

**AGENDA**  
**CITY OF TAYLOR, TEXAS**  
**MAIN STREET ADVISORY BOARD MEETING**  
**CITY HALL CONFERENCE ROOM**  
**NOVEMBER 19, 2025, 5:00 PM**

**MISSION STATEMENT:** The Taylor Main Street Program strives to fill all downtown buildings with businesses and residents by prioritizing historic preservation, cultural experiences, community partnerships, and cultivated growth.

**VISION STATEMENT:** Taylor, where experiences are on every block; where you are greeted with a Texas smile; and where growth is cultivated to create a vibrant historic downtown that has something for everyone. To be that place!

I. CALL TO ORDER AND DECLARE A QUORUM

II. CITIZEN COMMUNICATION

*(The Main Street Advisory Board welcomes public comment on items not listed on the agenda. However, the Board cannot respond until the item is posted on a future agenda. All public comments are limited to 3 minutes.)*

III. CONSENT AGENDA

*(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with a single vote. The Chairman or a Board member may pull any item from the Consent Agenda to discuss and act upon it Individually as part of the Regular Agenda.)*

1. Approve the minutes of the Main Street Advisory Board meeting held October 15, 2025.
2. Receive the financial reports as information for the GL(110-524) and Main Street Revenue (123) Funds
3. Receive the Downtown property and Business report as information.
4. Receive the Main Street Staff Activity Report as information.

IV. REGULAR AGENDA - NEW BUSINESS

5. Introduction of Downtown Director - Niecy Baum.
6. Consider and take potential action regarding request for Façade Improvement Grant deadline extension for 113 and 115 E 3rd Street. *Niecy Baum*
7. Receive presentation and take potential action considering Blutot Cash Back Program. *Ruby Fisher*

V. REGULAR AGENDA - CONTINUING BUSINESS

8. Receive and take potential action from Downtown Plan Working Group report
9. Receive report and take possible action on Main Street Fall/Winter Events

10. Receive Justice Center Committee Report.

VI. ADJOURN

I certify that the notice of this meeting was posted in the Taylor City Hall Lobby continuously for three business days before the scheduled date of said meeting.

Posted by: Ruby Fisher Date: November, 13, 2025  
Special Events Coordinator, Downtown  
Department

# MINUTES

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## CITY OF TAYLOR, TEXAS

### MAIN STREET ADVISORY BOARD MEETING

City Hall Conference Room 400 Porter Street, Taylor, Texas 76574

October 15, 2025 – 5:00 PM

#### MEMBERS PRESENT

Ruth Rivera  
Curie Humphreys  
Alyse Mervosh  
Doug Moss  
Jeff Snyder

#### MEMBERS ABSENT

Jeff Snyder

#### OTHERS PRESENT

Ruby Fisher, City Liaison  
Chuck Farr  
Shannon Green  
Eddie Chavez

#### I. CALL TO ORDER AND DECLARE A QUORUM

A quorum was declared, and the meeting was called to order at 5:02 pm

#### II. CONSENT AGENDA

1. Approve the Minutes of the Main Street Advisory Board Meeting from September 17, 2025.
2. Receive the financial reports as information for the GL(100-524) and Main Street Revenue (123) Funds .
3. Receive the Downtown Property and Business report as information.
4. Receive the Main Street Staff Activity Report as information.

A motion was made by Curie Humphreys and seconded by Alyse Mervosh to approve the consent agenda items as presented, the motion was supported unanimously.

#### IV. REGULAR AGENDA - NEW BUSINESS:

5. Receive presentation and hold discussion on Downtown Plan Update

A motion was made by Doug Moss to establish a Downtown Plan Working group, composed of Doug Moss, Jeff Snyder, and Curie Humphreys to be the point for communication with city leadership regarding the downtown plan. The motion was seconded by Ruth Rivera. The motion passed unanimously.

#### V. REGULAR AGENDA - CONTINUING BUSINESS:

6. Receive report and take possible action from the Main Street Car Show Committee  
The report was marked as received.
7. Receive report and take possible action on Main Street Fall/Winter Events  
The report was marked as received.
8. Hold discussion and review on Margarita Mile  
Discussion was had, no action was taken.

#### VI. ADJOURN –

A motion was made to adjourn the meeting by Ruth Rivera and seconded by Alyse Mervosh, passed unanimously. The meeting adjourned at 7:23 pm.

FINANCIAL STATEMENT  
AS OF: NOVEMBER 30TH, 2025

100-GENERAL FUND  
FINANCIAL SUMMARY

| ACCT #                     | ACCOUNT NAME            | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|----------------------------|-------------------------|---------------|----------------|--------------|-------------|---------------|----------------|
| <u>REVENUE SUMMARY</u>     |                         |               |                |              |             |               |                |
| ***                        | TOTAL REVENUES          | 0.00          | 0.00           | 0.00         | 0.00        | 0.00          | 0.00           |
| <u>EXPENDITURE SUMMARY</u> |                         |               |                |              |             |               |                |
|                            | 524-MAIN STREET PROGRAM | 274,136.00    | 4,469.84       | 11,238.85    | 4.51        | 1,123.37      | 261,773.78     |
| ***                        | TOTAL EXPENDITURES      | 274,136.00    | 4,469.84       | 11,238.85    | 4.51        | 1,123.37      | 261,773.78     |
| ***                        | TOTAL PROFIT / (LOSS)   | ( 274,136.00) | ( 4,469.84)    | ( 11,238.85) | 4.51        | ( 1,123.37)   | ( 261,773.78)  |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

100-GENERAL FUND

REVENUES

| ACCT # | ACCOUNT NAME       | ANNUAL<br>BUDGET | CURRENT<br>PERIOD | Y-T-D<br>ACTUAL | % OF<br>BUDGET | Y-T-D<br>ENCUMB. | BUDGET<br>BALANCE |
|--------|--------------------|------------------|-------------------|-----------------|----------------|------------------|-------------------|
| ***    | TOTAL REVENUES *** | 0.00             | 0.00              | 0.00            | 0.00           | 0.00             | 0.00              |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|

100-EMPLOYEE SERVICES

WAGES & SALARIES

|                        |                     |             |             |             |             |             |             |
|------------------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-111                | REGULAR FULL TIME   | 187,200.00  | 3,245.67    | 7,587.91    | 4.05        | 0.00        | 179,612.09  |
| 524-114                | OVERTIME            | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-115                | LONGEVITY PAY       | 96.00       | 0.00        | 0.00        | 0.00        | 0.00        | 96.00       |
| 524-118                | INSURANCE ALLOWANCE | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-119                | CERTIFICATION PAY   | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                     | 187,296.00  | 3,245.67    | 7,587.91    | 4.05        | 0.00        | 179,708.09  |

PAID BENEFITS

|                        |                          |               |                 |                 |              |             |               |
|------------------------|--------------------------|---------------|-----------------|-----------------|--------------|-------------|---------------|
| 524-120                | UNUM LIFE                | 300.00        | 52.35           | 62.70           | 20.90        | 0.00        | 237.30        |
| 524-121                | FICA SOCIAL SECURITY     | 14,351.00     | 248.70          | 581.43          | 4.05         | 0.00        | 13,769.57     |
| 524-122                | WORKERS COMPENSATION     | 345.00        | 0.00            | 221.96          | 64.34        | 0.00        | 123.04        |
| 524-123                | STATE UNEMPLOYMENT TAXES | 126.00        | 0.00            | 0.00            | 0.00         | 0.00        | 126.00        |
| 524-124                | RETIREMENT-TMRS          | 26,873.00     | 884.85          | 610.67          | 2.27         | 0.00        | 26,262.33     |
| 524-126                | HEALTH INSURANCE         | 20,900.00     | 0.00            | 1,434.80        | 6.87         | 0.00        | 19,465.20     |
| 524-127                | DENTAL INSURANCE         | 410.00        | 0.00            | 47.24           | 11.52        | 0.00        | 362.76        |
| 524-128                | LONG TERM DISABILITY     | 380.00        | 54.37           | 68.18           | 17.94        | 0.00        | 311.82        |
| 524-129                | VISION INSURANCE         | <u>120.00</u> | <u>( 19.80)</u> | <u>( 10.22)</u> | <u>8.52-</u> | <u>0.00</u> | <u>130.22</u> |
| * SUB-CATEGORY TOTAL * |                          | 63,805.00     | 1,220.47        | 3,016.76        | 4.73         | 0.00        | 60,788.24     |

ALLOWANCES/REIMBURSEMENTS

|                        |                         |                 |             |              |             |             |                 |
|------------------------|-------------------------|-----------------|-------------|--------------|-------------|-------------|-----------------|
| 524-133                | BUSINESS TRANSPORTATION | 0.00            | 0.00        | 0.00         | 0.00        | 0.00        | 0.00            |
| 524-135                | BUSINESS MEALS          | <u>1,500.00</u> | <u>0.00</u> | <u>54.84</u> | <u>3.66</u> | <u>0.00</u> | <u>1,445.16</u> |
| * SUB-CATEGORY TOTAL * |                         | 1,500.00        | 0.00        | 54.84        | 3.66        | 0.00        | 1,445.16        |

TRAINING & DEVELOPMENT

|         |                          |          |      |       |      |      |          |
|---------|--------------------------|----------|------|-------|------|------|----------|
| 524-141 | WORKSHOP TRAINING        | 400.00   | 0.00 | 0.00  | 0.00 | 0.00 | 400.00   |
| 524-142 | PROFESSIONAL CONFERENCES | 1,545.00 | 0.00 | 0.00  | 0.00 | 0.00 | 1,545.00 |
| 524-143 | MEMBERSHIPS AND DUES     | 1,825.00 | 0.00 | 0.00  | 0.00 | 0.00 | 1,825.00 |
| 524-144 | SUBSCRIPTIONS AND BOOKS  | 2,250.00 | 0.00 | 59.00 | 2.62 | 0.00 | 2,191.00 |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

100-GENERAL FUND

524-MAIN STREET PROGRAM  
DEPARTMENT EXPENSES

| ACCT #               | ACCOUNT NAME | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|----------------------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|
| ** CATEGORY TOTAL ** |              | 263,701.00    | 4,466.14       | 10,718.51    | 4.06        | 0.00          | 252,982.49     |

200-OPERATIONAL SUPPLIES

OFFICE SUPPLIES

|                        |                         |               |             |             |             |             |              |
|------------------------|-------------------------|---------------|-------------|-------------|-------------|-------------|--------------|
| 524-211                | GENERAL OFFICE SUPPLIES | 1,545.00      | 0.00        | 102.44      | 11.17       | 70.12       | 1,372.44     |
| 524-213                | PHOTOGRAPHIC SUPPLIES   | 0.00          | 0.00        | 0.00        | 0.00        | 0.00        | 0.00         |
| 524-214                | COMPUTER SUPPLIES       | 500.00        | 0.00        | 0.00        | 0.00        | 0.00        | 500.00       |
| 524-215                | POSTAGE                 | <u>100.00</u> | <u>3.70</u> | <u>3.70</u> | <u>3.70</u> | <u>0.00</u> | <u>96.30</u> |
| * SUB-CATEGORY TOTAL * |                         | 2,145.00      | 3.70        | 106.14      | 8.22        | 70.12       | 1,968.74     |

PROGRAM/SPECIAL EVENTS

|                        |                       |                 |             |               |             |             |                 |
|------------------------|-----------------------|-----------------|-------------|---------------|-------------|-------------|-----------------|
| 524-232                | FOOD/MEALS            | 0.00            | 0.00        | 0.00          | 0.00        | 0.00        | 0.00            |
| 524-233                | CITY SPONSORED EVENTS | 0.00            | 0.00        | 0.00          | 0.00        | 0.00        | 0.00            |
| 524-235                | PROMOTIONAL SUPPLIES  | <u>2,100.00</u> | <u>0.00</u> | <u>145.25</u> | <u>6.92</u> | <u>0.00</u> | <u>1,954.75</u> |
| * SUB-CATEGORY TOTAL * |                       | 2,100.00        | 0.00        | 145.25        | 6.92        | 0.00        | 1,954.75        |

