



JUNE 7, 2022

3:00 P.M.

**CITY COUNCIL
WORKSHOP AGENDA**

*** REMINDER ***

COUNCIL PICTURES WILL BE DONE

BEFORE THE WORKSHOP

AT 2:00 P.M.



**NOTICE OF WORKSHOP OF THE CITY COUNCIL OF THE
CITY OF HARKER HEIGHTS, TEXAS**

Notice is hereby given that, beginning at 3:00 p.m. on Tuesday, June 7, 2022, and continuing from day to day thereafter if necessary, the City Council of the City of Harker Heights, Texas, will hold a workshop in the Kitty Young Council Chamber at 305 Miller's Crossing, Harker Heights, Texas 76548. The subjects to be discussed are listed in the following agenda:

MEETING AGENDA

I. ROLL CALL:

II. PRESENTATIONS BY CITIZENS:

Citizens who desire to address the Council on any matter may do so during this item. Please understand that while the Council appreciates hearing your comments, State law (Texas Gov't Code §551.042) prohibits them from: (1) engaging in discussion other than providing a statement of specific factual information or reciting existing City policy, and (2) taking action other than directing Staff to place the matter on a future agenda. Please state your name and address for the record and limit your comments to three minutes.

III. PRESENTATION BY OUTSIDE AGENCIES:

1. Receive and discuss a presentation from the Greater Killeen Community Clinic regarding its Calendar Year 2021 Activities and its Outside Agency Funding request for Fiscal Year 2022-2023. (Finance Analyst)
[Staff Report - Pdf](#)
2. Receive and discuss a presentation from Peaceable Kingdom regarding its Outside Agency Funding request for Fiscal Year 2022-2023. (Finance Analyst)
[Staff Report - Pdf](#)
3. Receive and discuss a presentation from the Armed Services YMCA regarding its Outside Agency Funding request for Fiscal Year 2022-2023. (Finance Analyst)
[Staff Report - Pdf](#)
4. Receive and discuss a presentation from the Clements Boys and Girls Club regarding its Outside Agency Funding request for Fiscal Year 2022-2023. (Finance Analyst)
[Staff Report - Pdf](#)
5. Receive and discuss a presentation from the Heart of Texas Defense Alliance regarding its Outside Agency Funding request for Fiscal Year 2022-2023. (Finance Analyst)
[Staff Report - Pdf](#)

6. Receive and discuss a presentation from the Harker Heights Chamber of Commerce regarding its Outside Agency Funding request for Fiscal Year 2022-2023. (Finance Analyst)

[Staff Report - Pdf](#)

IV. **DISCUSSION ITEMS:**

1. Receive and discuss a presentation on the City of Harker Heights Strategic Goals. (Assistant City Manager)

[Staff Report - Pdf](#)

V. **ADJOURNMENT:**

I hereby certify that the above notice of meeting was posted on the bulletin board of City Hall, City of Harker Heights, Texas, a place readily accessible to the general public at all times, on the 3rd of June, by 2:00 p.m., and remained posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Julie Helsham
City Secretary

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's office at 254-953-5600, or FAX 254-953-5614, or email jhelsham@harkerheights.gov for further information.

Pursuant to Chapter 551 of the Government Code the City Council reserves the right to go into Closed Meeting on any item listed above if deemed necessary.

Note: On occasion the City Council may consider agenda items out of order.



City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE A PRESENTATION FROM THE GREATER KILLEEN COMMUNITY CLINIC REGARDING ITS CALENDAR YEAR 2021 ACTIVITIES AND OUTSIDE AGENCY FUNDING REQUEST FOR FISCAL YEAR 2022-2023.

EXPLANATION:

The Greater Killeen Community Clinic (GKCC) will provide a presentation on their Calendar Year 2021 activities.

GKCC has also requested funding from the General Fund for the 2023 fiscal year. The requested amount as well as past funding for GKCC is as follows:

Fiscal Year	General Fund
2022-2023 (Request)	\$ 15,500
2021-2022	15,000
2020-2021	12,000
2019-2020	9,500
2018-2019	9,500
2017-2018	9,500

TaNeika Driver-Moultrie, Executive Director of GKCC, will provide a brief presentation.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.

ATTACHMENTS:

[FY 2023 GKCC General Fund Application_rf](#)

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

AGENDA ITEM #III.1.

Organization Information

Name of Organization: Greater Killeen Community Clinic

Contact Name: TaNeika Driver-Moultrie

Email: tdmoultrie@gkfclinic.org

Website Address: gkfclinic.org

Organization Type: Non-profit For-profit 501(c)(3) Other: 501 (c) 3

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: 718 N. 2nd Street, Suite A, Killeen, TX 76541

Mailing Address (if different): _____

Phone Number: 254-618-4210 Fax Number: 254-618-4208

Provide the purpose of the organization.

The purpose of the Greater Killeen Community Clinic is to provide quality healthcare to vulnerable populations, to include both adults and children who are uninsured and underserved.

List current programs the organization operates with a brief description of each.

Acute Care- 3 times a week for minor illnesses to include fever, colds, sprains, etc.

Chronic Care- 3 times a week for patients with chronic diseases (diabetes, COPD, etc.)

Behavioral Health- 2 times a week via telehealth by appt. only with psych resident

Cardiology- once a month to patients with heart concerns/issues

Bell County Indigent Program- 4 times a week for patients who can't receive any medical support

PAP- prescription assistance program where we assist chronic patients in receiving free medications, primarily insulin

Food Box distribution- done monthly for patients and their families

Lunch n Learn- educational classes provided once a month for patients and their families to receive resourceful information to help improve their health and habits

What percentage of the organization's clientele are located (reside) in Harker Heights? 25%

Funding Request

Amount of Funds Requested: \$15,500

CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

Funds will be used to provide medication(s)/prescription(s) to patients at no out of pocket cost. Patients are able to receive medication at the local H-E-B pharmacy where they present prescription, as prescribed by providers from the Greater Killeen Community Clinic.

What is the primary purpose for the use of funds?

The primary purpose for the use of funds will be to provide medication(s)/prescription(s) to patients that are seen at the Clinic and are residents of Harker Heights free of cost to them, with no out of pocket expense.

How does the use of the funds enhance the quality of life in the City of Harker Heights?

The Greater Killeen Community Clinic has seen an increase in patients since the pandemic hit in 2020. The Clinic is able to fill the gap in providing quality healthcare services to patients who are uninsured and reside in the City of Harker Heights at a very minimal cost to them, while receiving costly medical care to get them back to optimal health and by providing them with a consistent primary care provider.

Has the organization received General Funds in the past? Yes If yes, how much? \$15,500.00

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

The Clinic has created the Heart of Heights Clinic to provide acute care to residents of Harker Heights after hours. We have used the Harker Heights Activities Center and plan to continue to do so throughout the year, with quarterly Clinics. We also are continuing to work with Seton Medical Center Harker Heights and Harker Heights Lions Club through services and volunteer, as well as staff.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.

The proposed use of funds will not require additional paid staff or volunteers. However, we do continue to work with our health care partners and local student nursing programs to create volunteer space at the Clinic, with community outreach and projects we engage in.

Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

The Greater Killeen Community Clinic has been in existence for the past 27+ years. The plan is to continue the Work of the Clinic by being mission focused and taking care of each and every patient we touch, encounter and engage with.

FUNDING APPLICATION FORM – GENERAL FUND

Organization’s Current Financial Support

List where current financial support is received from by the organization. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

City of Killeen CDBG, Various donors to include the Board of Directors, United Way, Baylor Scott & White Health, Seton Medical Center Harker Heights, AdventHealth Central Texas, H-E-B, Walmart and Bell County.

