Council of Development Finance Agencies
Tax Increment Finance Course 2007

Workshop: Establishing Community Buy-In

presented by

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LLP

Keys to Community Buy-In

- 1. Identify Stakeholders
- 2. Develop outreach Strategy
- 3. Communicate the message

Three Primary Targets

- 1. Leaders in the Business Development community
- Leaders in the Neighborhood or Community impacted by the development
- 3. Leaders in Elected positions

Business Development Community

- 1. Development Authority Directors and Boards
- 2. Finance Agencies, Banks, Developers
- 3. Chambers of Commerce
- 4. Major area Property Owners and Companies

Neighborhood and Community

- 1. Associations
- 2. Large property owners, developers
- 3. Central Business District operatives (for CBD deals)
- 4. Unions

Elected & Appointed Officials

- 1. Key board membership individuals, chambers, development entities
- 2. Council Members
- 3. County Officials
- 4. State and Federal Legislators

Strategy

Develop a Thorough Analysis that Demonstrates:

- Direct impact on tax revenue streams through expanded tax base, job creation, sales and use tax increases, impact fees, and other use fees to the city, county, state
- 2. Jobs created
- 3. Indirect impact through collateral development measures
- 4. Other industries that will benefit from placement of project
- 5. Diversification of the local economy

Communication

The Marketing Package

- 1. Includes the Analysis, Mapping, and GIS information if available
- 2. Appropriate for workshops, committee meetings, one-on-one
- 3. Explains the Governing Statues, Statutory Obligations
- 4. Diagrams the increment financing process
- 5. Provides economic and fiscal impacts and benefits
- 6. Clarifies what the mechanism is NOT
- 7. Can be reduced to a one-page fact sheet

Communication

Educate your Team

- 1. Ensure that all parties involved understand the message
- 2. Provide the talking points to all
- 3. Limit media contact to one individual on the team

Case Study #1: Houston Pavilions

The Project

- \$150 + M to be invested downtown
- 2,000 + full-time jobs once fully developed
- 400,000 sf new retail, restaurant, and entertainment venues
- Improved parking facilities
- Light rail access
- Underground tunnel access



Case Study #1: Houston Pavilions

The Players

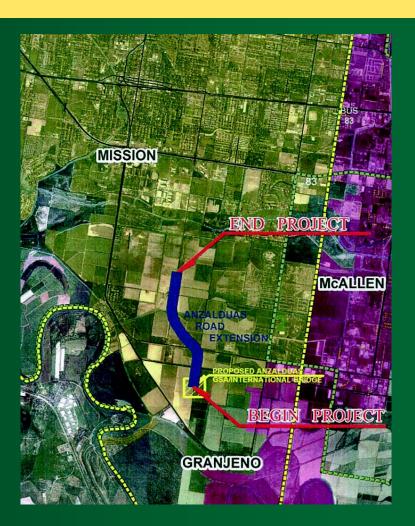
- Downtown TIRZ Board
- TIRZ Financial Advisor
- Downtown Management District
- Hotel Motel Association
- City Mayor
- City Staff
- City District Council Member
- City Convention & Visitors Bureau
- City Convention & Entertainment Department
- County
- County Commissioners
- County Economic Development Department



Case Study #2: Anzalduas Connector

The Project

- Mission (South Texas)
- \$20 million 3.5 mile roadway extension
- \$60 million bridge linking U.S. 83 to Reynosa Mexico
- TIRZ partner with Texas DOT
- TIRZ with City of McAllen and Hidalgo Counties to assist financing bridge infrastructure with grant from the U.S. Economic Development Agency (EDA)



Case Study #2: Anzalduas Connector

The Players

- City of Mission Redevelopment Authority, TIRZ Board
- City of Mission Economic Development Corporation and 4B entity
- City of Mission Mayor, City Staff
- City of McAllen
- City of Granjeno
- City of Reynosa, Mexico Mayor
- Hunt Development Team
- Hidalgo County Anzalduas Bridge Board
- Hidalgo County Regional Mobility Authority
- Texas Department of Transportation Local and State
- State of Tamaulipas, Mexico Governor
- U.S. Fish & Wildlife Department
- U.S. Economic Development Authority & General Services Administration
- U.S. Department of Homeland Security



Case Study #3: Port Isabel, Texas

The Project

- 172 Residential Condominiums \$330,000-\$450,000
- 30 Single Family Residential Homes \$450,000-\$500,000
- \$76 million project
- TIRZ to finance \$2.7 million
- 380 Grant \$6 million





Q&A, Discussion



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