OPERATIONAL EQUIPMENT (ADMIN)

|                        |                        |             |             |             |             |             |             |
|------------------------|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-261                | OFFICE FURNITURE       | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-267                | COMPUTERS              | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-269                | OTHER OFFICE EQUIPMENT | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |

|                      |  |          |      |        |      |       |          |
|----------------------|--|----------|------|--------|------|-------|----------|
| ** CATEGORY TOTAL ** |  | 4,245.00 | 3.70 | 251.39 | 7.57 | 70.12 | 3,923.49 |
|----------------------|--|----------|------|--------|------|-------|----------|

300-FACILITIES OPERATIONS/MAIN

UTILITIES

|         |                        |          |      |        |       |      |        |
|---------|------------------------|----------|------|--------|-------|------|--------|
| 524-323 | TRUNK TELEPHONE SYSTEM | 0.00     | 0.00 | 0.00   | 0.00  | 0.00 | 0.00   |
| 524-324 | CELL PHONES            | 1,030.00 | 0.00 | 133.20 | 12.93 | 0.00 | 896.80 |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

| ACCT #               | ACCOUNT NAME | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|----------------------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|
| ** CATEGORY TOTAL ** |              | 1,305.00      | 0.00           | 173.20       | 13.27       | 0.00          | 1,131.80       |

400-EQUIPMENT OPERATIONS/MAINT

OFFICE EQUIPMENT

|                        |                               |                 |             |              |              |                 |               |
|------------------------|-------------------------------|-----------------|-------------|--------------|--------------|-----------------|---------------|
| 524-461                | OFFICE EQUIPMENT RENTAL       | 0.00            | 0.00        | 0.00         | 0.00         | 0.00            | 0.00          |
| 524-462                | OFFICE EQUIPMENT MAINT/REPAIR | <u>2,000.00</u> | <u>0.00</u> | <u>95.75</u> | <u>57.45</u> | <u>1,053.25</u> | <u>851.00</u> |
| * SUB-CATEGORY TOTAL * |                               | 2,000.00        | 0.00        | 95.75        | 57.45        | 1,053.25        | 851.00        |
| ** CATEGORY TOTAL **   |                               | 2,000.00        | 0.00        | 95.75        | 57.45        | 1,053.25        | 851.00        |

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

|                        |                             |             |             |             |             |             |             |
|------------------------|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-512                | ENGINEERING SERVICES        | 1,425.00    | 0.00        | 0.00        | 0.00        | 0.00        | 1,425.00    |
| 524-519                | OTHER PROFESSIONAL SERVICES | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                             | 1,425.00    | 0.00        | 0.00        | 0.00        | 0.00        | 1,425.00    |

FEES FOR SERVICES

|                        |                  |             |             |             |             |             |             |
|------------------------|------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-523                | OUTSIDE PRINTING | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |
| 524-528                | ADVERTISING      | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                  | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        | 0.00        |

CONTRACT SERVICES

|                        |                          |               |             |             |             |             |               |
|------------------------|--------------------------|---------------|-------------|-------------|-------------|-------------|---------------|
| 524-532                | SOFTWARE MAINT/LICENSING | 1,260.00      | 0.00        | 0.00        | 0.00        | 0.00        | 1,260.00      |
| 524-539                | OTHER CONTRACT SERVICES  | <u>200.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>200.00</u> |
| * SUB-CATEGORY TOTAL * |                          | 1,460.00      | 0.00        | 0.00        | 0.00        | 0.00        | 1,460.00      |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

100-GENERAL FUND

524-MAIN STREET PROGRAM

DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|

700-CAPITAL OUTLAY

OFFICE FURNITURE/EQUIPMENT

|                        |                    |             |             |             |             |             |             |
|------------------------|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-714                | COMPUTER EQUIPMENT | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                    | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| ** CATEGORY TOTAL **   |                    | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |

800-CONTRIBUTIONS & CONTINGENC

CONTRIBUTIONS/TRANSFERS

|                        |                     |             |             |             |             |             |             |
|------------------------|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 524-819                | OTHER CONTRIBUTIONS | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| * SUB-CATEGORY TOTAL * |                     | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| ** CATEGORY TOTAL **   |                     | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |

|     |                  |     |                   |                 |                  |             |                 |                   |
|-----|------------------|-----|-------------------|-----------------|------------------|-------------|-----------------|-------------------|
| *** | DEPARTMENT TOTAL | *** | <u>274,136.00</u> | <u>4,469.84</u> | <u>11,238.85</u> | <u>4.51</u> | <u>1,123.37</u> | <u>261,773.78</u> |
|-----|------------------|-----|-------------------|-----------------|------------------|-------------|-----------------|-------------------|

|     |                |     |                   |                 |                  |             |                 |                   |
|-----|----------------|-----|-------------------|-----------------|------------------|-------------|-----------------|-------------------|
| *** | TOTAL EXPENSES | *** | <u>274,136.00</u> | <u>4,469.84</u> | <u>11,238.85</u> | <u>4.51</u> | <u>1,123.37</u> | <u>261,773.78</u> |
|-----|----------------|-----|-------------------|-----------------|------------------|-------------|-----------------|-------------------|

|     |                       |     |                      |                    |                     |             |                    |                      |
|-----|-----------------------|-----|----------------------|--------------------|---------------------|-------------|--------------------|----------------------|
| *** | TOTAL PROFIT / (LOSS) | *** | <u>( 274,136.00)</u> | <u>( 4,469.84)</u> | <u>( 11,238.85)</u> | <u>4.51</u> | <u>( 1,123.37)</u> | <u>( 261,773.78)</u> |
|-----|-----------------------|-----|----------------------|--------------------|---------------------|-------------|--------------------|----------------------|

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

123-MAIN STREET REVENUE FUND  
FINANCIAL SUMMARY

| ACCT #                     | ACCOUNT NAME              | ANNUAL BUDGET    | CURRENT PERIOD | Y-T-D ACTUAL     | % OF BUDGET  | Y-T-D ENCUMB.   | BUDGET BALANCE   |
|----------------------------|---------------------------|------------------|----------------|------------------|--------------|-----------------|------------------|
| <u>REVENUE SUMMARY</u>     |                           |                  |                |                  |              |                 |                  |
| 330-                       | INTERGOVERNMENTAL REV     | 0.00             | 0.00           | 0.00             | 0.00         | 0.00            | 0.00             |
| 430-                       | USE OF MONEY AND PROP     | 0.00             | 0.00           | 0.00             | 0.00         | 0.00            | 0.00             |
| 440-                       | DONATIONS FROM PRIVAT     | 39,000.00        | 0.00           | 14,479.00        | 37.13        | 0.00            | 24,521.00        |
| 450-                       | INTERFUND OPERATING T     | <u>53,100.00</u> | <u>0.00</u>    | <u>1,250.00</u>  | <u>2.35</u>  | <u>0.00</u>     | <u>51,850.00</u> |
| ***                        | TOTAL REVENUES ***        | 92,100.00        | 0.00           | 15,729.00        | 17.08        | 0.00            | 76,371.00        |
|                            |                           | =====            | =====          | =====            | =====        | =====           | =====            |
| <u>EXPENDITURE SUMMARY</u> |                           |                  |                |                  |              |                 |                  |
| 615-                       | MAIN STREET ADMINISTR     | <u>92,100.00</u> | <u>0.00</u>    | <u>11,904.51</u> | <u>21.41</u> | <u>7,813.61</u> | <u>72,381.88</u> |
| ***                        | TOTAL EXPENDITURES ***    | 92,100.00        | 0.00           | 11,904.51        | 21.41        | 7,813.61        | 72,381.88        |
|                            |                           | =====            | =====          | =====            | =====        | =====           | =====            |
| ***                        | TOTAL PROFIT / (LOSS) *** | 0.00             | 0.00           | 3,824.49         | 0.00         | ( 7,813.61)     | 3,989.12         |
|                            |                           | =====            | =====          | =====            | =====        | =====           | =====            |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

123-MAIN STREET REVENUE FUND  
REVENUES

| ACCT #                                | ACCOUNT NAME                 | ANNUAL BUDGET    | CURRENT PERIOD | Y-T-D ACTUAL    | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE   |
|---------------------------------------|------------------------------|------------------|----------------|-----------------|-------------|---------------|------------------|
| <u>330-INTERGOVERNMENTAL REVENUES</u> |                              |                  |                |                 |             |               |                  |
| 330-234                               | TEDC CONTRIBUTIONS           | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 330-235                               | GENERAL CONTRIBUTIONS        | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 330-236                               | OTHER CONTRIBUTIONS          | <u>0.00</u>      | <u>0.00</u>    | <u>0.00</u>     | <u>0.00</u> | <u>0.00</u>   | <u>0.00</u>      |
| ** REVENUE CATEGORY TOTAL **          |                              | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| <u>430-USE OF MONEY AND PROPERTY</u>  |                              |                  |                |                 |             |               |                  |
| 430-331                               | INTEREST INCOME              | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 430-335                               | REFUNDS AND REIMBURSEMENTS   | <u>0.00</u>      | <u>0.00</u>    | <u>0.00</u>     | <u>0.00</u> | <u>0.00</u>   | <u>0.00</u>      |
| ** REVENUE CATEGORY TOTAL **          |                              | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| <u>440-DONATIONS FROM PRIVATE SOU</u> |                              |                  |                |                 |             |               |                  |
| 440-352                               | FARMERS' MARKET RENTAL FEES  | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 440-353                               | MAIN STREET CAR SHOW         | 27,500.00        | 0.00           | 14,479.00       | 52.65       | 0.00          | 13,021.00        |
| 440-354                               | WINE SWIRL                   | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 440-355                               | HERITAGE SQ CHRISTMAS LIGHTS | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 440-356                               | CHRISTMAS BAZAAR             | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 440-357                               | SALES & OTHER FUNDRAISING    | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 440-358                               | TAYLOR FEST                  | 8,500.00         | 0.00           | 0.00            | 0.00        | 0.00          | 8,500.00         |
| 440-359                               | SPOOKTACULAR                 | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 440-360                               | 2ND SATURDAY                 | <u>3,000.00</u>  | <u>0.00</u>    | <u>0.00</u>     | <u>0.00</u> | <u>0.00</u>   | <u>3,000.00</u>  |
| ** REVENUE CATEGORY TOTAL **          |                              | 39,000.00        | 0.00           | 14,479.00       | 37.13       | 0.00          | 24,521.00        |
| <u>450-INTERFUND OPERATING TRANSF</u> |                              |                  |                |                 |             |               |                  |
| 450-361                               | TRANSFER FROM TIF            | 0.00             | 0.00           | 0.00            | 0.00        | 0.00          | 0.00             |
| 450-362                               | TRANSFER FROM H.O.T.         | 5,000.00         | 0.00           | 1,250.00        | 25.00       | 0.00          | 3,750.00         |
| 450-365                               | TRANSFER FROM GENERAL FUND   | <u>48,100.00</u> | <u>0.00</u>    | <u>0.00</u>     | <u>0.00</u> | <u>0.00</u>   | <u>48,100.00</u> |
| ** REVENUE CATEGORY TOTAL **          |                              | <u>53,100.00</u> | <u>0.00</u>    | <u>1,250.00</u> | <u>2.35</u> | <u>0.00</u>   | <u>51,850.00</u> |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