Completed By: TaNeika Driver-Moultrie

Digitally signed by TaNeika Driver-Moultrie
Date: 2022.04.26 11:00:59 -0500

Printed Name: TaNeika Driver-Moultrie

Date: 04/26/2022



City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE A PRESENTATION FROM PEACEABLE KINGDOM REGARDING ITS OUTSIDE AGENCY FUNDING REQUEST FOR FISCAL YEAR 2022-2023.

EXPLANATION:

Peaceable Kingdom has requested funding from the General Fund for the 2023 fiscal year. The requested amount as well as past funding for Peaceable Kingdom is as follows:

Fiscal Year	General Fund
2022-2023 (Request)	\$ 25,000
2021-2022	0
2020-2021	0
2019-2020	0
2018-2019	0
2017-2018	0

Stacy Bruce, President and Executive Director of Variety - The Children's Charity of Texas (Peaceable Kingdom), will provide a brief presentation.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.

ATTACHMENTS:

[FY 2023 Peaceable Kingdom General Fund Application](#)

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

Organization Information

Name of Organization: Variety, the Children’s Charity of Texas (Peaceable Kingdom)

Contact Name: Stacy Bruce

Email: Stacy.Bruce@varietytexas.org

Website Address: www.varietytexas.org

Organization Type: Non-profit For-profit 501(c)(3) Other: _____

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: 19051 FM 2484, Killeen, TX 76542

Mailing Address (if different):

Phone Number: 254-554-5555 Fax Number: _____

Provide the purpose of the organization.

VARIETY of TEXAS is a charitable organization that opens up the world for kids with special needs, and their families, by providing resources and empowering experiences. We envision a world without isolation and stigma for children with special needs and their families.

PEACEABLE KINGDOM, by VARIETY, located near Harker Heights, TX is a beloved safe haven for thousands of children exploring their self-reliance, mobility, independence and friendships. In support of our mission of healing through nature, we’ve tailored our 122-acres to accommodate all needs. Peaceable Kingdom has become a place where kids of all abilities can push their personal limits while they discover the empowering freedom that comes from the great outdoors.

List current programs the organization operates with a brief description of each.

Summer Camp - Partnering with Texas-based nonprofits, hospitals and schools, we offer diagnosis-specific summer camps to children affected by cancer, diabetes, asthma, missing limbs, arthrogyrosis, deaf/blindness, juvenile arthritis, neurological differences, intellectual differences and grief. We host two camps for adults affected by intellectual differences and those who are deaf and blind. We are excited to add two new camps this summer, both focusing on youth leadership. This program typically serves 600 - 650 youth and adults.

Family Camp - We are excited to launch a new program, Family Camp at Peaceable Kingdom. This program was created for children who may never get to experience a traditional sleep-away camp due to disability or illness. For children who are dependent upon parents and caregivers, this is an opportunity for the entire family to experience summer camp.

Teachable Kingdom - Variety of Texas has developed the customized (and adaptive) Teachable Kingdom curriculum for grades PreK – 12, fully aligned with Texas Essential Knowledge and Skills (TEKS) objectives. The field trip program is designed to complement the classroom and inspire a passion for lifelong learning and growth. Because educational content is delivered through activity, adventure and experiential learning, Teachable Kingdom programming is especially beneficial for a student with special needs or an individual education plan (IEP).

TK Transitions – In partnership with local school districts, our team at Peaceable Kingdom has identified a need for increased attention on students receiving special education services as they transition out of the school setting and into independent living. To respond to that need, Variety of Texas has developed *Teachable Kingdom: Transitions*, a host of events and activities that promote developmentally appropriate opportunities for learning job skills and social emotional skills.

Heart of Variety – Lead by committee, this program provides significant financial assistance to families who have a child/children with special needs. When insurance or Medicaid deems something medically unnecessary, families can apply to this program for assistance. We typically provide up to \$350,000 in financial assistance per year.

Variety's iCanShine Bike Camp - In collaboration with local Parks and Rec Departments, Variety Bike Camp teaches children with special needs to ride traditional 2-wheeled bicycles. After a week of camp, 90% of the children attending bike camp find the joy and freedom of two-wheels.

What percentage of the organization's clientele are located (reside) in Harker Heights? 40%

Funding Request

Amount of Funds Requested: \$25,000

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

Funds from the City of Harker Heights would be used to launch the Peaceable Kingdom To You (PK2U) program benefiting the residents of Harker Heights who live with special needs, their families and their peers. Forty seven percent of the funds will support salaries and benefits for each employee contributing to the program. Fifty three percent of the funds will directly support the program. Funding of \$25,000 is approximately 2% of our annual budget. As such, allocations below reflect that 2%.

Variety Texas & City of Harker Heights

Peaceable Kingdom To You (PK2U)

Supporting Harker Heights residents with special needs, their families and their peers



Project Income	Amount	Notes
Government Grants	\$ 25,000.00	City of Harker Heights
Total Expected Income	\$ 25,000.00	

EXPENSES

Payroll Expense	Amount	Notes
Payroll Expense		
President & Executive Director	\$ 600.00	x8 hours at \$75/hr
Director of Admin & Finance	\$ 280.00	x8 hours at \$35/hr
Educational Programming & Facilities Manager	\$ 160.00	x8 hours at \$20/hr
Summer Camp & Retreat Manager	\$ 3,880.00	x194 hours for Archery Program Coordinator at \$20/ hour
Animal Husbandry & Education Manager	\$ 160.00	x8 hours at \$20/hr
Public Relations & Fundraising Manger	\$ 160.00	x8 hours at \$20/hr
Program Facilitator	\$ 2,040.00	x120 hours at \$17/hr
Administrative Assistant	\$ 160.00	x8 hours at \$20/hr
Ranch Hand	\$ 120.00	x8 hours at \$15/hr
Contract Program Staff (x2)	\$ 320.00	x8 hours at \$20/hr
Total Payroll Expense	\$ 7,880.00	
Payroll Taxes	\$ 750.00	Approx. 10% of FT Payroll
Employee Benefits	\$ 2,120.00	Fringe benefits rate 26.9% for FT Employees
Total Payroll Expense	\$ 10,750.00	

Program Expenses	Amount	Notes
Workers Comp Insurance	\$ 100.00	2% of annual cost
Repairs & Maintenance	\$ 1,000.00	Archery course upgrades, inc. signage
Pest Control	\$ 300.00	\$25/ month
Groundskeeping & Landscaping	\$ 300.00	\$25/ month
Mileage Reimbursement	\$ 150.00	PK2U, Mobile Archery Shoots
Special Event Insurance	\$ 1,000.00	\$500 x2 Community Play Days
Insurance - Pkg/Umbrella/Auto	\$ 1,200.00	2% of annual cost
Retreat Food Supplies	\$ 1,000.00	Snacks, water, gatorade
Staff Development	\$ 500.00	Archery instructor certification (x3)
Background Checks & Abuse Prevention Training	\$ 700.00	For volunteers & community partners
Printing & Copying	\$ 500.00	Flyers, etc.
Advertising & Promotion	\$ 500.00	Facebook ads targeted to Harker Heights
Equipment Rental	\$ 2,000.00	Bathroom Rental for Community Play Days
Program Supplies	\$ 5,000.00	Archery equipment (bows, arrows, armguards, targets)
Total Program Expenses	\$ 14,250.00	
Total Expenses	\$ 25,000.00	

	FY21 Budget
GROSS PROFIT	\$ 25,000.00
TOTAL EXPENSES	\$ 25,000.00
Net Income	\$ -

What is the primary purpose for the use of funds?

If awarded, the funds will be used launch Variety of Texas's newest program, Peaceable Kingdom to You (PK2U). Developed prior to the devastation of COVID, PK2U was created to expand Variety's programming into the communities that surround our summer camp and retreat center. The purpose of the program is to provide social and adapted recreational activities and events for those living with special needs and their families. The beauty of the program is that we can adapt to the needs of the Harker Heights community.

