEETING:** Community and Economic Development Corporation - June 22, 2026

**TITLE:**

Conduct a Public Hearing to consider adoption of the Proposed Fiscal Year 2026-2027 DCEDC Budget.

**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:**

**Marlon Goff**

**BACKGROUND/HISTORY:**

Staff will present the proposed operating budget and fund balance summary for the fiscal year beginning October 1, 2026, and ending September 30, 2027.

The DCEDC Bylaws stipulate that the Board of Directors will approve a fiscal year budget no later than June 30th of the calendar year.

**POLICY EXPLANATION:**

**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:**

FY 2026-2027 DCEDC Budget Summary

# Duncanville Community and Economic Development Corporation

## FY 2026-27 Proposed Budget Summary

### SECTION 1 — Fund Balance & 3-Year Investment Strategy

Metric	Amount / Value	Context
Projected FY2026 Ending Balance	\$8,030,000	Revised per YTD actuals through 3/31/2026
Current Days of Fund Balance	988 days	Nearly 1,000 days of operating reserves
Fund Balance % of 3-yr Avg Expenditures	270.6%	FY2024–2026 avg expenditures ~\$2.97M/yr
Proposed FY27 Expenditures	\$5,585,507	All five cost centers
Projected FY27 Revenue	\$3,629,259	Sales tax + CD interest + special events revenue
<b>Proposed FY27 Fund Balance Draw</b>	<b>\$1,956,247.50</b>	Equals (Net expenditures minus revenue)
Projected FY27 Year-End Balance	~\$6,079,077	Estimated post-draw balance (unaudited)
Estimated Post-Draw Days of Reserves	~799 days	Remains above all recognized industry benchmarks

### FY 2026-27 Fund Balance Draw — 3-Year Strategic Context

- DCEDC proposes to deploy \$1,956,247.50 of unrestricted fund balance in FY2026-27 as part of a deliberate 3-year capital investment and reinvestment strategy.
- The fund balance capital is better positioned as an economic reinvestment tool — directly aligned with DCEDC's statutory purpose under Texas Local Government Code Chapter 505 — rather than accumulating as idle reserves.
- Strategic deployment targets include capital projects, commercial structure redevelopment, business attraction incentives, public infrastructure improvements, and parks/community capital (Recreation Center Expansion + Armstrong Park).
- Even after the proposed FY27 draw, DCEDC will retain an estimated \$6.49M in reserves — approximately 799 days of operating capacity — well above every recognized industry benchmark for a 4B corporation of this size.

### SECTION 2 — INDUSTRY BEST PRACTICES: RESERVES & FUND BALANCE FOR 4B CORPORATIONS

#### What Are the Industry Standards Recommend?

- No single universal mandate governs 4B fund balance minimums. Best practice guidance draws from four primary sources:
  - Government Finance Officers Association (GFOA): Recommends special purpose governments maintain unrestricted fund balance of at minimum 2 months (60 days) of operating expenditures. Fiscally strong organizations target 3–6 months (90–180 days).
  - Texas Economic Development Council (TEDC) & Peer 4B Practice: Texas EDC practitioners generally target 90–180 days of operating reserves — sufficient to weather a single-year sales tax revenue shortfall without program disruption.
  - International Economic Development Council (IEDC): For EDCs engaged in capital deployment and incentive programming, recommend maintaining a minimum liquidity buffer

of 3 months (90 days) operating costs plus a committed capital reserve for pipeline projects.

- Texas Comptroller / Bond Rating Context: For EDCs with formal debt or intergovernmental obligations, rating agencies (Moody's, S&P) typically look for 150–180 days as a sign of financial stability and covenant headroom.