123-MAIN STREET REVENUE FUND  
 615-MAIN STREET ADMINISTR  
 DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|

100-EMPLOYEE SERVICES

WAGES & SALARIES

|         |                        |      |      |      |      |      |      |
|---------|------------------------|------|------|------|------|------|------|
| 615-111 | REGULAR FULL TIME      | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
|         | * SUB-CATEGORY TOTAL * | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
|         | ** CATEGORY TOTAL **   | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

200-OPERATIONAL SUPPLIES

PROGRAM/SPECIAL EVENTS

|         |                        |           |      |           |       |          |           |
|---------|------------------------|-----------|------|-----------|-------|----------|-----------|
| 615-231 | TAYLOR PRIDE           | 0.00      | 0.00 | 0.00      | 0.00  | 0.00     | 0.00      |
| 615-232 | FARMERS' MARKET        | 0.00      | 0.00 | 0.00      | 0.00  | 0.00     | 0.00      |
| 615-233 | CITY SPONSORED EVENTS  | 8,500.00  | 0.00 | 0.00      | 0.00  | 0.00     | 8,500.00  |
| 615-235 | MAIN ST CAR SHOW       | 30,000.00 | 0.00 | 11,732.51 | 65.15 | 7,813.61 | 10,453.88 |
| 615-236 | TAYLOR FEST            | 14,000.00 | 0.00 | 0.00      | 0.00  | 0.00     | 14,000.00 |
| 615-237 | WINE SWIRL             | 2,000.00  | 0.00 | 172.00    | 8.60  | 0.00     | 1,828.00  |
| 615-238 | CHRISTMAS BAZAAR       | 600.00    | 0.00 | 0.00      | 0.00  | 0.00     | 600.00    |
| 615-239 | SPOOKTACULAR           | 4,000.00  | 0.00 | 0.00      | 0.00  | 0.00     | 4,000.00  |
|         | * SUB-CATEGORY TOTAL * | 59,100.00 | 0.00 | 11,904.51 | 33.36 | 7,813.61 | 39,381.88 |

PUBLIC SAFETY SUPPLIES

|         |                        |           |      |      |      |      |           |
|---------|------------------------|-----------|------|------|------|------|-----------|
| 615-240 | CITY PARADES           | 25,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,000.00 |
| 615-241 | 2ND SATURDAY           | 0.00      | 0.00 | 0.00 | 0.00 | 0.00 | 0.00      |
|         | * SUB-CATEGORY TOTAL * | 25,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,000.00 |

SPECIALTY SUPPLIES

|         |                        |          |      |      |      |      |          |
|---------|------------------------|----------|------|------|------|------|----------|
| 615-259 | MISC. SUPPLIES         | 3,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,000.00 |
|         | * SUB-CATEGORY TOTAL * | 3,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,000.00 |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

123-MAIN STREET REVENUE FUND  
 615-MAIN STREET ADMINISTR  
 DEPARTMENT EXPENSES

| ACCT # | ACCOUNT NAME | ANNUAL BUDGET | CURRENT PERIOD | Y-T-D ACTUAL | % OF BUDGET | Y-T-D ENCUMB. | BUDGET BALANCE |
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|
|--------|--------------|---------------|----------------|--------------|-------------|---------------|----------------|

500-CONTRACT SERVICES AND FEES

PROFESSIONAL SERVICES

|                        |                             |      |      |      |      |      |      |
|------------------------|-----------------------------|------|------|------|------|------|------|
| 615-519                | OTHER PROFESSIONAL SERVICES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| * SUB-CATEGORY TOTAL * |                             | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

FEES FOR SERVICES

|                        |                  |          |      |      |      |      |          |
|------------------------|------------------|----------|------|------|------|------|----------|
| 615-523                | OUTSIDE PRINTING | 0.00     | 0.00 | 0.00 | 0.00 | 0.00 | 0.00     |
| 615-528                | ADVERTISING      | 5,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| * SUB-CATEGORY TOTAL * |                  | 5,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |

|                      |  |          |      |      |      |      |          |
|----------------------|--|----------|------|------|------|------|----------|
| ** CATEGORY TOTAL ** |  | 5,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
|----------------------|--|----------|------|------|------|------|----------|

700-CAPITAL OUTLAY

OFFICE FURNITURE/EQUIPMENT

|                        |                      |      |      |      |      |      |      |
|------------------------|----------------------|------|------|------|------|------|------|
| 615-719                | OTHER CAPITAL OUTLAY | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| * SUB-CATEGORY TOTAL * |                      | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

|                      |  |      |      |      |      |      |      |
|----------------------|--|------|------|------|------|------|------|
| ** CATEGORY TOTAL ** |  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
|----------------------|--|------|------|------|------|------|------|

800-CONTRIBUTIONS & CONTINGENC

CONTRIBUTIONS/TRANSFERS

|         |                        |      |      |      |      |      |      |
|---------|------------------------|------|------|------|------|------|------|
| 615-811 | RENTAL ASSISTANCE      | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 615-813 | FACADE GRANTS          | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 615-815 | INTERFUND TRANSFER OUT | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

FINANCIAL STATEMENT

AS OF: NOVEMBER 30TH, 2025

123-MAIN STREET REVENUE FUND  
 615-MAIN STREET ADMINISTR  
 DEPARTMENT EXPENSES

| ACCT #                        | ACCOUNT NAME | ANNUAL BUDGET    | CURRENT PERIOD | Y-T-D ACTUAL     | % OF BUDGET  | Y-T-D ENCUMB.      | BUDGET BALANCE   |
|-------------------------------|--------------|------------------|----------------|------------------|--------------|--------------------|------------------|
| ** CATEGORY TOTAL **          |              | <u>0.00</u>      | <u>0.00</u>    | <u>0.00</u>      | <u>0.00</u>  | <u>0.00</u>        | <u>0.00</u>      |
| *** DEPARTMENT TOTAL ***      |              | <u>92,100.00</u> | <u>0.00</u>    | <u>11,904.51</u> | <u>21.41</u> | <u>7,813.61</u>    | <u>72,381.88</u> |
| *** TOTAL EXPENSES ***        |              | <u>92,100.00</u> | <u>0.00</u>    | <u>11,904.51</u> | <u>21.41</u> | <u>7,813.61</u>    | <u>72,381.88</u> |
| *** TOTAL PROFIT / (LOSS) *** |              | <u>0.00</u>      | <u>0.00</u>    | <u>3,824.49</u>  | <u>0.00</u>  | <u>( 7,813.61)</u> | <u>3,989.12</u>  |

\*\*\* END OF REPORT \*\*\*

**FOR SALE**

| Property Name                           | Address                        | Owner/Realtor   | Contact Info                                       | Square Foot                                     | Price               | Notes      |
|---|--------------------------------|---|--|---|---------------------|------------|
| McCrary-Timmerman & Titsworth Buildings | 201 N Main St                  | CWMRY Boyd / Todd Mahler with Partners                    | Todd Mahler with Partners Real Estate 512-643-8071 | 43,890 (building size)<br>30,834 (net rentable) | \$12,500,000        | mixed use  |
| The Threadgill Building                 | 401 N Main St                  | Rick Northcutt  | 512-296-7379                                       | 7936 SF   | \$1.5 Million       | commercial |
| Johan Borge building                    | 405 S Main St                  | Johan Borge   | 512-366-7894                                       | 2386 SF   | 850000              | restaurant |
| Johan Borge building                    | 407 S Main St                  | Johan Borge   | 512-366-7894                                       | 1,405/SF on 0.12 ac lot                         | 4750000             | commercial |
| Johan Borge building                    | 409 S Main Street              | Johan Borge   | 512-366-7894                                       | 2000/SF   | 850000              | mixed use  |
| Black Sparrow Music Parlor              | 113 W 2nd St, Taylor, TX 76574 | Julie Downs - Tierra Grande Realty                        | 512.497.3697<br>juliedowns4@gmail.com              | 3000  | \$795,000           | mixed use  |
| The Venue                               | 115 W 2nd St, Taylor, TX 76574 |   |  | \$3,750   | \$1,495,000         | Commerical |
| Taylor Bedding                          | 417 W 2nd St                   | 606 Leander Georgetown LLC / Logan Reichle with CBRE      | 512-499-4905                                       | 35,000/SF                                       | 2850000             | industrial |
| Industrial Warehouses                   | 601 W 2nd St                   | 606 Leander Georgetown LLC / Darren Quick                 | 512-814-1820                                       | 58,600/SF                                       | Contact for pricing | industrial |
| corner of N Main St & E 7th St          | 620 N Main St                  | Delmar McKinney / Julie Downs - Tierra Grande Real Estate | Julie Downs-512-487-3967                           | 2463 SF   | 750000              | office     |

**FOR LEASE**

| Property Name  | Address                | Owner/Realtor  | Contact Info                          | Square Foot | Price               | Notes                   |
|--|------------------------|--|---------------------------------------|-------------|---------------------|-------------------------|
| 2nd & Main Lofts   | 102 E 2nd St; Loft 202 | 2nd & Main Lofts, LLC / Julie Downs - Tierra Grande Realty | 512.497.3697<br>juliedowns4@gmail.com | 1000 SF     | \$1600/month        | RESIDENTIAL UNIT        |
| 2nd & Main Lofts   | 102 E 2nd St; Loft 205 | 2nd & Main Lofts, LLC / Julie Downs - Tierra Grande Realty | 512.497.3697<br>juliedowns4@gmail.com | 960 SF      | \$1800/month        | RESIDENTIAL UNIT        |
| Public Sketch lot corner of E 1st & N Main               | 104 N Main St          | Public Sketch / Tierra Grande - Julie Downs                | 512.497.3697<br>juliedowns4@gmail.com | 800 SF      | contact for pricing | Restaurant/office space |
| Taylor Hall  | 111 W 3rd St; STE 300  | Ryder Jeanes - CLD Realty                                  | rjeanes@cldrealty.com                 | 1824 SF     | \$2.17/SF/MO NNN    | Retail                  |
| Titsworth Building - fmr Hola Aloha                      | 118 W 2nd St           | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 680 SF      | \$1025/month        | Retail                  |
| McCrary Timmerman - Residential                          | 110 W 2nd St, Loft C   | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 2230 SF     | 2400/Month          | Residential             |
| Titsworth Building - fmr Real Estate Social              | 120 W 2nd St, Suite C  | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 720 SF      | \$1200/month        | Retail/Office           |
| Titsworth Building - fmr Ancira Salsa                    | 120 W 2nd; St Suite E  | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 1050 SF     | \$1750/month        | Retail/Office           |
| McCrary-Timmerman  | 120 W 2nd St; Ste 200  | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 264 SF      | \$650/month         | Conference/Office       |
| McCrary-Timmerman  | 120 W 2nd St, Ste 201  | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 2480 SF     | \$29/SF/month       | Office                  |
| McCrary-Timmerman  | 120 W 2nd St; Ste 202  | CWMRY Boyd / Julie Downs with Tierra Grande                | 737-864-5330                          | 1,500 sf    | \$29/SF/month       | Office/Retail           |
| Taylor Press Building, Office Space - fmr Texas Concrete | 211 W 3rd St; Ste 120  | Julie Downs with Tierra Grande                             | 737-864-5330                          | 1898 SF     | \$2400/month        | Office                  |