The core of the program will revolve around adapted archery at Peaceable Kingdom, as well as mobile archery events and instruction in Harker Heights. Preliminary discussions with Jeff Achee, Director of Harker Height Parks and Recreation and Joe Flores, JROTC Instructor at Harker Heights High School suggest a strong collaboration will be formed to promote to the community, as well as solidify locations for the community archery events.

While the core of the program will revolve around adapted archery, the beauty of the program is that we can quickly adapt to include other activities or events desired by the community.

Proposed components of the program include, but are not limited to:

- Monthly adapted archery event at Peaceable Kingdom, offered only to the residents of Harker Heights.
- Quarterly adapted archery events in the Harker Heights community, ideally in collaboration with Harker Heights Parks and Recreation Department and Harker Heights High School JROTC
- Biannual Harker Heights "Day of Play" at Peaceable Kingdom – open to all Harker Heights residents with a focus on those living with special needs.

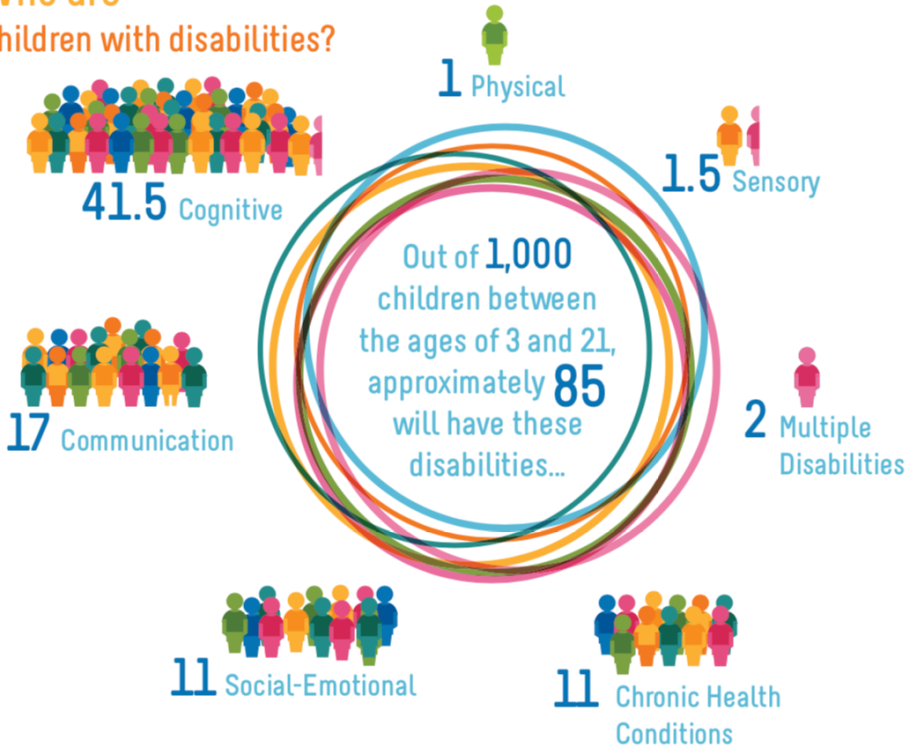
**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

How does the use of the funds enhance the quality of life in the City of Harker Heights?

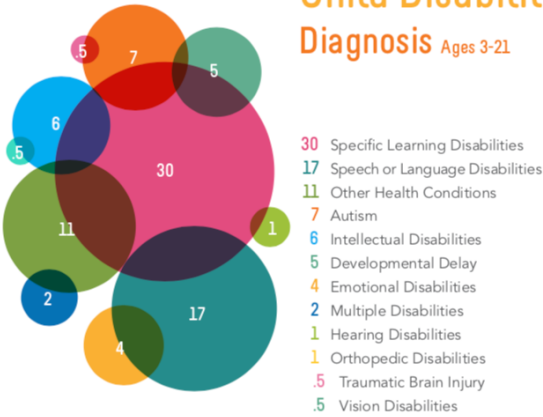
Research supports the need for inclusive programming that bring more meaningful play and social experiences to more people, to the greatest extent possible. Statistics show the following: *

- Out of 1000 children between the ages of 3 and 21, approximately 85 will have a disability.
- Out of 1000 adults between the ages of 21 and 64, approximately 142 will have a disability.
- Out of 1000 seniors 65+, approximately 538 will have a disability.

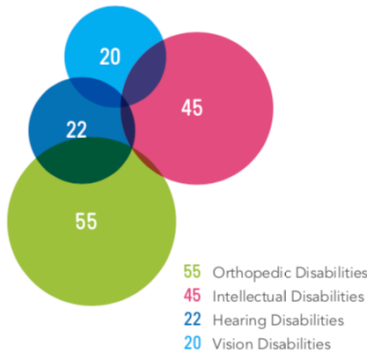
Who are children with disabilities?



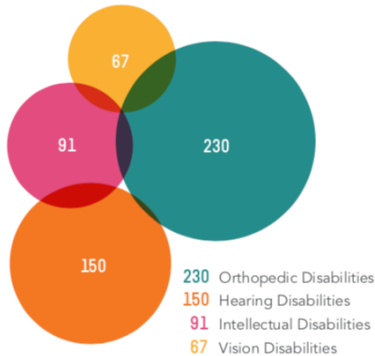
Child Disability Diagnosis Ages 3-21



Adult Disability Diagnosis Ages 21-64



Senior Disability Diagnosis Ages 65+



Each year, Variety serves nearly 7000 children with special needs through our existing programs. That's thousands of kids with physical and cognitive differences and chronic illnesses. But it's also thousands of kids who are so much more than the challenges they face. With support from the City of Harker Heights, our impact can extend beyond the walls of Peaceable Kingdom and into the Harker Heights community. We can also extend our impactful programming beyond the child with special needs by welcoming their families and peers to participate. Finally, we are excited to welcome adults living with special needs to experience our adapted programs. We have confidence in our ability to boost Harker Heights' residents' sense of self and independence. Together, we can create a program where people of all abilities can push their personal limits while they discover the empowering freedom that comes from recreation, adventure, and fellowship in the great outdoors.

* Sources:

1. U.S. Department of Education (2015). Washington D.C.: Dept of Ed. <https://ideadata.org>
2. Erickson, W., Lee, C., von Schrader, S. (2016). Disability Statistics from the 2014 American Community Survey (ACS). Ithaca, NY: Cornell University Yang Tan Institute (YTI). Retrieved May 09, 2016 from www.disabilitystatistics.org

Has the organization received General Funds in the past? NO If yes, how much?

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

Variety of Texas is committed to purchasing all program supplies from Harker Heights businesses when possible.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.

The use of these funds will not initially necessitate additional workers; however, we envision the program growing such that it will require a dedicated full-time Program Coordinator. We expect to hire a full-time coordinator in year two.

This program will require volunteers. As we envision adapted archery being the core activity of this program, we will engage the Harker Heights JROTC youth leaders. The Cadets of the Knights Battalion, led by Joe Flores, has committed their expertise, knowledge, and guidance to supporting the archery component of PK2U, both at Peaceable Kingdom and in the community.

As we develop larger events at Peaceable Kingdom for those Harker Heights residence living with special needs, we will seek volunteers through the Harker Heights JROTC, Rotary Club of Harker Heights, Killeen Heights Rotary Club, other civic organizations and businesses in the Harker Heights community. Additionally, we will post volunteer opportunities for Harker Heights on our social media platforms.

Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

Denial of City funding will delay the launch of PK2U, a program that is synergetic with the vision of expanding adapted sports, activities, and events to those residents of Harker Heights living with special needs and their families.

Organization’s Current Financial Support

List where current financial support is received from by the organization. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

The table below is our Statement of Revenue from our most recent audit, reflecting FY 2021.