### Reserve Benchmark Comparison — DCEDC

Standard / Benchmark	Recommended Range	DCEDC FY26 Actual	Assessment
GFOA Minimum	60 days	988 days	<b>16.5× minimum</b>
GFOA Strong Practice	90–180 days	988 days	<b>5.5×–11× above</b>
TEDC Peer 4B Practice	90–180 days	988 days	<b>Substantially above</b>
Bond / Rating Agency	150–180 days	988 days	<b>5.5×–6.6× above</b>
Staff Recommendation	180–270 days	~799 days (post-FY27)	<b>Still 3×–4× recommended</b>

### Staff Recommendation - Target Reserve Level

- Consider a formal Fund Balance Policy targeting a minimum operating reserve of 180 days (6 months) and a maximum ceiling of 270 days (9 months) of budgeted operating expenditures.
- A 3-year phased reinvestment strategy — deploying excess reserves above the 270-day ceiling into capital projects, redevelopment, and business incentives — would align DCEDC with peer 4B corporations while directly serving Duncanville's economic development mission.
- At the current ~\$8.03M balance and ~\$8,130/day operational cost, DCEDC holds the equivalent of nearly 1,000 days of reserves — approximately 3.7× the recommended upper ceiling. This represents a strategic opportunity, not a risk.
- Even after the proposed FY27 draw of \$1,956,247.50, DCEDC will remain at ~799 days of reserves — still 3× the recommended maximum. The 3-year strategy is fiscally conservative and mission-aligned.
- Precedent: Many peer Texas 4B EDCs (Allen, Frisco, Cedar Hill) operate with 90–180 days of reserves and actively deploy surplus into capital incentive pools. DCEDC's current position provides a competitive advantage that should be activated, not accumulated.

### SECTION 3 — PROJECTED REVENUE FY 2026-27

Revenue Source	FY27 Proposed	FY26 Adopted	Notes
4B Sales Tax Collections	\$3,499,259	\$3,422,371	FY27 projection; 2-mo recording lag
Certificate of Deposit Interest	\$100,000	\$75,000	Increased per FY26 performance
Special Events Revenue	\$30,000	\$0	BSW Juneteenth contributions (host city)
<b>TOTAL PROJECTED REVENUE</b>	<b>\$3,629,259</b>	<b>\$3,497,371</b>	

## SECTION 4 — PROPOSED EXPENDITURES BY FUND

Cost Center	ED Admin 120110	Beautification 120118	Incentives 120510	SP Events 120410	Transfers 129901	TOTAL
Personnel & Benefits	\$537,530	—	—	\$113,791	—	\$651,321
Operations & Supplies	\$40,135	\$86,805	—	\$95,000	—	\$226,440
Memberships & Travel	\$29,500	—	—	—	—	\$29,500
Professional Services	\$132,800	—	—	—	—	\$132,800
Marketing & Events	\$131,100	—	—	\$578,200	—	\$709,300
Incentive Programs	—	—	\$2,655,000	—	—	\$2,655,000
Transfer to General Fund	—	—	—	—	\$240,571	\$240,571
Transfer to Parks CIP	—	—	—	—	\$600,000	\$600,000
Transfer to GF – Police Dept Capital Equipment (Axon)	—	—	—	—	\$340,575	\$340,575
<b>PROPOSED TOTAL BY FUND</b>	<b>\$875,565</b>	<b>\$86,805</b>	<b>\$2,655,000</b>	<b>\$786,991</b>	<b>\$1,181,146</b>	<b>\$5,585,507</b>

## SECTION 5 — EXPENDITURE DETAIL BY FUND

### ED ADMINISTRATION (120110) — \$875,564.50

- **Personnel & Benefits** (\$537,530): Authorized positions include Director, Assistant Director, Division Coordinator, and Executive Assistant, plus a \$40,000 salary buffer. Part-time intern salary (\$15,000); longevity, TMRS, FICA/Medicare, group insurance, and employer HSA/retirement contributions included.
- **Software** (\$31,000): CoStar/LoopNet (commercial property listings), Bludot CRM (business directory/marketing), ESRI (GIS/parcel/land use data), Open Rewards (community incentive subscription). Note: Placer AI (\$35K) moved to HOT Funds to increase sales tax revenue capture.
- **Other Equipment / Supplies** (\$4,500): Miscellaneous equipment and operational supplies for department use.
- **Legal** (\$68,000): City Attorney — preparation of resolutions, incentive agreements, contracts, and corporate governance. DCEDC Attorney line zeroed per governance restructuring.