|   |                         |   |  |   |  |                                   |
|---|-------------------------|---|--|---|--|-----------------------------------|
| Industrial Flex Bldg  | 202 W 1st               | JD McNabb Family /<br>Ryan Schneider-<br>Remax 512-529-<br>6298                 | 512-751-0606   | 5,000-10,000  | \$16.20/sf/yr or<br>\$1.35/sf/mo                 | Industrial Flex                   |
| R Zuniga's building - fmr<br>Little Collective              | 211 N Main - Ste B-1    | Ricardo Zuniga /<br>Tierra Grande -<br>Julie Downs                              | 512-497-3967   | B-1 - 403 SF  | \$2.73/SF/MO                                     | Retail                            |
| R. Zuniga's Building - fmr<br>Hawt Spot                     | 211 N Main St - Ste B-2 | Ricardo Zuniga /<br>Tierra Grande -<br>Julie Downs                              | 512-497-3967   | 1880 SF   | \$3760/month                                     | Retail                            |
| R Zuniga's bldg - FMR Red<br>Cap                            | 215 N Main St           | Ricardo Zuniga /<br>Julie Downs-Tierra<br>Grande Real Estate                    | 512-497-3967   | 1800 SF   | \$18/SF/YR<br>\$1.50/SF/MO                       | Office                            |
| Luhn-Johns Building - Ujjal<br>Ghoshtagore                  | 221 N Main St           | Ujjal Ghohtagore /<br>Monica Luxon  | 512.203.7663<br>monica@luxonrealtyservices.com                         | 2942 SF   | \$2.00/SF/MO                                     | Restaurant                        |
| Luhn-Johns Building - Ujjal<br>Ghoshtagore                  | 221 N Main St           | Ujjal Ghohtagore /<br>Monica Luxon  | 512.203.7663<br>monica@luxonrealtyservices.com                         | 1750 SF   | \$1.80/SF/MO                                     | Bar                               |
| Luhn-Johns Building - Ujjal<br>Ghoshtagore                  | 221 N Main St           | Ujjal Ghohtagore /<br>Monica Luxon  | 512.203.7663<br>monica@luxonrealtyservices.com                         | 7986 SF   | \$2.00/SF/MO                                     | Residential /<br>Office           |
|   | 401 N Main St           | Rick Northcutt  | 512-296-7379   | 7936 SF   | \$1.5 Million                                    | commercial                        |
| J Borge Property - 1 story<br>blue house                    | 407 S Main St           | Johan Borge   | 512-366-7894   | 1405 SF   | \$1.80/SF/MO                                     | single tenant<br>office or retail |
| J Borge Property - 2 story<br>cream colored house           | 409 S Main St           | Johan Borge   | 512-366-7894   | 2000 SF   | \$1.40/SF/MO                                     | single tenant<br>mixed use        |
| Taylor Bedding Site   | 601 W 2nd St            | 606 Leander<br>Georgetown<br>LLC/Darren Quick<br>with Don Quick &<br>Associates | 512-814-1820   | 58,600 SF in 2.90 AC  | \$0.65/SF/MO                                     | Industrial/Wareh<br>ouse          |
| Large Office Building - 12<br>total suites with 6 for lease | 700 N Main St           | Brent Campbell -<br>Don Quick & Assoc   | 512-255-3000   | #102 - 210 SF # 103 -<br>210 SF #105 - 282 SF<br>#106 - 208 SF #107 -<br>384 SF #115 - 225 SF | All between \$2.00 &<br>\$2.50/SF/MO             | Interior office<br>spaces         |
|   | 301 Elliott, Taylor     | Julie Downs - Tierra<br>Grande Realty   | 512.497.3697<br>juliedowns4@gmail.com                                  | 1218  | \$2.30/SF/MO                                     | Retail/Office                     |
|   | 303 Elliott, Taylor     | Julie Downs - Tierra<br>Grande Realty   | 512.497.3697<br>juliedowns4@gmail.com                                  | 1603  | \$2.31/SF/MO                                     | Retail/Office                     |
| <b>SOLD</b>   |                         |   |  |   |  |                                   |
| <b>Property Name</b>  | <b>Address</b>          | <b>Owner/Realtor</b>  | <b>Contact Info</b>  | <b>Square Foot</b>  | <b>Price</b>                                     | <b>Notes</b>                      |
|   |                         |   |  |   |  |                                   |
| <b>LEASED</b>   |                         |   |  |   |  |                                   |
| <b>Property Name</b>  | <b>Address</b>          | <b>Owner/Realtor</b>  | <b>Contact Info</b>  | <b>Square Foot</b>  | <b>Price</b>                                     | <b>Notes</b>                      |
| Mcrory Timmerman -<br>Residential                           | 120 W 2nd St - Suite H  | CWMRY Boyd /<br>Julie Downs with<br>Tierra Grande                               | 737-864-5330   | 1400 SF   | 2800/month                                       | Residential                       |
| <b>PLANNED RENNOVATION PROJECTS</b>                         |                         |   |  |   |  |                                   |
| <b>Property Name</b>  | <b>Address</b>          | <b>Owner/Realtor</b>  | <b>Contact Info</b>  | <b>Proposed Use</b>   | <b>Status</b>                                    | <b>Scope</b>                      |
| Davis-Nelson Grocery<br>Warehouse Site                      | 110 W 1st St            | Halie & Sara<br>Ferguson  | 512-585-1748   |   | Permit for Roof<br>submitted                     | Full repair                       |
| Taylor Hall (fmrly Richter<br>Furniture)                    | 111 W 3rd St; Ste 400   | Ryder Jeanes  | <a href="mailto:Rjeanes@cldrealty.com">Rjeanes@cldrealty.com</a>       | Retail/Office   | Plans for Exterior<br>Review                     | Façade<br>Renovation              |
| Taylor National Bank  | 200 N Main St           | Chisum and Cissie<br>Pierce   | <a href="mailto:Chism@getchismmed.com">Chism@getchismmed.com</a>       | Mixed use   | Mortar needs to be<br>slected                    | Interior and<br>exterior repair   |
| Thames Home   | 117 E 6th Str           | Jessica Morgan  | <a href="mailto:JessicaLauren@icloud.com">JessicaLauren@icloud.com</a> | Mixed Use   | FIG application<br>submitted for staff<br>review | Restoration of<br>exterior        |
| <b>ACTIVE RESTORATION PROJECTS</b>                          |                         |   |  |   |  |                                   |
| Taylor Hall   | 111 W 3rd St; Ste 400   | Ryder Jeanes  | <a href="mailto:rjeanes@cldrealty.com">rjeanes@cldrealty.com</a>       | construction of a<br>handicap ramp for access<br>from Talbot St.                              | permit issued 2024-<br>13420                     |                                   |

|  |                   |   |                      |   |   |   |
|--|-------------------|---|----------------------|---|---|---|
| Eanes-Jacobsen Building                            | 113-115 E 3rd St  | Louis Hughes -<br>John Hughes is<br>project manager | 512-844-4150         | offices/retail                                  | Interior finish out of<br>215 - then 213.<br>Phase 1 of exterior<br>renovations to<br>begin soon. | both interior and<br>exterior work<br>planned                             |
| Heidenheimer Co<br>Wholesale Grocery<br>Warehouses | 209 W 1st St      | Jeff Snyder   | 512.365.5346         | storage associated with<br>Jeff's Resurrections | ongoing   | Tax Credit<br>Project   |
| Mike Hobbie Bldg                                   | 417 N Main St     | Mike Hobbie   | mikehobbie@gmail.com | interior remodel                                | Permit 2024-13410<br>issued - work<br>ongoing   | replace<br>sheetrock, new<br>wiring, replace<br>toilets, update<br>wiring |
| Luhn-Johns Building                                | 217-221 N Main St | Ujjal Ghoshtagore                                   | ujjeg@gmail.com      | Kitchen services for Tejas<br>Meat Supply       | Electrical work   | Applied for CO<br>03/29/2025  |
| Eanes-Prewett Building                             | 119-121 E 3rd St  | Casey Denton  | 512-808-3483         | Mixed Use                                       |   | Interior and<br>Exterior Reno   |
| <b>BUSINESS UPDATES</b>                            |                   |   |                      |   |   |   |
|  |                   |   |                      |   |   |   |

Taylor Main Street's  
Monthly Activity  
Report October – 2025

Downtown Property:

- Number of Properties for Sale: 18 (1 property is a vacant lot)
- Number of Commercial Properties Listed for Lease: 26
  - 9 Individual Storefronts
  - 9 Interior Office Spaces
  - 4 Restaurant (1 will build when leased)
  - 1 Industrial/Flex
  - 2 Residential Properties for Lead
- Planned Building Renovation Projects:
  -
- Proposed New Construction Projects:
  - None
- Current Building Renovation Projects:
  - 111 W 3rd St - interior and exterior renovation project
  - 113-115 W 3rd St – interior and exterior renovation project
  - 209 E 1st St - State & Federal Historic Preservation Tax Credit project
  - 
  - 417 N Main St – Interior remodel Project

Business Activity

- Businesses moved during the Period:
  - None
- Businesses Closed during the Period:
  - None
- Businesses Opened during the Period:
  - None

#### Community Outreach / Meetings Attended:

- 10/01 - Heritage Square Farmer's Market - Trailer Parking Meeting
- 10/01 - Moody Museum Docent meeting - Taylor Texas History Room
- 10/02 - City Reviewers Committee: Waiver of Fees for Taylor Highschool Homecoming and Taylor Good Life 5k
- 10/02 - Sesquicentennial Committee Meeting
- 10/02 - Taylor Arts Council Subcommittee Meeting
- 10/03 - Texas Main Street program Quarterly Report Meeting
- 10/07 - Main Street Car Show Meeting
- 10/08 - Museum on Main Street Grant Webinar
- 10/09 - Museum on Main Street Meeting
- 10/13 - Main Street Car Show Road Closure Meeting
- 10/15 - Main Street Advisory Board Meeting
- 10/20 - Texas Main Street Program Manager's Training
- 10/20 - Main Street Car Show Pit Crew Meeting
- 10/29 - Meet with Saucony Film Permit Applicant
- 10/30 - Meet with Farmer's Market Manager about transition plan
- 10/30 - Downtown Business Introductions: Drip Color Creations
- Downtown Business Visits: The Black Sparrow Music Parlor, Hayley's Grains, Taylor Bike Company, 74Man Store, Taylor Sporting Goods, The Howard, Taylor Soap Bar, The Nail Shack, Ripple & Rose, Hacienda, Sweet & Southern Finds, The Hawt Spot, Curio Mrovsas, Western Darlin

#### Film Friendly Taylor – Film Events in Taylor:

- 10.18 - Chevy Commercial

#### Events:

- 10.09 - 100 Years of the Duck Speech at Dan Moody Museum
- 10.11 - Taylor Second Saturday - Halloween Decoration Throw-down
- 10.16 - Music on Main - Hispanic Heritage Month
- 10.25 - 12th Annual Main Street Car Show
- 10.31 - Spooktacular Scare on the Square

#### Special Events Permits:

- 10.08.2025 - Taylor High School Homecoming Parade
- 10.11.2025 - Good Life Taylor 5k

# CITY OF TAYLOR - DOWNTOWN DIRECTOR - NIECY BAUM



The City of Taylor is pleased to welcome Niecy Baum as the City's new Downtown Director. Mrs. Baum brings more than 15 years of experience in project management, operations, and community development to her role. Prior to joining the City of Taylor, she served as the Community Development Director for the City of Pittsburg, Texas, where she led Main Street revitalization, economic development, planning, and historic preservation efforts.

"We're thrilled to have Niecy on board to lead our downtown initiatives," said City Manager Brian LaBorde. "Her collaborative leadership style and results-driven approach are ideal for celebrating Taylor's heritage, supporting local businesses, and strengthening the City's vibrant downtown and community spirit."

Mrs. Baum began her career with JCPenney, where she advanced from sales associate to senior operations manager and earned the company's highest honor, the Chairman's Award, for leadership and innovation.