	Without Donor Restrictions	With Donor Restrictions	Total
Support, Revenues, and Reclassifications:			
Contributions	\$ 147,322	\$ 51,973	\$ 199,295
Grants	165,701	15,500	181,201
Investment earnings (losses)	(3,884)	164,094	160,210
Forgiveness of debt - PPP loan	158,177	-	158,177
Program fees public schools	82,500	-	82,500
Program fees	29,149	-	29,149
Oil and gas revenue	8,396	-	8,396
In-kind revenue	5,745	-	5,745
Merchandise sales	28	-	28
Other income	100	-	100
Total support and revenues	593,234	231,567	824,801
Special events:			
Special events revenues	96,274	-	96,274
Special events expenses	(62,809)	-	(62,809)
Special events, net	33,465	-	33,465
Net assets released from donor restrictions	239,069	(239,069)	-
Total support, revenues, and reclassifications	865,768	(7,502)	858,266

Completed By: 

Printed Name: Stacy Bruce, Executive Director

Date: May 24, 2022



City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE A PRESENTATION FROM THE ARMED SERVICES YMCA REGARDING ITS OUTSIDE AGENCY FUNDING REQUEST FOR FISCAL YEAR 2022-2023.

EXPLANATION:

The Armed Services YMCA has requested funding from the General Fund for the 2023 fiscal year. The requested amount as well as past funding for ASYMCA is as follows:

Fiscal Year	General Fund
2022-2023 (Request)	\$ 14,000
2021-2022	0
2020-2021	0
2019-2020	0
2018-2019	0
2017-2018	0

Justin Dingman, Aquatics Director at the Armed Services YMCA Killeen, will provide a brief presentation.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.

ATTACHMENTS:

[FY 2023 ASYMCA General Fund Application rf](#)

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

Organization Information

Name of Organization: Armed Services YMCA

Contact Name: Justin Dingman

Email: jdingman@asymca.org

Website Address: https://www.asymca.org/killeen-home

Organization Type: Non-profit For-profit 501(c)(3) Other: Non-Profit 501(c)(3)

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: 110 Mountain Lion Rd, Harker Heights, Tx, 76548

Mailing Address (if different): _____

Phone Number: 254-690-9622 Fax Number: _____

Provide the purpose of the organization.

Armed Services YMCA of Killeen operates programs and services throughout Central Texas to ease the burden of military families and single service members, with an emphasis on junior enlisted personnel. We work with military leadership to ensure our programs and services are customized to meet the specific needs of Fort Hood's military communities.

List current programs the organization operates with a brief description of each.

The Armed Services YMCA focuses on our 5 core programs: Operation Kid Comfort, Holiday Joy, Ride Home, Little Learners, and Operation Hero. Each program is specifically designed to help out our Military Families in one way or another. We also offer basic programming such as youth programs, youth sports, swim lessons, child watch, summer camps, and more!

What percentage of the organization's clientele are located (reside) in Harker Heights? 70%

Funding Request

Amount of Funds Requested: \$14,000

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

The proposed amount above will be used to replace our current pool pumps at our outdoor pool located at 100 E Beeline Ln, Harker Heights, TX, 76548. The current pumps are no longer operational and the quote above is including parts and labor. The price above is what our current quote is at. The price can potentially vary based off of inflation of parts and/or shipping cost.

What is the primary purpose for the use of funds?

The primary purpose for the funds will be to replace our current pump/filtration system so that we can utilize our pool for recreational use to the community and surrounding area.

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

How does the use of the funds enhance the quality of life in the City of Harker Heights?

These funds will be used to make our Outdoor Pool functional so that we can offer more programming and services to the people in that part of the Harker Heights community which has its economic challenges. We want to improve that quality of life by opening our doors each summer to swim lessons and recreational swim.

Has the organization received General Funds in the past? No If yes, how much? - _____

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

Every Summer, we open our door to multiple Harker Height's business to allow them to bus over kids that are participating in their Summer Programs to swim and utilize our pool. We will also open our doors to the people in that part of the Harker Heights community to use our pool for recreational use.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.
No. We will provide staffing from our current Aquatic Staff at the Armed Services YMCA.

Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

Denial or reduction of City funding would not give our organization the resources and ability to give back to the people of our community in that area. A big problem that some families have in this specific area is the means of transportation. Denial of these funds will decrease the quality of life in this specific area as there is no means of recreation anywhere close from our pool that is walking distance.

Organization's Current Financial Support

List where current financial support is received from by the organization. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

We are a Non-Profit 501(C)(3) organization. We receive money from our fee for service programs, membership sales, in-kind donations and donations.

Completed By: Justin Dingman Digitally signed by Justin Dingman
Date: 2022.05.17 10:27:07 -0500'

Printed Name: Justin Dingman

Date: _____



City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE A PRESENTATION FROM THE CLEMENTS BOYS AND GIRLS CLUB REGARDING ITS OUTSIDE AGENCY FUNDING REQUEST FOR FISCAL YEAR 2022-2023.

EXPLANATION:

The Clements Boys and Girls Club has requested funding from the General Fund for the 2023 fiscal year. The requested amount as well as past funding for the Boys and Girls Club is as follows:

Fiscal Year	General Fund
2022-2023 (Request)	\$ 30,000
2021-2022	30,000
2020-2021	30,000
2019-2020	30,000
2018-2019	30,000
2017-2018	50,000

A representative will be present from Clements Boys and Girls Club to provide a brief presentation.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.

ATTACHMENTS:

[FY 2023 Clements Boys and Girls Club General Fund Application_rf](#)

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

AGENDA ITEM #III.4.

Organization Information

Name of Organization: Clements Boys & Girls Clubs

Contact Name: Lucy Crouch

Email: lcrouch@bgctx.org

Website Address: www.bgctx.org

Organization Type: Non-profit For-profit 501(c)(3) Other: 501(c)(3) Non-Profit

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: 703 N. 8th St. Killeen, Texas 76541

Mailing Address (if different): _____

Phone Number: 254.699.5808 Fax Number: N/A

Provide the purpose of the organization.

The mission of Clements Boys & Girls Clubs (CBGC) is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens. CBGC is committed to providing a safe place for youth to learn and grow, offer ongoing relationships with caring, adult professionals, and engage in life-enhancing programs and character development experiences during out-of-school times.

List current programs the organization operates with a brief description of each.

CBGC provides programs focused on enhancing three main facets of the lives of Harker Heights youth, each of which closely align with the developmental needs of young people:

1. Academic Success: Giving youth the opportunity to practice and develop skills needed to succeed in school, pursue post-secondary education, embrace reading and learning, and gain practical experience with technology.
2. Healthy Lifestyles: Developing young people's capacity to engage in positive behaviors to nurture their well-being, set personal goals, and grow into self-sufficient adults.
3. Good Character and Leadership: Helping youth become responsible, caring citizens and acquire the skills to participate in the democratic process. These programs also help participants develop leadership skills and gain opportunities for planning, decision making, and Club / community engagement.

What percentage of the organization's clientele are located (reside) in Harker Heights? 22%

Funding Request

Amount of Funds Requested: \$30,000

CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

The funds requested from the City of Harker Heights will be used to support program operations at three Harker Heights Clements Boys & Girls Clubs locations: Harker Heights High School, Eastern Hills Middle School, and Union Grove Middle School. Each location will utilize \$10,000 to provide lunch time, after school, and summer programming to middle and high school-aged children. The requested funds will support the expansion of programs to allow the Club to return to serving more youth on a daily basis following the decline of service availability caused by the pandemic since 2020.

What is the primary purpose for the use of funds?

With the City's support, Clements Boys & Girls Clubs' requested funds will support payroll and general operations costs associated with providing much-needed educational and social-emotional programs to youth. Additionally, Outside Agency Funds will support school year and summer mentorship opportunities between youth and adult professionals throughout the community to enhance post-secondary opportunities and career-readiness for middle and high school-aged youth.

How does the use of the funds enhance the quality of life in the City of Harker Heights?