- **Contract Services** (\$64,800): Architectural/design plans for DCEDC-owned properties targeted for redevelopment (\$32,750); trade market studies & cost-benefit analysis (\$16,450); property appraisals for DCEDC-owned and target acquisition sites (\$6,800); survey & geotechnical reports for pre-development work (\$8,800).
- **Marketing** (\$119,000): Best Southwest Partnership Events (\$24,000 — LSW Duncanville Day, TGIF Legislative Series, Regional ED Host Sponsorship); Chamber Events (\$10,000); Branded Promotional Items (\$10,000); DCEDC Marketing Campaign (\$60,000 — videography, social media, publications; supplemented by \$40K HOT match); Industry Sponsorships & ICSC Booths (\$15,000).
- **Training/Travel** (\$23,700): ICSC Las Vegas (\$12,000 — 2 board members + 2 staff/administration); ICSC Red River (\$4,550 — 3 staff + vendor/table); Leadership Southwest Development Program (\$2,450); Retail Live! Austin (\$650); miscellaneous mileage (\$550); TEDC Basic Economic Development Course x7 board members (\$2,000).
- **Memberships** (\$5,800): Duncanville Chamber of Commerce (\$1,500); Dallas Regional Chamber (\$1,500); TEDC (\$600); NTCAR, Retail Live!, and TEDC Annual Conference registrations.
- **Hospitality** (\$12,100): Refreshments and supplies for 18 DCEDC and joint meetings (\$672/meeting) plus business attraction, development tours, and workshops (\$1,500).

#### BEAUTIFICATION (120118) — \$86,805

- **Grounds Maintenance** — mowing and maintenance of all DCEDC-owned lots and public right-of-way landscaping along Main Street Corridor (\$86,805)..

#### DEVELOPMENT INCENTIVES (120510) — \$2,655,000

- **STAR Transit** — Year 3 of operating support agreement (\$95,000).
- DCEDC Sponsorships (\$35,000).
- ED Incentive Grants — **Design Incentive Program** (\$1,100,000): Paint \$50K | Sign \$50K | Landscape \$50K | Façade \$100K | Paving \$250K | **Restaurant Attraction/Adaptive Reuse**/Grease Trap/Infrastructure \$300K | **Business Retention** Emergency Capital Infrastructure \$300K.
- **Main Street / Downtown Corridor Capital Investment** (\$875,000): Case-by-case capital deployment for Comp Plan 2040 target corridors — acquisition, public infrastructure, interior buildout, environmental remediation. Includes 100 E. Wheatland (Tax Office) redevelopment.
- **Shopping Center Redevelopment Fund** (\$250,000): Match private investment to reduce blight and improve economic value of declining neighborhood retail centers; recapture sales and property tax through revitalization.
- **Community Development Infrastructure Fund** (\$300,000): Infrastructure funding to support Mixed-use development, traffic calming, pedestrian crossings, lighting, and public art.

#### EDC SPECIAL EVENTS (120410) — \$786,991

- Personnel (0.50) FTE Event Planner + **Event Day Labor Costs** (\$113,791): Includes base staffing allocation plus per-event labor for Bloomfest, Christmas, July 4, Juneteenth, and Festival De Las Americas. TMRS, FICA, and group insurance included.
- **Christmas Tree replacement** (\$95,000): New 40-ft tree on a 5-year replacement cycle.
- Event Contracts (\$578,200): Eventeny event management software (\$4,000); Bloomfest non-labor (\$80,000); Christmas non-labor (\$120,000); Contingency (\$25,000); Hispanic Heritage/BSW non-host contribution (\$10,000); July 4 non-labor — **Host city** (\$180,000); **Juneteenth** — host city incl. \$30K non-host contributions (\$90,000); Festival De Las Americas non-labor (\$60,000).

- Conference Attendance (\$9,200): IFEA Conference (\$3,200); TFEA Conference (\$2,800); Fest Forums Conference (\$3,200).