Throughout her civic career, Mrs. Baum has overseen record-breaking business growth, implemented collaborative task management systems, and enhanced community spaces through public art, improved walkability, and successful grant funding.

A native of Victoria, Texas, Mrs. Baum grew up in the Arlington area. She has Czech, German, and Polish heritage and is a lifelong member of SPJST. She learned to polka dance on her parents' feet before she could walk.

Mrs. Baum and her husband have six grown children and 12 grandchildren. Her oldest son, Jordan Taylor, is named for the City of Taylor, where her stepfather was born.

Mrs. Baum began her role with the City on November 3.





**City Council Meeting  
November 19, 2025  
Transmittal Letter**

|                                      |
|--------------------------------------|
| STRATEGIC PILLAR                     |
| Economic Vitality<br>Quality of Life |

**Agenda Item Number:** 6.

**Agenda Title:** Consider and take potential action regarding request for Façade Improvement Grant deadline extension for 113 and 115 E 3rd Street.

**Council Action to be Taken:** Motion to **approve** or **deny** the grant extension request for 113 and 115 E 3rd Street.

**Department Submitted:** Main Street

**Staff Contact:** Niecy Baum

**1. PURPOSE / DESCRIPTION**

To consider approval of a deadline extension for completion of work associated with the Façade Improvement Grant for 113 and 115 E 3rd Street.

**2. STAFF ANALYSIS / BACKGROUND / PRIOR COUNCIL ACTIONS**

The property owners of **113 and 115 E 3rd Street** have submitted a request for an extension of their previously approved Main Street Façade Improvement Grant project. The extension is being requested to allow additional time to complete the approved improvements due to more problematic existing conditions than previously expected and delays in material acquisition.

The original grant approval was issued on December 18, 2024, with an established completion deadline of December 18, 2025.

**3. PROS and CONS**

| <u>PROS</u>   | <u>CONS</u>  |
|---|--|
| <ul style="list-style-type: none"> <li>• Supports project completion</li> <li>• Demonstrates flexibility and</li> </ul> | <ul style="list-style-type: none"> <li>• Sets precedent for future extensions</li> </ul> |

|  |  |
|--|--|
| <p>partnership</p> <ul style="list-style-type: none"> <li>• Protects prior investment</li> <li>• Encourages continued participation</li> <li>• Advances downtown revitalization goals</li> </ul> | <ul style="list-style-type: none"> <li>• Delays program closeout</li> <li>• Potential for continued delays</li> <li>• Equity concern among participants</li> </ul> |
|--|--|

**4. RECOMMENDATION**

Staff recommends **approval** of the requested grant extension for 113 and 115 E 3rd Street.

**5. FUNDING SOURCE**

The TIF#1 grant from FY25

**6. TIMELINE**

**7. OTHER OPTIONS**

**8. ATTACHMENTS**

1. FIG App Pkt - 113 E 3rd Street - approved 12.18.24\_pdf-signed
2. FIG App Pkt - 115 E 3rd St - approved 12.18.2024\_signed

|                       |  |        |                            |
|-----------------------|--|--------|----------------------------|
| Applicant Name:       | John Hughes  | Date:  | 12/5/24                    |
| Business Name:        | Hughes Amalgamated                                       |        |                            |
| Mailing Address:      | 775 Lorax Lane<br>Taylor, Tex. 76574                     |        |                            |
| Phone:                | (512) 844-4150   | Email: | john@hughesamalgamated.com |
| Building Owner:       | Big Blue Stem, LLC                                       |        |                            |
| Contact Phone:        | (512) 352-1613   | Email: | LR Hughes 775@gmail.com    |
| Project Site/Address: | 113 E. 3 <sup>rd</sup> Street Taylor Tex.<br>Best Option |        |                            |

**SCOPE OF WORK (see required attachments):**

|  |                             |                   |
|--|-----------------------------|-------------------|
| 1. Clean and/or repair brick                           | Repoint South E 65 ft wests | 12,040.           |
| 2. Sand and paint weathered boards                     | #17,308 X .65               | \$ 11,250.        |
| 3. Repair/replace storefront window and/or door system |                             | \$ 1,000.         |
| 4. Repair/replace upper floor windows                  | Repair wood.                | \$ 11,200.        |
| 5. Repair/replace transom windows                      |                             | \$ _____          |
| 6. Repair/replace awnings or canopy                    |                             | \$ _____          |
| 7. Paint stucco, wood or previously painted masonry    |                             | \$ _____          |
| 8. Repair roof, parapet, and/or flashing               |                             | \$ _____          |
| 9. Other:  | Misc.                       | \$ 1500.          |
| 10. Other:   | Supervision                 | \$ 7800.          |
| 11. Other:   | 20% Markup Subtotal         | \$ 44,790.        |
| <b>TOTAL ESTIMATED COSTS:</b>                          |                             | <b>\$ 53,748.</b> |

**DETAILS OF PLANNED IMPROVEMENTS RELATING TO GRANT REQUEST (attach additional information if necessary).**

Building foot print is about 25 x 115 feet

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**REQUIRED ATTACHMENTS:**

- 1. Color photographs, showing the entire façade(s) where work will take place.
- 2. A detailed narrative describing the scope of work for each enumerated section listed on the application sheet. This brief narrative should describe accurately how the proposed work is to be conducted and the materials to be used.
- n/a 3. Detailed drawings showing the proposed work to be done. Drawings must be drawn to scale.
- n/a 4. If adding or changing materials, include a sample of the product to be used.
- 5. Signed and ITEMIZED estimate(s) on company letterhead from contractor(s) covering ALL proposed work. All construction bids/estimates must be current and must be dated no earlier than thirty (30) days prior to the Application request.

\*\* If you are unable to provide any of the items listed above, you must submit a written explanation as to why this information is unavailable. \*\*\*

TOTAL COST OF PROPOSED PROJECT: \$ 53,748.

TOTAL GRANT REQUEST: \$ 25,000.

(Maximum grant reimbursement is 50% of the total project no to exceed \$25,000 – for example: \$50,000 project = \$25,000 reimbursement grant; \$20,000 project = \$10,000 reimbursement grant; \$100,000 project = \$25,000 reimbursement grant)

**LIST CONTRACTOR PROPOSALS AND TOTAL AMOUNTS (please attach original proposals):**

- 1. Hughes Amalgamated \$53,748.
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Complete Façade Grant Application packets must be received by the Main Street Manager no later than the first (1st) Friday of the month for the Main Street Advisory Board to consider it at their regularly scheduled meeting on the third (3rd) Wednesday of the month.

Please initial below to attest that you have read and understand the following:

I have met with the Main Street Manager to discuss my project. I have read and fully understand the Façade Improvement Grant procedures established by the Taylor Main Street Advisory Board. I intend to use this grant program for a renovation project to advance the efforts of revitalization and historic preservation of Taylor's historic downtown.

I attest that I have not received, nor will I receive insurance monies for this revitalization project.

I understand that if I am awarded a Façade Improvement Grant by the Taylor Main Street Advisory Board and/or the City of Taylor, any deviation from the approved project may result in the partial or total withdrawal of the grant. (If I am awarded a facade improvement grant for façade work and the facade is altered for any reason within one (1) year from construction, I may be required to reimburse the City of Taylor immediately for the full amount of the grant.)

I understand that no work can begin on a project seeking a Façade Improvement Grant before it is considered by the Main Street Advisory Board. If work begins before the Board can vote on the application, the project becomes ineligible for the reimbursement grant.

I hereby certify that I have been informed and understand the regulations regarding this program. I also certify that to the best of my knowledge all data in this application is true and correct.

  
\_\_\_\_\_  
Applicant's Signature

12/5/24  
\_\_\_\_\_  
Date



original Proposal 12/5/24

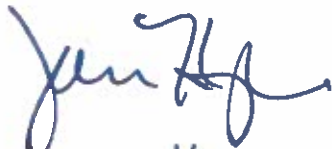
Project: Big Blue Stem, LLC  
113 E 3rd Street  
Taylor, Tex. 76574

Scope of work:

The scope of work is defined in the City of Taylor facade grant documents.

This is the Best Option proposal.

\$53,748.

  
John Hughes

If the applicant is not the building owner, the following signed statement of approval must be provided by the building owner:

OWNER APPROVAL FOR TENANT APPLICANT:

I, (please print clearly) \_\_\_\_\_, owner of the building at \_\_\_\_\_, give my consent to the applicant to go forward with the façade work on the building as outlined in the Scope of Work section of this application.

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

(For official use only)

Date FIG Packet was received: December 9, 2024

Is the FIG Packet complete: YES NO

Date FIG Packet was considered by the MSAB: December 18, 2024

Results of MSAB's consideration:

To approve the grant request as presented with a reimbursement of \$25,000 upon completion.

Main Street Manager's Signature: *Jan Harris*

Date: December 19, 2024

MSAB Chairman's Signature: *[Signature]*

Date: 1.7.2025

# Eames-Jacobsen Buildings 113-115 E. 3<sup>rd</sup> Street

Supporting photos for the Façade Improvement Grants

This is the entrance to 113 E. 3<sup>rd</sup> St. We will be cleaning the glass and recaulking the aluminum storefront. We will rework the weather stripping and paint the transom window shaded by this canopy. The awning will remain.



This is the entrance to 115 E 3<sup>rd</sup> Street. We will clean the glass, re-weatherstrip the door and caulk the windows that are part of the aluminum storefront. The soffit wood and the wood enclosure over the transom windows will be painted. The existing awning will remain.



This shows 113 on the left and 115 on the right viewed from the south. The common wall between the two buildings faces east and is shown in this picture. The common wall is the only one without a limestone cap.



This shows the west elevation along the alley of 213. Proposed work in this photo includes replacing or repairing the wood trim around the existing windows on both the first and second floors. The wood exterior items will be painted. The metal sliding door and frame will be painted. One proposal includes repointing the southerly 4 bays of brickwork above the 2<sup>nd</sup> floor lintels. The leaning plumbing vent will be repositioned and the miscellaneous P.V.C. removed.



The 113 transom windows and storefront windows.



This is the 2<sup>nd</sup> floor south face of 113. One option includes repointing above the lintels to the parapet cap.



This is another view of the western alley elevation. There is masonry damage from rising damp that is not part of the current scope of work.



This elevation is the northwest alley corner. All windows will get wood repair as needed and new paint.



This aluminum window remains as do the others and receives new trim as needed. The aluminum will not be painted. This is east of the 2<sup>nd</sup> floor door.



The same scope of work on the west side of the 2<sup>nd</sup> floor door.



This shows all seven brick bays and all of the windows on the 113-115 common wall. This is the roof of 115 where all of the A/C condensers are located. The masonry degradation is in the top 6 feet of the wall from the lintel top.



This is the back of the front parapet wall on 115 and the southern most portion of the common wall between 113 and 115. The roof on both buildings is a modern T.P.O.-style and shows no current signs of leaking.



This is a typical window in the common wall. These windows are in pairs and the exterior wood trim will be repaired prior to painting. The single hung aluminum windows are approximately 35 years old and will not be replaced at this time.



This is the north end of the common wall. The brick needs repointing and there are no parapet caps. This is the area where we have seen moisture on the inside office wall. This common wall sits on a steel I beam supported by steel columns.



This is a window which was closed in the past. Degraded mortar is noticeable from the top down to approximately the window lintel.



This shows the roof of 115 and the common wall looking south. Degradation is visible at the top of the wall.



This is an area where we had separation of the wall texture and paint from the wall.



Summary: We have sent mortar samples to the nation's leading lab and have received 3 color samples back. Upon approval of the grant, we will proceed with the samples on the back of 115 and select a color.