Clements Boys & Girls Clubs supports families residing in Harker Heights and its surrounding areas through the provision of free after school and summer care for youth ages 6-18. The availability of CBGC's services allows parents and caregivers the opportunity to be assured their child(ren) are being cared for by safe, professional adults who are focused on helping youth advance through young-adulthood safely and appropriately during critical out-of-school hours.

Has the organization received General Funds in the past Yes If Yes, how much? \$30,000 per year

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

CBGC's Harker Heights Clubs would be unable to function without the availability of other organizations and businesses in the area, as many of the daily operations rely program supplies and materials purchased from local businesses on a weekly basis. During Club hours, youth receive both a snack and a full meal, most of which is purchased from local food suppliers in the area. Additionally, CBGC holds numerous annual events each year that bring in hundreds of individuals from throughout central Texas, which supports the local economy.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.

The longstanding support provided by the City has allowed Clements Boys & Girls Clubs to maintain current staffing levels at each Harker Heights Club Site for a number of years. As a result, the Outside Agency Funds requested from the City would not necessitate additional workers or volunteers in order to continue operations, despite the increased number of youth that would be served through the 2022-2023 fiscal year.

Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

The funds provided by the City are vital to ensuring the sustainability of CBGC programs to serve youth and families. A reduction in the City of Harker Heights' funding support from previous years would significantly impact the quality of services available to both youth and caregivers, as funding in support of general operations is paramount to the

FUNDING APPLICATION FORM – GENERAL FUND

Organization's functioning in each school-based Club site. As the organization continues to recover from negative financial and programmatic ramifications caused by the pandemic, a reduction in funds from the City would further impact the progress that the Club is currently making in its efforts to rebuild following the national crisis.

Organization's Current Financial Support

List where current financial support is received from by the organization. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

Clements Boys & Girls Clubs is supported by various funding sources throughout its service area (Killeen, Harker Heights, and Nolanville). During FY21-22, these funding types included the following: Charitable Bingo donations, in-kind donations from community members and local businesses, FP Assistance, special event donations, donations from foundations and businesses, individual contributions, Boys & Girls Club of America partner grants, both federal and state grants, City of Harker Heights funds, and local community grants.

Completed By: Lucy Crouch

Digitally signed by Lucy Crouch
Date: 2022.04.29 14:36:29 -0500

Printed Name: Lucy Crouch

Date: 04.29.2022



City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE A PRESENTATION FROM THE HEART OF TEXAS DEFENSE ALLIANCE REGARDING ITS OUTSIDE AGENCY FUNDING REQUEST FOR FISCAL YEAR 2022-2023.

EXPLANATION:

The Heart of Texas Defense Alliance (HOTDA) has requested funding from the General Fund for the 2023 fiscal year. The requested amount as well as past funding for HOTDA is as follows:

Fiscal Year	General Fund
2022-2023 (Request)	\$ 17,000
2021-2022	17,000
2020-2021	17,000
2019-2020	17,000
2018-2019	17,000
2017-2018	17,000

Keith Sledd, Executive Director of HOTDA, will provide a brief presentation.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.

ATTACHMENTS:

[FY 2023 HOTDA General Fund Application](#)

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

Organization Information

Name of Organization: Heart of Texas Defense Alliance

Contact Name: Keith Sledd

Email: keith.sledd@hotda.org

Website Address: https://www.hotda.org/

Organization Type: Non-profit For-profit 501(c)(3) Other: 501(c)(6)

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: 2916 Illinois Avenue, Killeen, TX 76543

Mailing Address (if different): _____

Phone Number: 254-690-4045 Fax Number: _____

Provide the purpose of the organization.

The Heart of Texas Defense Alliance (HOTDA) is a regional (3 counties/7 cities) 501(c)(6) nonprofit corporation (municipally-funded) formed in February 2003 in response to an expressed need by the communities of central Texas most affected by the activities of Fort Hood. HOTDA promotes the importance and sustainability of Fort Hood and all defense related industries, organizations and institutions in the Killeen-Temple-Fort Hood Metropolitan Statistical Area (MSA).

List current programs the organization operates with a brief description of each.

- Facilitate information, interaction, and coordination between Central Texas communities and Fort Hood which generates \$29.9B in economic output.
- Coordinate grant applications & projects that support Central Texas and Fort Hood to maintain and improve the military value of Fort Hood i.e. Defense Economic Adjustment Assistance Grants, Defense Community Infrastructure Grants, Joint Land Use Studies, and others.
- Support Community initiatives that impact Fort Hood Soldiers, Families, and defense industries.
- Provide information and engagement with local, state, and national elected government representatives.

What percentage of the organization’s clientele are located (reside) in Harker Heights? 9.2% which is 45% of City Population.

Funding Request

Amount of Funds Requested: \$17,000

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

All funding is used to support organization operations and expenses in support of programs to accomplish the objectives outlined above.

What is the primary purpose for the use of funds?

Continue HOTDA operations in support of Fort Hood, the City of Harker Heights, and the Central Texas communities.

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

How does the use of the funds enhance the quality of life in the City of Harker Heights?

Over 45% of the city's population is active-duty, retired, or a family member of one. Funding is used in support of organizational objectives and activities which benefit the city and military-affiliated citizens.

Has the organization received General Funds in the past? Yes If yes, how much? \$17,000 annually

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

HOTDA's operations account is with EXTRACO Bank located in Harker Heights.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.
No


Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

HOTDA is municipally funded by the seven (7) cities and three (3) counties around Fort Hood. Without municipal funding, HOTDA would be required to cease operations.

Organization's Current Financial Support

List where current financial support is received from by the organization. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

HOTDA is funded by the seven cities of Belton, Copperas Cove, Gatesville, Harker Heights, Killeen, Lampasas, and Temple plus Bell, Coryell, and Lampasas Counties prorated based on the impact of Fort Hood to the respective entity.

Completed By: 

Printed Name: Keith Sledd

Date: 11 March 2022



City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE A PRESENTATION FROM THE HARKER HEIGHTS CHAMBER OF COMMERCE REGARDING ITS OUTSIDE AGENCY FUNDING REQUEST FOR FISCAL YEAR 2022-2023.

EXPLANATION:

The Harker Heights Chamber of Commerce has requested funding from the General Fund and Hotel/Motel Fund for the 2023 fiscal year. The requested amounts as well as past funding for the Chamber is as follows:

Fiscal Year	General Fund	Hotel / Motel Fund
2022-2023 (Request)	\$ 50,000	\$ 22,500
2021-2022	50,000	22,500
2020-2021	50,000	22,500
2019-2020	40,000	22,500
2018-2019	40,000	15,000
2017-2018	35,000	15,000

Gina Pence, President and Chief Executive Officer of the Chamber, will provide a brief presentation.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.

ATTACHMENTS:

- [FY 2023 Harker Heights Chamber of Commerce General Fund Application](#)
- [FY 2023 Harker Heights Chamber of Commerce Hotel Motel Fund Application](#)

CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND

Organization Information

Name of Organization: _____

Contact Name: _____

Email: _____

Website Address: _____

Organization Type: Non-profit For-profit 501(c)(3) Other: _____

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: _____

Mailing Address (if different): _____

Phone Number: _____ Fax Number: _____

Provide the purpose of the organization.

Advance the economic, professional, cultural, and civic welfare of the Harker Heights area by supporting activities beneficial to the Harker Heights area.

Encourage the growth of existing businesses, industries, and assist new businesses to form or locate in Harker Heights.

List current programs the organization operates with a brief description of each.

Please see attached document too many programs to list in this small box.

What percentage of the organization's clientele are located (reside) in Harker Heights? Over 50%

Funding Request

Amount of Funds Requested: _____

membership &
100 % promoted
thru our tourism

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

Funds will support the Harker Heights Chamber of Commerce Visitor's Center located at: 552 E. FM 2410 Suite B Harker Heights, TX. 76548. The Chamber will maintain effective linkages with local businesses while providing leadership development and business resources. We will continue to advocate and advertise the shop local program "Experience Harker Heights" Shop, Play, Eat, & Work Local to Keep our Community Thriving. We will continue to provide educational opportunities, business retention & expansion resources. Provide special events that showcase our local business and talent keeping our citizens here in Harker Heights, boosting our economy.