#### **TRANSFERS (129901) — \$1,181,146**

- Transfer to General Fund — FY2026-27 (\$240,571): Annual Department allocation for indirect costs to support DCEDC operations, staff and facilities.
- Transfer to General Fund — Police Dept Capital Equipment (\$340,575): DCEDC contribution to fund the **Axon Real-Time Response Program** — capital equipment acquisition for commercial corridor drone deployment and officer body camera systems. Supports public safety infrastructure directly aligned with commercial corridor economic development and business attraction goals.
- Transfer to Parks CIP Fund-024 (\$600,000): **Recreation Center Expansion** (\$300,000) + **Armstrong Park Stage & Electrical Improvements** (\$300,000). New initiative. Not reflected in prior budget exhibits.



# STAFF REPORT

**MEETING: Community and Economic Development Corporation - June 22, 2026**

**TITLE:**

Discuss and consider approval for City Staff to submit a nomination packet to the Texas Economic Development and Tourism Office designating eligible census tracts within the City of Duncanville for consideration under the Federal Opportunity Zone 2.0 program.

**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:**

The federal Opportunity Zone (OZ) program was established under the Tax Cuts and Jobs Act of 2017 to stimulate private capital investment in economically distressed communities by providing capital gains tax incentives to investors who deploy long-term capital into designated low-income census tracts. The original designations, made in 2018, are scheduled to expire on December 31, 2026.

The One Big Beautiful Bill Act of 2025 reauthorized and expanded the program under a second generation framework known as Opportunity Zone 2.0 (OZ 2.0). Under OZ 2.0, new designations will take effect on January 1, 2027 and run for a ten-year period through December 31, 2036. States are responsible for nominating eligible census tracts to the U.S. Department of the Treasury, with Texas delegating that nomination process to the Texas Economic Development and Tourism Office (EDT). The deadline for Texas municipalities to submit nomination packets to EDT is June 26, 2026.

The City of Duncanville has identified three census tracts eligible for OZ 2.0 nomination based on 2020–2024 American Community Survey five-year estimates applied to 2020 U.S. Census tract boundaries. Eligibility is determined by whether a tract’s Median

Family Income (MFI) falls below 70% of the Dallas-Fort Worth-Arlington Metropolitan Statistical Area (MSA) benchmark MFI of \$108,711. All three tracts satisfy this threshold:

- **Census Tract 165.16** — MFI of \$64,147 (59.0% of MSA benchmark); poverty rate of 14.1%. This tract encompasses Duncanville's downtown Main Street corridor, including active redevelopment sites such as the Railroad Flats urban townhome development, Project Oasis (302 N. Main Street boutique hotel), and Project Isabella (220 N. Main Street adaptive reuse restaurant).
- **Census Tract 165.18** — MFI of \$68,571 (63.1% of MSA benchmark); poverty rate of 9.6%. This tract encompasses the W. Center Street corridor in central Duncanville, anchored by Old Rail Station (202 W. Center Street), a redeveloped neighborhood retail and mixed-use center that is actively marketing available storefront spaces to small businesses, shops, and food and beverage operators. Old Rail Station features amenities including pickleball courts, indoor event space, outdoor patios, fitness and dance programming, and existing tenants including dental, arts, and wellness uses. The DCEDC owns a 7,500 square foot building at 200 W. Center Street—a vacant property immediately adjacent to Old Rail Station—that is targeted for adaptive reuse redevelopment to help stabilize and activate this corridor.
- **Census Tract 165.36** — [MFI and poverty rate TBD pending ACS data]. This tract encompasses the IH-20 frontage corridor and the N. Duncanville Road commercial corridor in northern Duncanville. Two significant private investment projects are located within this tract: (1) the proposed Residence Inn by Marriott (KKMD Investments LLC; 110 rooms; estimated project cost \$16–\$25 million), a development with an executed Marriott franchise agreement and a contractual construction start deadline of October 1, 2026; and (2) a proposed mixed-use commercial development at 822 N. Duncanville Road (Fonati Group Investments, LLC), a 4.080-acre site zoned Downtown Duncanville District (DD) with an approved site plan providing for approximately 15,400 square feet of multiple-use building area across two buildings and 115 parking spaces

**POLICY EXPLANATION:**

**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:**

None