John Hughes

Applicant Name:

Date: 12/5/24

Business Name: Hughes Amalgamated

Mailing Address: 719 Lorax Lane  
Taylor, TX 76574

Phone: (512) 844-4150

Email: John@hughesamalgamated.com

Building Owner: Big Bluesteam, LLC

Contact Phone: (512) 852-1613

Email: LRHughes775@gmail.com

Project Site/Address: 115 E. 3rd Street Taylor, Tex.

Best OPTION

SCOPE OF WORK (see required attachments):

- 1. Clean and/or repair brick *Re paint Common Wall* \$ 15000.
- 2. Sand and paint weathered boards *17,308 x .33* \$ 6,058.
- 3. Repair/replace storefront window and/or door system \$ 1,500.
- 4. Repair/replace upper floor windows *Repair Wood* \$ 7,200.
- 5. Repair/replace transom windows *Masonry above Canopy* \$ 4,910.
- 6. Repair/replace awnings or canopy \$ \_\_\_\_\_
- 7. ~~Paint stucco, wood or previously painted masonry~~ *Samples* \$ 2,000.
- 8. Repair roof, parapet, and /or flashing \$ \_\_\_\_\_
- 9. Other: *Misc* \$ 1000.
- 10. Other: *Supervision* \$ 6500.
- 11. Other: *20% Markup Sub Total 42160* \$ 8434.

TOTAL ESTIMATED COSTS: \$ 50,602.

DETAILS OF PLANNED IMPROVEMENTS RELATING TO GRANT REQUEST (attach additional information if necessary).

*The building footprint is about 25 x 115 feet*

**REQUIRED ATTACHMENTS:**

- 1. Color photographs, showing the entire façade(s) where work will take place.
- 2. A detailed narrative describing the scope of work for each enumerated section listed on the application sheet. This brief narrative should describe accurately how the proposed work is to be conducted and the materials to be used.
- n/a 3. Detailed drawings showing the proposed work to be done. Drawings must be drawn to scale.
- n/a 4. If adding or changing materials, include a sample of the product to be used.
- 5. Signed and ITEMIZED estimate(s) on company letterhead from contractor(s) covering ALL proposed work. All construction bids/estimates must be current and must be dated no earlier than thirty (30) days prior to the Application request.

\*\* If you are unable to provide any of the items listed above, you must submit a written explanation as to why this information is unavailable. \*\*\*

TOTAL COST OF PROPOSED PROJECT: \$ 50,602.

TOTAL GRANT REQUEST: \$ 25,000.

(Maximum grant reimbursement is 50% of the total project no to exceed \$25,000 – for example: \$50,000 project = \$25,000 reimbursement grant; \$20,000 project = \$10,000 reimbursement grant; \$100,000 project = \$25,000 reimbursement grant)

**LIST CONTRACTOR PROPOSALS AND TOTAL AMOUNTS (please attach original proposals):**

- 1. Hughes Amalgamated #50,602.
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

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\_\_\_\_\_  
Applicant's Signature

12/5/24  
\_\_\_\_\_  
Date



Original Proposal


12/5/24

Project: Big Bluestem, LLC  
115 E. 3rd Street  
Taylor, Tex. 76574

Scope of work:

The scope of work is defined in the  
City of Taylor facade grant documents.  
This is the Best Option proposal.

\$50,602.

  
John Hughes

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

(For official use only)

Date FIG Packet was received: 12/9/2024

Is the FIG Packet complete: YES NO

Date FIG Packet was considered by the MSAB: 12/18/2024

Results of MSAB's consideration: To approve the grant request as presented with a reimbursement of \$25,000 upon the project's completion.

Main Street Manager's Signature: Jan Harris

Date: Dec. 19, 2024

MSAB Chairman's Signature: [Signature]

Date: 1.7.2025

# Eames-Jacobsen Buildings 113-115 E. 3<sup>rd</sup> Street

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Summary: We have sent mortar samples to the nation's leading lab and have received 3 color samples back. Upon approval of the grant, we will proceed with the samples on the back of 115 and select a color.



# City Council Meeting November 19, 2025 Transmittal Letter

|                                      |
|--------------------------------------|
| STRATEGIC PILLAR                     |
| Economic Vitality<br>Quality of Life |

**Agenda Item Number:** 7.

**Agenda Title:** **Receive presentation and take potential action considering Bludot Cash Back Program.**

**Council Action to be Taken:** Motion to **approve** (or **deny**) recommendation for launching the BluDot shop-local cashback program for the holiday sesquicentennial season, and direct staff to implement it under the terms discussed.

**Department Submitted:** Main Street

**Staff Contact:** Ruby Fisher, Special Events Coordinator

## 1. PURPOSE / DESCRIPTION

The City proposes to adopt the BluDot Shop-Local program during the 2026 holiday season (in celebration of our City’s sesquicentennial) which allows local participating businesses to offer cash-back rewards to shoppers redeemable only at other participating local businesses. The Council has requested that a strong return on investment (ROI) be demonstrated for this sesquicentennial initiative. The program will apply strictly to businesses located within the City limits, ensuring that the benefits remain entirely local.

## 2. STAFF ANALYSIS / BACKGROUND / PRIOR COUNCIL ACTIONS

As part of the City’s sesquicentennial celebration, staff proposes launching the **BluDot Shop-Local Cash-Back Program** for the upcoming holiday season to encourage residents and visitors to spend locally. BluDot’s “Open Rewards for Cities” platform enables shoppers to earn cash-back rewards when purchasing from participating local businesses, with rewards redeemable only at other participating businesses within the community. This closed-loop system keeps spending circulating in the local economy, directly benefiting Taylor merchants. Participation will be limited to **businesses located within City limits**, ensuring the program’s impact remains fully local. The City Council has expressed interest in programs that deliver a strong **return on investment (ROI)** for sesquicentennial initiatives, and BluDot provides detailed performance data to measure outcomes such as local spending, business participation, and consumer engagement. The program offers an efficient rollout process with minimal administrative burden,

allowing the City to promote shop-local engagement, support small businesses, and gather meaningful data on economic impact during the holiday and sesquicentennial season.

Staff recommends approval of participation in the BluDot shop-local cash-back program for the holiday sesquicentennial season, subject to:

- Establishment of participation criteria for local businesses.
- Clear performance metrics (e.g., % increase in local sales, # of participating businesses, # of redemptions) to satisfy the Council’s ROI requirement.
- Marketing plan to promote the program to shoppers and local businesses.
- City-staff reporting schedule post-season to present results in context of the sesquicentennial goals.

At a future meeting, funding amount and more specific metrics will need to be determined.

| <b>3. PROS and CONS</b>  |   |
|--|---|
| <u>PROS</u>  | <u>CONS</u>   |
| <ul style="list-style-type: none"> <li>• Encourages local spending and supports small businesses</li> <li>• Keeps dollars circulating within the Taylor economy</li> <li>• Provides measurable ROI data through BluDot’s reporting dashboard</li> <li>• Strengthens community engagement during the sesquicentennial celebration</li> <li>• Easy implementation with minimal staff administration</li> <li>• Promotes cross-shopping among local businesses</li> <li>• Enhances visibility of participating</li> </ul> | <ul style="list-style-type: none"> <li>• Requires initial financial investment from the City</li> <li>• ROI depends on community and business participation levels</li> <li>• May require additional marketing to ensure public awareness</li> <li>• Potential for uneven participation among business sectors</li> <li>• Short-term rollout may limit long-term trend measurement</li> </ul> |

|   |  |
|---|--|
| merchants   |  |
| <ul style="list-style-type: none"><li>• Aligns with City Council’s goal of data-driven program evaluation</li></ul> |  |

**4. RECOMMENDATION**

Staff recommends approval of participation in the BluDot shop-local cash-back program for the holiday sesquicentennial season.

**5. FUNDING SOURCE**

HOT Taxes and the Sesquicentennial Fund.

**6. TIMELINE**

**7. OTHER OPTIONS**

**8. ATTACHMENTS**

1. Bludot Open Rewards presentation

# Empower your Economic Development

[www.bludot.io](http://www.bludot.io)



bludot

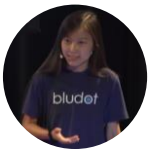


# bludot

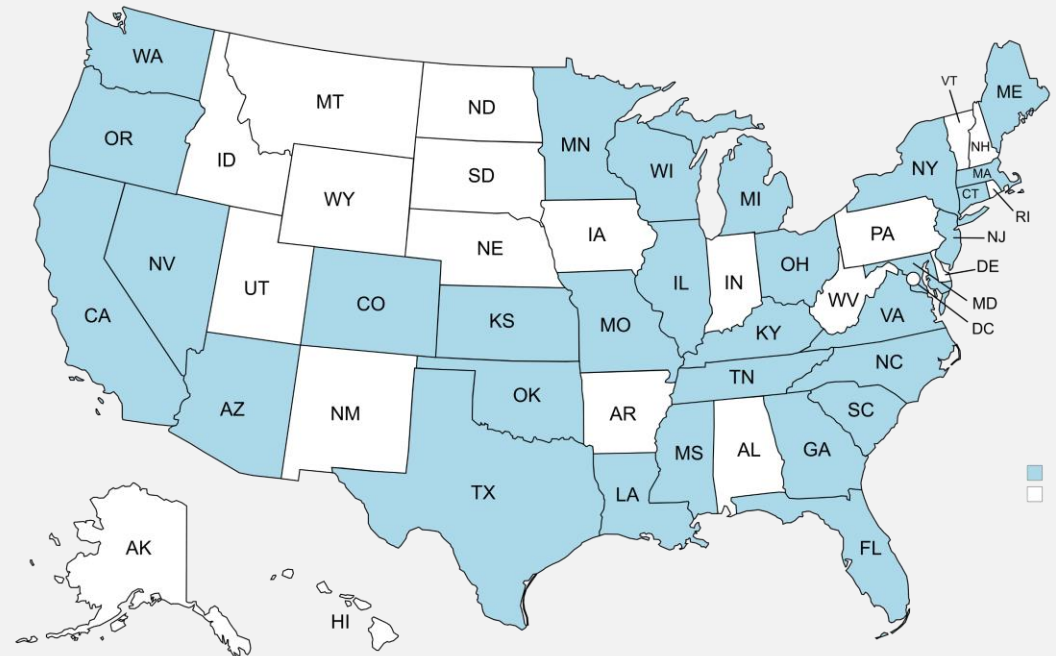
Bludot was built in 2019 from a 16-week partnership with City of Walnut Creek's Economic Development team.

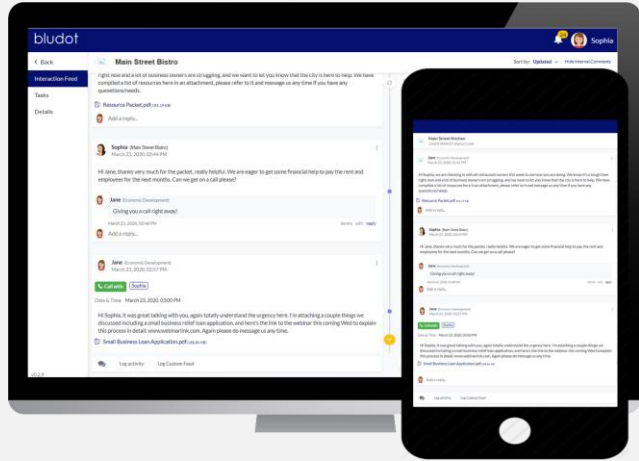
Since then, our BR&E solutions have been used by 200+ communities across 30 states.