What is the primary purpose for the use of funds?

Promote Harker Heights and advocate for our local community. Maintain a partnership with the City of Harker Heights to assist in providing a better quality of life for all residents and continue to strengthen and improve the community' economy. We will continue to encourage and support economic development , provide business resources and be the voice for local business.

**CITY OF HARKER HEIGHTS
FUNDING APPLICATION FORM – GENERAL FUND**

How does the use of the funds enhance the quality of life in the City of Harker Heights?

The chamber programs, events, and resources improve the community's economy and quality of life. The tools and resources that are provided by the chamber to promote Harker Heights strengthens our business friendly community image making a positive impact and benefiting the City. Providing and sustaining leadership programs and resources allows us to invest in our citizens and create a pipeline of future leaders.

Has the organization received General Funds in the past? _____ If yes, how much? _____

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

Highlight and market our local business, engage and promote their products and services.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.

Marketing, special events, business retention, and leadership programs require staffing hours.
The chamber uses staff and volunteers to maintain and sustain all programs and resources we provide.

Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

We would not be able to sustain current programs and would have to cut marketing initiatives that promote our city.

Organization's Current Financial Support

List where current financial support is received from by the organization. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

Membership dues, local grants, in-kind contributions, donations, and fundraisers. *financial support listed benefit chamber, programs, local citizens, businesses and city (example: Vision XXI Projects).

Completed By: *Jina Pence*

Printed Name: _____

Date: _____

Harker Heights Chamber of Commerce Visitor's Center City Funding Application

List current programs the organization operates with a brief description of each.

The General Funds Requested Are Essential to The Success of Our Chamber Programs:

Membership Development - Free Tools: Meeting Space, Limited Business Incubator, Business Workshops/Forums, SCORE (Starting & Expanding a Business), Web-based Marketing Tools, Job Board, Website, and Social Media Exposure.

Education/Workforce Development – Leadership, Internship Programs, Job Fairs, High School Workplace Programs. HH Chamber Leadership Program Vision XXI since inception has impacted the community with over \$100,000.00 in donations to programs from beautification to improving the quality of life for our community plus creating a pipeline of leaders and volunteers to serve in Harker Heights.

Business Retention – Industry Visits with Community Partners. Allows the chamber to learn more about the local business product, services, needs, concerns, & possible expansion or relocation plans.

Public Policy – State & Local Legislative Updates, City Informational Sessions, Military Updates & Special Events.

Economic & Tourism Programs – Local, Regional, and State Level.

Marketing the City of Harker Heights – Benefiting the City, Business Community & Residents.

Shop Local Program – Educate and Push the Importance of Shopping Local. *Keeping our tax dollars locally boosting our economy!

Together we can grow our community to new HEIGHTS!

FUNDING APPLICATION FORM – HOTEL OCCUPANCY TAX (HOT) FUND

Organization Information

Name of Organization: _____

Contact Name: _____

Email: _____

Website Address: _____

Organization Type: Non-profit For-profit 501(c)(3) Other: _____

REQUIRED: Provide copy of most recent tax return or current letter from IRS verifying tax status.

Street Address: _____

Mailing Address (if different): _____

Phone Number: _____ Fax Number: _____

Provide the purpose of the organization.

Advance the economic, professional, cultural, and civic welfare of the Harker Heights area by supporting activities beneficial to the Harker Heights area. The Chamber's Tourism Goal is to create an direct and indirect economic impact on the community by generating more visitors, stopping tourism leakage, increase jobs, drive increased spending and put heads in beds. The positive impact from our tourism programs will promote growth of existing businesses, industries, and attract new businesses to Harker Heights.

List current programs the organization operates with a brief description of each.

Attached.

What percentage of the organization’s clientele are located (reside) in Harker Heights? Tourism is promoted at local, State & National level to impact our community & all businesses.

Funding Request

Amount of Funds Requested: \$22,500.00

Provide a detailed description of the proposed use of the funds to include the location(s) and amount(s) at each location as applicable.

See attached for details of programs and special events. Each event is hosted in Harker Heights and all marketing is for the Harker Heights community.

What is the primary purpose for the use of funds?

Promote tourism in Harker Heights that will create an direct & indirect economic impact to the local community. We will focus on generating more visitors, stop tourism leakage, increase jobs, drive increased spending with our local businesses, and put heads in beds. The chamber supports local and regional events that will impact our local businesses, hotels & restaurants. Hosting sporting & special events bring visitors to our city and keeps local tax dollars in Harker Heights.

FUNDING APPLICATION FORM – HOTEL OCCUPANCY TAX (HOT) FUND

How does the use of the funds enhance the quality of life in the City of Harker Heights?

Harker Heights Visitor's Center is bringing events and travelers to the Harker Heights community. Visitor's shop, play, & stay boosting our local economy! The increase in sales tax revenue has a positive direct & indirect impact on the Harker Heights community. Increase in sales tax allows the city to maintain and enhance the quality of life for our citizens. Bringing special events that promote the arts brings culture that our citizens desire enhancing their quality of life.

Hotel Occupancy Tax Categories

Which category or categories below apply to the organization’s funding request? Be sure to also provide the amount requested from each category and the percentage of total funding requested. At least one category must be selected.

From the Tax Code Chapter 351.101(a), “Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that is limited to the following”

□ The construction, improvement, maintenance, etc. of convention or visitor information centers.

▪ Amount for category: _____ Percentage of total requested: _____

▪ Attach design and location for City Council review.

□ The furnishing of facilities, personnel, and materials for the registration of convention attendees.

▪ Amount for category: _____ Percentage of total requested: _____

▪ Type of convention/meeting: _____

▪ How many years has this convention/meeting been held? _____

▪ How many are expected to attend? _____ How many days is the event? _____

▪ Is a room block reserved at Harker Heights hotels for the event? □ No □ Yes

▪ If yes, how many and at what hotel(s)? _____

▪ If no, is information about Harker Heights hotels included? □ No □ Yes

▪ Is there a charge for registration or admission? □ No □ Yes

▪ If yes, what is the anticipated net profit? _____

▪ If there is a net profit, how will it be used? _____

▪ How will Harker Heights be promoted? _____

□ The advertising and conducting solicitations and promotional programs to attract tourists and convention attendees.

▪ Amount for category: _____ We spend over \$20,000 (not including staff & production expenses)

▪ What outlets do you utilize? □ Newspaper □ Social Media □ TV □ Mailings □ Other _____ radio, web, billboards, GRK Airport, Bell County Expo

▪ What areas do you reach? _____ Local, regional, State & National

▪ Any new marketing initiatives? _____ Cultivating our reach to the Hispanic community

▪ If yes, describe briefly. _____ Hispanics are the fastest growing demographic in HH we want to engage & cultivate their heritage with offering by lingual marketing to connect. To be clear the chamber supports everyone in our community!

FUNDING APPLICATION FORM – HOTEL OCCUPANCY TAX (HOT) FUND

□ The encouragement, promotion, improvement, and application of the arts in all forms.

- Amount for category: _____ Percentage of total requested: _____
- Type of promotion: Festival promoting the arts - HH Food, Wine & Brew Fest
- How many years has this art promotion been held? 13yrs
- How many are expected to attend? 2,000 How many days is the event? 1
- Is a room block reserved at Harker Heights hotels for the event? No Yes
- If yes, how many and at what hotel(s)? _____
- If no, is information about Harker Heights hotels included? No Yes Fest promo - reservations
- Is there a charge for registration or admission? No Yes Parking fee
- If yes, what is the anticipated net profit? _____
- If there is a net profit, how will it be used? _____

□ The historical restoration and preservation project or activity/advertising and conducting solicitations and promotions programs to encourage tourists and convention attendees to visit preserved historic sites or museums.