## Who are we?



Sophia Zheng, Founder/CEO

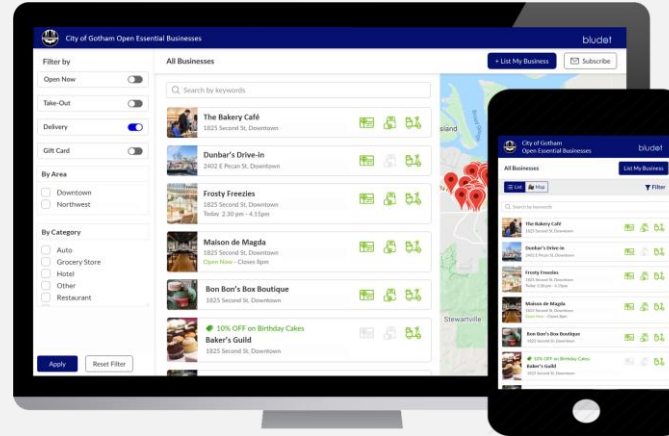




## bludot CRM Platform

The platform designed to save you time and showcase your work. Comes with pre-populated data for your local businesses, report templates, and more!

[www.bludot.io/bludot-app](http://www.bludot.io/bludot-app)



## bludot directory

The public-facing, digital business directory that promotes your local businesses and lets business owners edit directly.

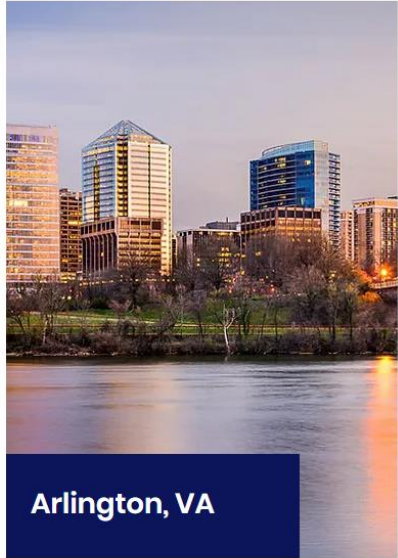
[www.bludot.io/bludot-open](http://www.bludot.io/bludot-open)



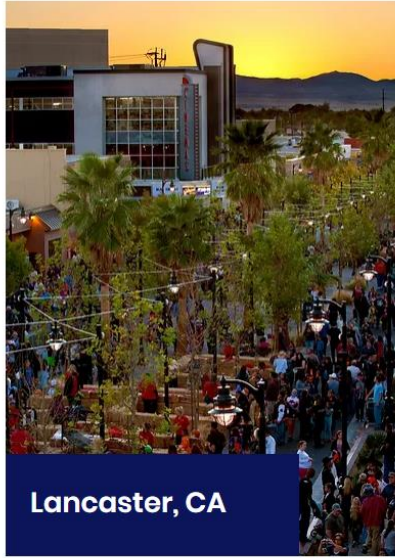
## open rewards

City-wide rewards program to incentivize consumers to shop at local businesses in your city.

[www.bludot.io/rewards](http://www.bludot.io/rewards)



Arlington, VA



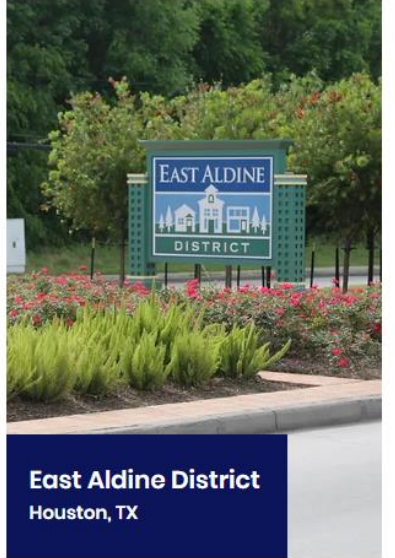
Lancaster, CA



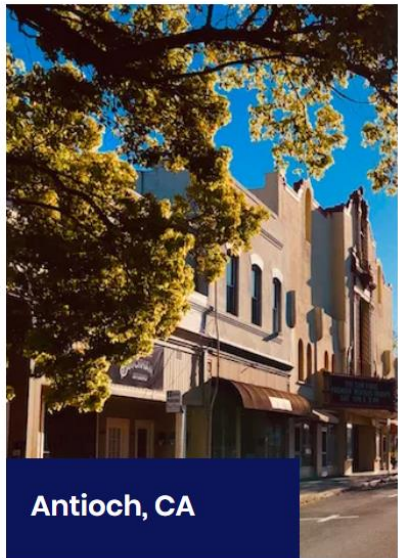
Hermiston, OR



Las Vegas, NV



East Aldine District  
Houston, TX



Antioch, CA



Cibolo, TX



Miramar, FL



Littleton, CO

+ more!



# What is **open** rewards

City-wide rewards program to incentivize consumers to shop at local businesses within your jurisdiction

- ✓ Directly stimulate your economy
- ✓ Keep local dollars local
- ✓ Consumers love, businesses grow!



## Key differentiators:

- ✓ No actions required from businesses
- ✓ Supports all methods of payment when customers shop (e.g. credit card, debit card, cash)
- ✓ Supports both digital and non-digital payout methods for rewards redemption (eg. Venmo, PayPal, Zelle, check)
- ✓ Maximize economic impact ROI on your investment
- ✓ No administrative overhead





Consumer

Download the app and  
create a free account!



**Earn rewards no matter how they paid**

Credit card, debit card, cash are all supported



**Use rewards anywhere in the same community**

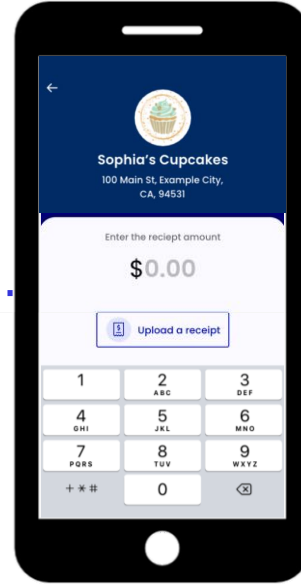
The flexibility is key to consumers' participation



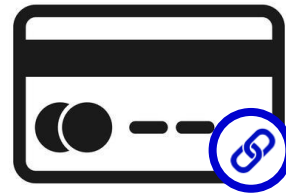
## Consumer experience: how to earn rewards



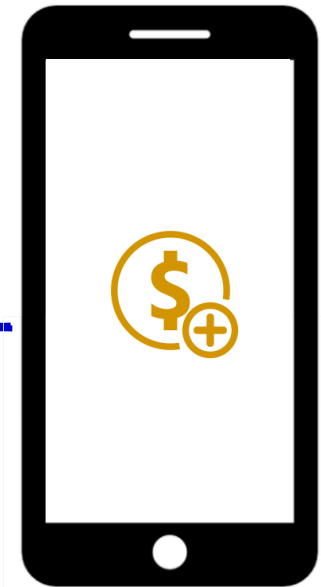
Pay for your purchases  
like you normally do



Select the business from  
the app and upload a  
photo of the receipt



If your card is linked with Open  
Rewards, you will earn rewards  
automatically.



The rewards earnings  
will be added to your  
account!

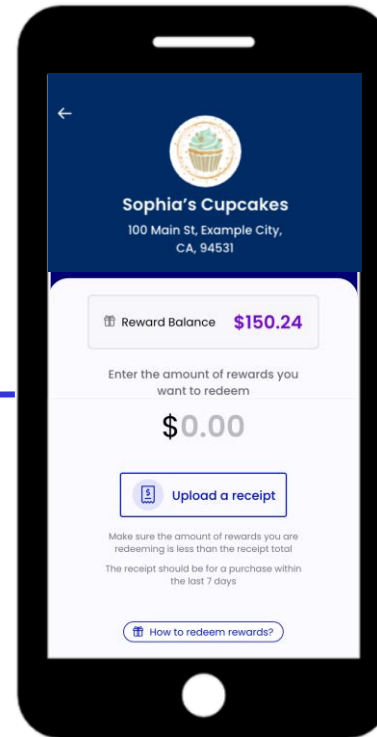


## Consumer experience: how to redeem rewards

Let's say you want to redeem \$5 from your rewards balance for a weekend brunch



Pay for your brunch in full at the restaurant



Enter the amount of rewards you want to use (eg. \$5) and submit the receipt



You will receive the \$5 via your selected payout method. That's it!



Business

**Leverage the collective  
scale of the community**



## **No action required**

Businesses do not need to sign up, use any device, or train any staff. Just business as usual!



## **Free to participate**

With your city's sponsorship, there is no cost to businesses



## **Attract customers**

Listed in the app for customers to earn and redeem



Local consumer



Chose the locally-owned supermarket for groceries

\$99.5  
+\$4.98



Bought a gift from the local mercantile

\$29.63  
+\$1.48



Picked up dinner for the family

\$71.64  
+\$3.58



Saved the rewards to treat ourselves to a Sunday brunch!

\$40.73  
-\$10.04

Investment from the city: \$10.04  
Economic Impact: \$241.5  
**ROI: 24X**



## Zero administrative overhead

- No need to pound the pavement to enroll businesses
- No need to administer rewards issuing or rewards redeeming
- Everything is handled by the app!

## Nudge customers to return

- The rewards in their wallets give people the extra nudge to make another purchase

## Launch fast

- App is already available on app stores
- Just let us know which businesses are eligible and your city will be live!

## >20X Impact

- Every \$1 your city invests = \$20+ economic impact in your city
- Data dashboard tells you exactly where people are shopping and the impact of your investment



# Every \$1 stays in your community

Every \$1 your city funds goes to your local economy.

We do not charge any transaction fees from your city's sponsored funds so we can stay true to this statement.



## How to promote?

### Online

Online channels can reach a wide audience quickly. Bludot will provide the following:

- A city-branded webpage
- Templates for news releases
- Templates for social media posts
- Past videos for references

### Offline

Offline promotions at storefronts where people shop will be critical to raise awareness and gain users. Bludot will provide the following:

- Flyers
- Stickers
- Posters
- Table and window displays



# Program parameters to consider

| Parameters   | Default  | Example   |
|--|--|---|
| Which businesses should be part of the program   |  | Specific sectors, Locally-owned excluding chains, Specific areas of town, etc.            |
| % of rewards   | 5%   | 5%, 10%, etc.   |
| Does the % vary by time  | No variation   | higher % for black-owned businesses in black history month, higher % during holidays, etc |
| Any limit on the amount of rewards a consumer can earn per transaction                           | Up to \$10 per transaction                               | \$50, \$100, etc  |
| Any limit on the amount of rewards a consumer can earn in total                                  | No limit   | \$50, \$100, etc.   |
| Do the rewards expire  | No expiration  | 6 months, 1 year, etc.  |
| Any limit on the amount of rewards a consumer can redeem per transaction, as a % of the purchase | No limit (i.e. a consumer can redeem 100% of a purchase) | 25%, 50%, etc.  |
| Vouchers, Sign-up bonuses, Referral bonuses  | N/A  | \$20 vouchers, \$20 sign-up bonus, \$5 for referrer + \$5 for referee                     |



## Proven data

**92%**

of consumers are influenced by rewards in their purchasing decisions

**66%**

of consumers modify their spending to maximize rewards benefits

**75%**

of consumers are likely to make another purchase after receiving an incentive

**2.5X**

Revenue growth of loyalty leaders compared to competitors

**86%**

of consumers made at least 1 purchase because of incentives over the last year

## The new approach



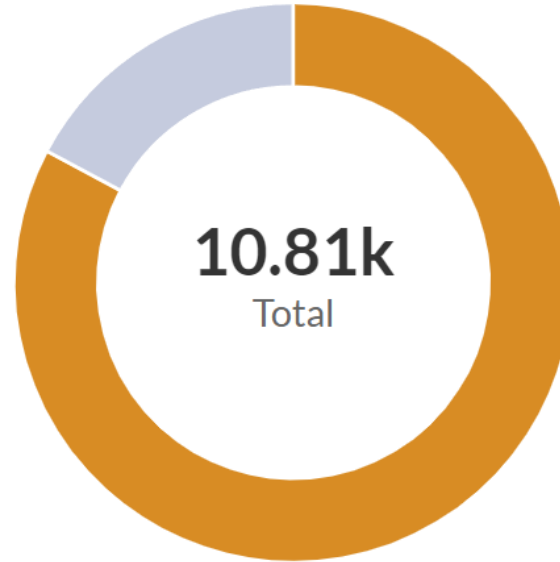
Large brands' rewards programs work well partly due to their scale. While a single local business may not have the same scale, a whole city does.