- Amount for category: _____ Percentage of total requested: _____
- Is this in the immediate vicinity of a convention center or visitor center? No Yes
- Is this located within Harker Heights city limits? No Yes
- If yes was marked above, please provide the address. _____

□ The expenses, including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

- Amount for category: _____ Percentage of total requested: _____
- What event is going to be held? _____
- How many individuals are expected to participate? _____ + _____
- How many are expected to stay overnight? _____ How many days is the event? _____
(Fishing tournament brings anglers in for practice fishing they will visit the community multiple times)
- Is a room block reserved at Harker Heights hotels for the event? No Yes
- If yes, how many and at what hotel(s)? _____
- If no, is information about Harker Heights hotels included? No Yes
- Is there a charge for registration or admission? No Yes
- If yes, what is the anticipated net profit? _____
- If there is a net profit, how will it be used? _____

□ Signage directing the public to sights and attractions that are visited frequently by hotel guests.

- Amount for category: _____ Percentage of total requested: _____
- Attach design and location for City Council review. Tourism Sign - Home of the Food, Wine & Brew Fest

FUNDING APPLICATION FORM – HOTEL OCCUPANCY TAX (HOT) FUND

Has the organization received "HOT" Funds in the past? _____ If yes, how much? _____

Economic Impact

How does the organization expect to use other Harker Heights businesses while carrying out the proposed use of the requested funds?

Promote local hotels, restaurants, shopping, businesses, and things to do in Harker Heights. Sporting events we hand out welcome bags promoting shop & eat local to include a restaurant guide. The chamber also offers vendor opportunities at special events for local businesses to promote and sell their products and services.

Will the proposed use of funds necessitate additional workers whether volunteer or paid? Please describe.

Will the organization be able to measure the impact of the event(s) on Harker Heights' hotel activity? Describe how and the length of time necessary to do so.

Yes. We have several reports that we track event activity and out of town guest. If we have to use hotel/motel reports can take up to three months after the event is complete.

Describe any impact that a denial or reduction of City funding would have on the organization and/or the City of Harker Heights.

Reduction of advertising for the city and special events. Possible cancellation or reduction of support for special events and sporting activities.

Organization's Current Financial Support

List where current financial support is received from by the organization for the same projects for which funding is requested. For example, in-kind contributions, donations, or federal, state, and local grants, etc.

Local grants, donations, sponsorships, and in-kind donations

Completed By: Gina Pence

Printed Name: _____

Date: 5/2/22

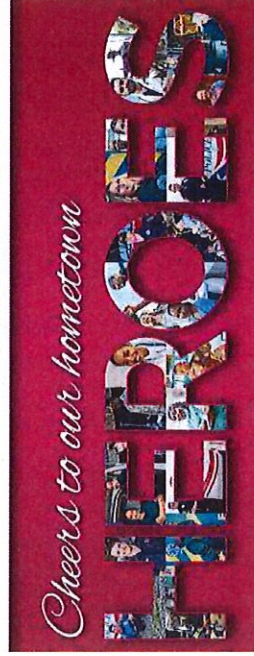
HARKER HEIGHTS VISITORS CENTER IS BRINGING EVENTS AND TRAVELERS TO THE COMMUNITY. VISITORS SHOP, PLAY & STAY BOOSTING OUR ECONOMY!



Texas Boat World Open Tournament
Hosted a series of fishing tournament
Each tournament 60 teams +



Brews & Brats 5K Mug Run
Saturday, Oct. 15th



HH Chamber Visitor's Center Tourism

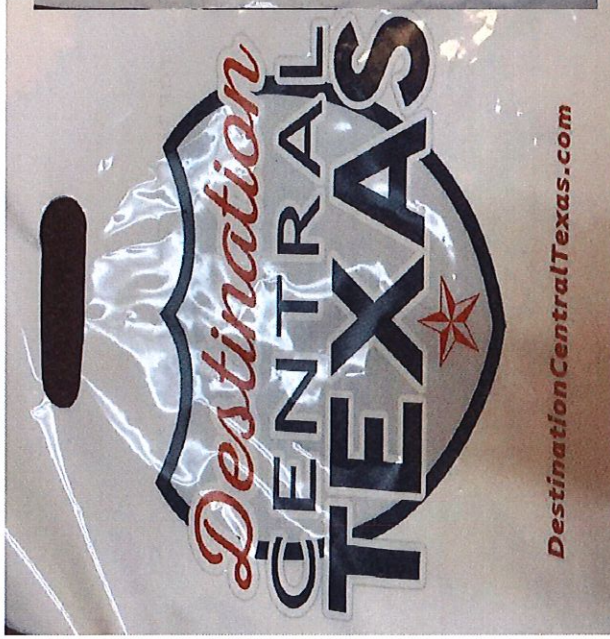
HH Chamber & Tourism Welcome Bags

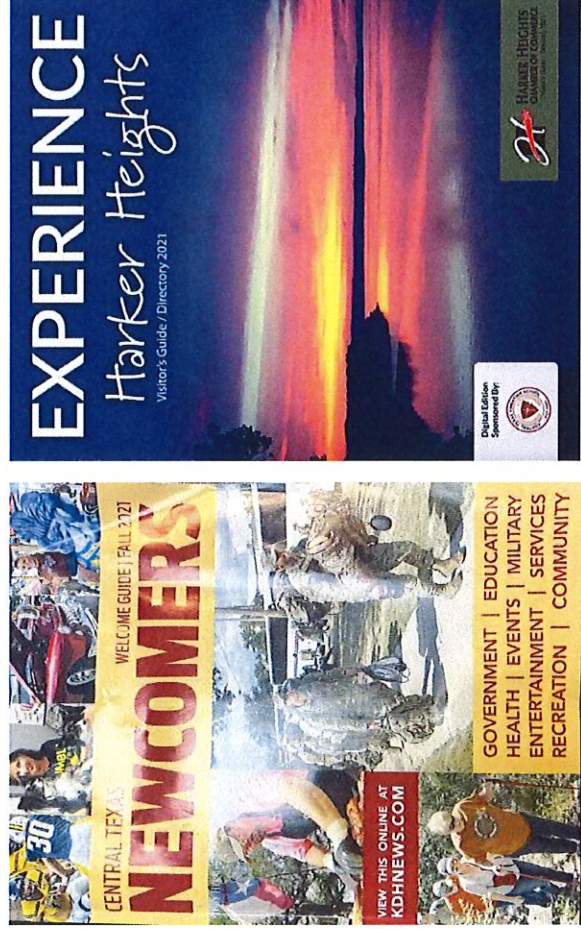
*Promoting HH Community, Shopping, Outdoor Activities, & Local Restaurant's
*(We update the restaurant guide several times throughout the year for new business and businesses that close.)

HH Chamber has distributed tourism welcome bags:

Fishing Tournaments, Softball Tournaments, Fort Hood 3CR Reunion, 1st CAV Reunion, Both RV Parks to include the HH Chamber Community Magazines.

Back of the bag:
Top Things To Do in CT
Discover Harker Heights.com
/HHFoodandWine.com
Discover Outdoor Adventures –
camping, fishing, biking &
kayaking.
Experience – Harker Heights
Food, Wine & Brew Festival





Newcomers Welcome Guide

KDH distributed

31,000 magazines throughout Central Texas. To include: Fort Hood Welcome Center, Local Chambers of Commerce, Hotel/Motels & all Ft. Hood Residents.

Including KDH Racks Hospitals, HEB, Wal-Mart, Business Office, & KDH Newsroom.