Works with ANY credit card. Seamless experience for the consumers is key to a successful program.



Powerful incentive to motivate consumer behavior, in your city.



**85%** of users have indicated that  
**Open Rewards positively influenced  
their decision to shop local**



# Meaningfully changing consumer behavior



Open rewards is driving my holiday patronage to the Arts District



It's exciting to use, and makes me want to shop at participating stores.



Drove an hour over here and spent more than I would have online!



I will be looking to use the app much more often now that I am aware of it and its benefits



Sometimes going out is expensive and this helps us support small local businesses that we would otherwise be careful to try out out of fear of not liking it or going over budget. This is very cool!



I love this place and being able to get a discount on the food is a great thing for me and it brought me all the way over here for a treat.



## Helping businesses get new customers

// I tried this place because of the app and it was so good!! I haven't had a good cake like that in a while!!

// We would never have found this place without this app .. I have recommended so many people since then & will continue to do so !!  
Amazing restaurant

// Our first time here because of the app and we will definitely go back!

// I didn't even know the store existed without this app, perfect in time for Christmas.

// First time trying this restaurant and it was very good. Only tried this restaurant because of your app

// I only learned about this restaurant because of the app. Having the rewards gave me more incentive to try it for the first time. I had a good experience there.



## And love from our users 🤗

// Never had this kind of awesome rewards program ever! Thanks alot!!

// I'm so thankful for this app.

// This app is awesome and should be promoted more.

// This is truly a great program to promote and help local businesses. Keep up the great work!!!

// Straightforward rewards app that isn't a waste of space because it's "only good for one business" etc.

// This app is so amazing. Hope this will be implemented nationwide.

// More things should be done like this in other states. It can really support small businesses that might close due to slow or no customers.



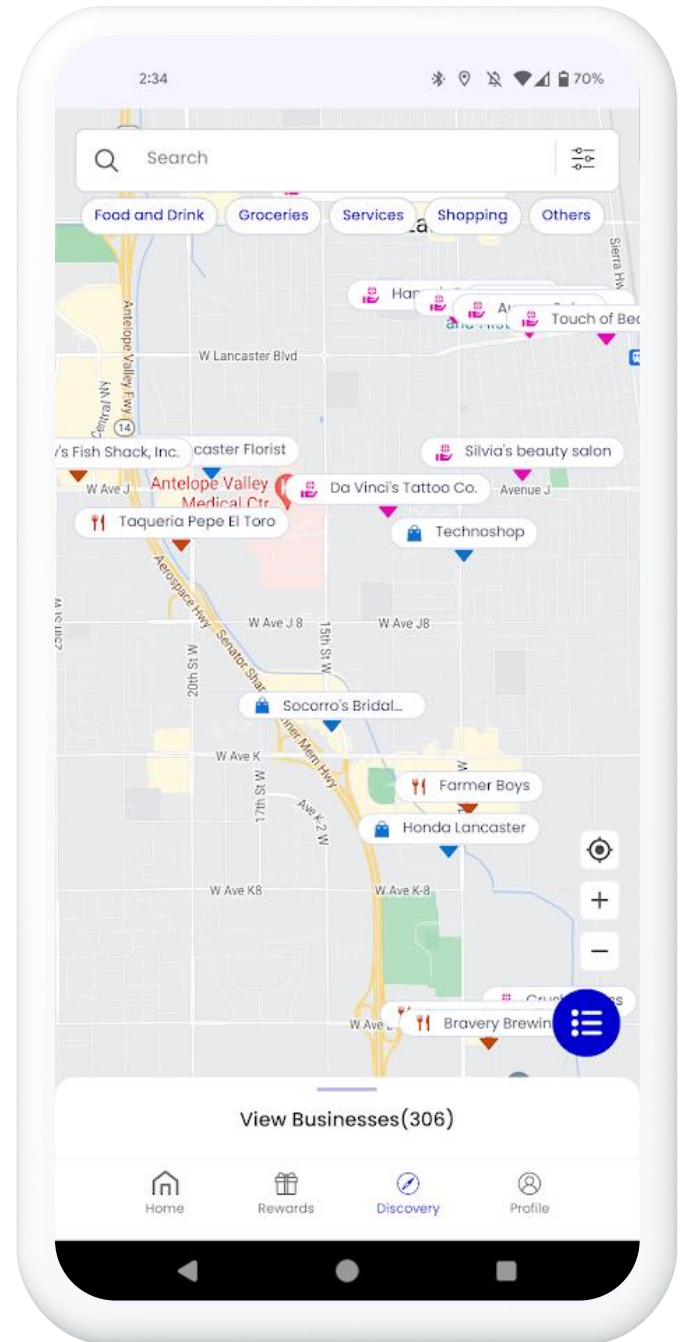
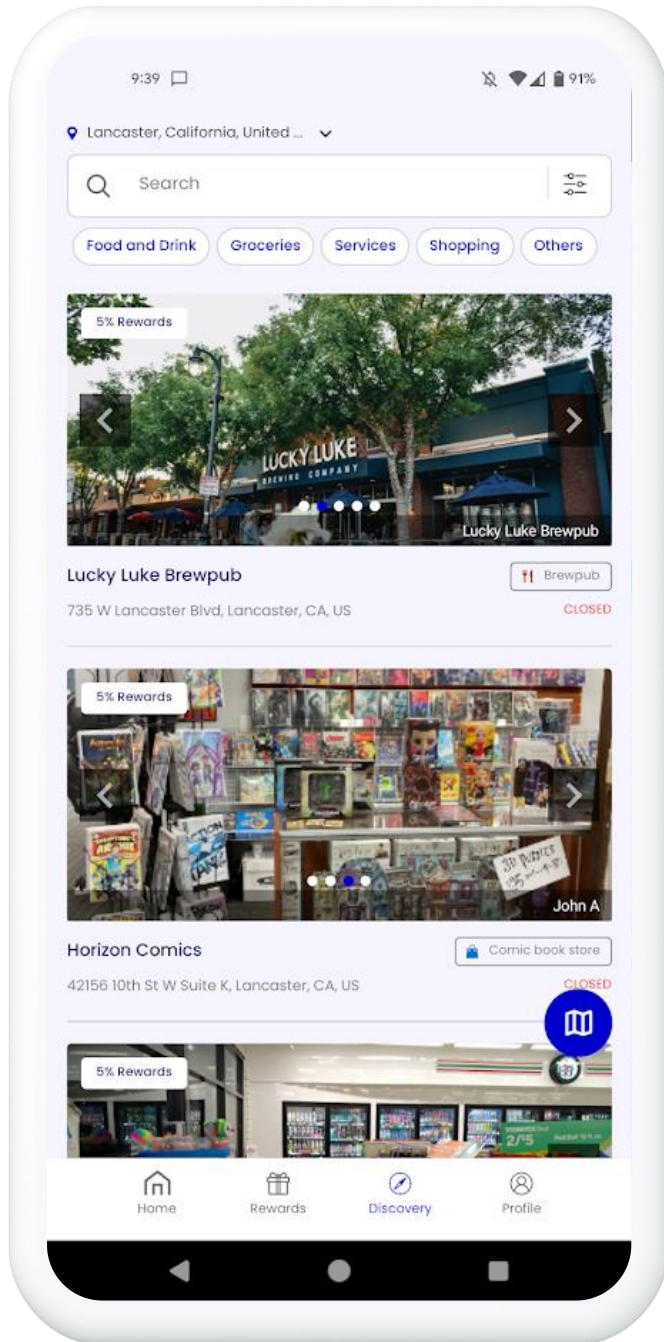
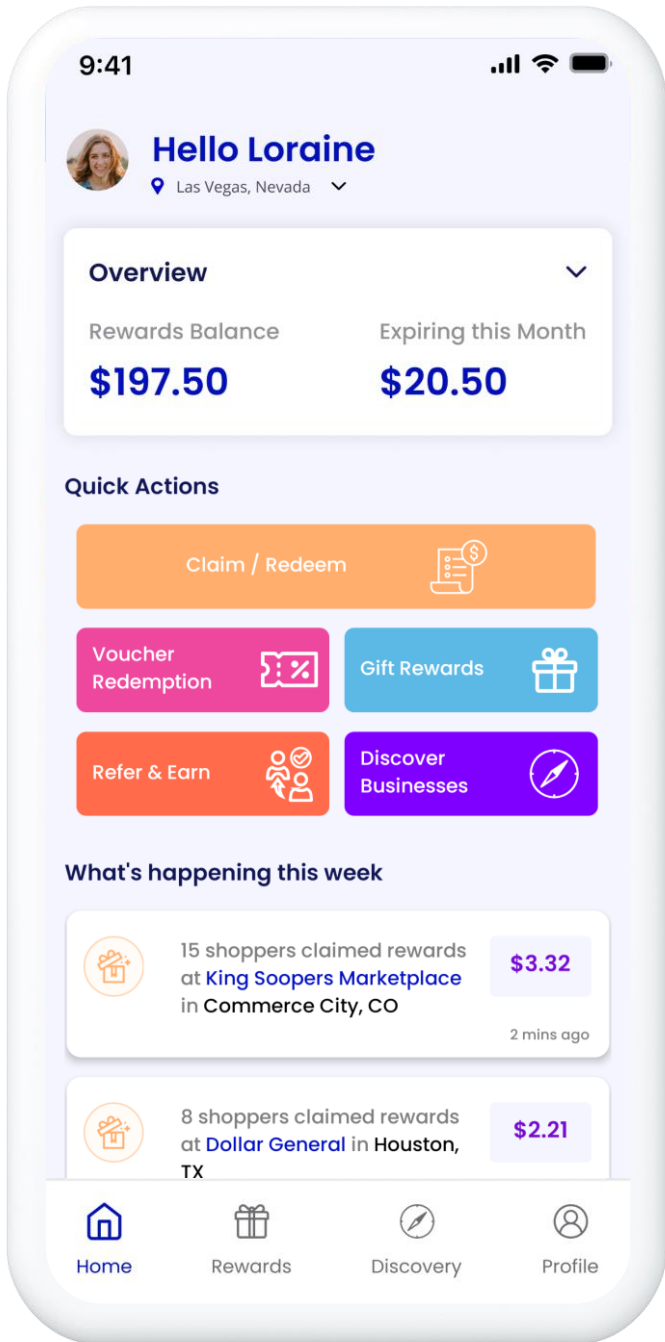
“ It is huge for a business like mine to be able to stay in business through the holidays. So, thank you city of Las Vegas. Thank you Open Rewards.



“ We only signed up for Open Rewards a week and a half ago and it already has doubled our customer retention.



“ I just wanted to say a thank you to the city of Las Vegas. We love the Open Rewards program, it's been a huge asset.





open  
rewards

# Launch your city's Shop Local rewards program today!

[openrewards.com](https://openrewards.com) | [sophia@bludot.io](mailto:sophia@bludot.io)