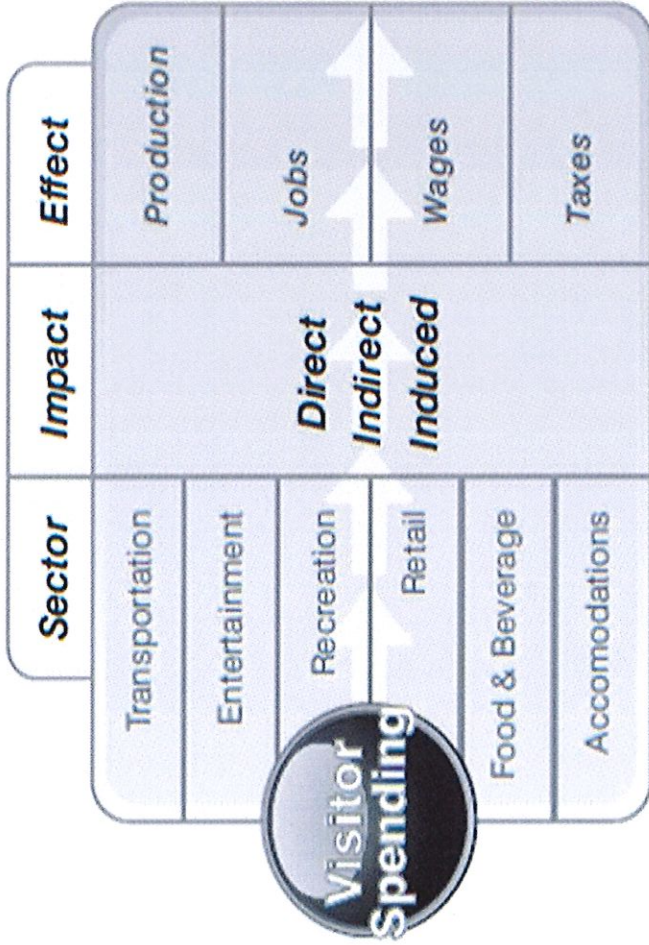
HH Annual Visitor's Guide/Directory

Magazines are in the production process.

*Promoting Harker Heights Community. Eat, Play, & Stay!

Keeping our tax dollars in Harker Heights.

Visitor Economic Impact



The Chamber's Tourism Goal is to:

- Generate more visitors
- Increase Jobs
- Drive increased spending
- Put heads in beds

Visitor's Center Tourism Partners:

Texas Monthly Magazine – Chamber receives a monthly lead list to invite visitors to our special community events.

Go Texan – Texas Dept. Agricultural (TDA) allows us to connect partners with grants and product opportunities to help grow their business. *great partner of the food, wine & brew fest.

South Central Motorcoach Association – Allows us to connect with groups that travel to Central/South Texas. We promote special events, day trips like shopping & dining, and soon will promote museum tours. We also work with neighboring communities to keep visitors in our communities longer by co-sharing activities.

*The chamber promotes the City of Harker Heights and all businesses with our tourism efforts.

Proposing a tourism sign:
Harker Heights Home of the Annual Food, Wine & Brew Festival



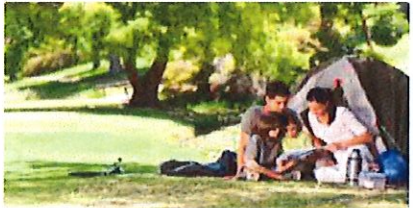
TOURIST SIGNS (TODS)

TODS

About TOD Guide Signs

LoneStar Logos, in partnership with the Texas Department of Transportation (TxDOT), offers eligible businesses highway signage in the form of Tourist-Oriented Directional Signs (TODS). They're an effective, affordable means to increase traffic to particular businesses located in rural Texas.

The TODS are placed on secondary roads within five driving miles from the eligible highway near your business. The familiar large, eye-catching blue TODS are TxDOT-approved, and they provide your company name while showing the direction and distance to your location.



Why TODS?

It's simple: travelers and potential customers follow TODS to your business for the same reason they'll avoid rusted or cheap signs on the side of the highway. TODS show that your business is a visible tourist destination from the highway. Our eye-catching blue signs let any traveler know that your location is safe, close, and in

Chat with us



this pricing is not accurate

Pricing

Range 1	Range 2	Range 3	Range 4
Traffic Count is under 9,999 cars per day	Traffic Count is between 10,000 and 19,999 cars per day	Traffic Count is between 20,000 and 29,999 cars per day	Traffic Count is over 30,000 cars per day
\$500 per year	\$1,000 per year	\$1,500 per year	\$2,000 per year
trailblazer may be required	trailblazer may be required	trailblazer may be required	trailblazer may be required
Design and fabrication included in cost	Design and fabrication included in cost	Design and fabrication included in cost	Design and fabrication included in cost
\$150 plus tax Printing Fee	\$150 plus tax Printing Fee	\$150 plus tax Printing Fee	\$150 plus tax Printing Fee
\$150 Installation Fee	\$150 Installation Fee	\$150 Installation Fee	\$150 Installation Fee

Informational only if we ever want to add a sign for Market Heights.



Major Shopping Area Guide Signs (MSAGS) are designed to provide information to motorists about major retail areas. The signs are blue with white lettering, like the LOGOS and TODS.



Why MSAGS?

It's simple: travelers and potential customers will follow the widely recognized MSAGS to your business. Our eye-catching blue signs let any traveler know that your location is safe, clean, and in good standing. Not only that, but the brand exposure gained with outdoor advertising is one of the least-expensive and most cost-effective ways to leverage your brand. MSAGS allow you to maximize your advertising budget, giving you the lowest CPM (Cost Per Thousand Motorists) and the highest return on your investment. Whereas billboards are off the highway and vary in location. MSAGS are official TxDOT signs located on the highway at the exit where the shopping mall is located.

We take care of everything from artwork design and production to installation and removal, all included in your rental fee. Did we mention Texas is the only state with an MSAGS program? With our 97% renewal rate we're pretty

sure Texas businesses like what we can do for them.

General Requirements

- Both enclosed shopping malls and outdoor, partially enclosed shopping areas that may include separate buildings of similar theme are eligible to participate in the MSAGS program
- A minimum of 650,000 square feet in area
- A minimum of two anchor businesses, with a combined gross building area of no less than 150,000 square feet
- Be planned, developed, owned, and managed as a single property
- Be located no farther than three miles from an interchange with an eligible urban highway
- Be located with driveway access to the eligible urban highway access road (frontage road), ramp, intersecting crossroad or city street

Chat with us



Pricing: Mainline Panel

Range 1 Traffic Count is under 29,999 cars per day	Range 2 Traffic Count is between 30,000 and 99,999 cars per day	Range 3 Traffic Count is between 100,000 and 149,999 cars per day	Range 4 Traffic Count is over 150,000 cars per day
\$2,950 per year	\$4,250 per year	\$5,950 per year	\$7,250 per year
Ramp Panel may be required based on location of business	Ramp Panel may be required based on location of business	Ramp Panel may be required based on location of business	Ramp Panel may be required based on location of business
Design and fabrication included in cost	Design and fabrication included in cost	Design and fabrication included in cost	Design and fabrication included in cost
\$250 plus tax Printing Fee	\$250 plus tax Printing Fee	\$250 plus tax Printing Fee	\$250 plus tax Printing Fee
\$250 Installation Fee	\$250 Installation Fee	\$250 Installation Fee	\$250 Installation Fee

TxDOT City Pride Sign Program – Harker Heights Home of Annual Food, Wine, & Brew Fest

We could add Civic groups, Purple Heart City and the Knights just a few ideas.

Business | Consultants | Contractors | Vendors | Letting and Bids | Opportunities | Projects | Training | Resources | Partnerships

Resources

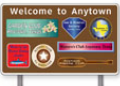
- [Bridge](#)
- [Test Procedures](#)
- [Signed Contracts](#)
- [Purchase Orders](#)
- [Business Contacts](#)
- [Statewide Standard CAD Files](#)
- [Standard TxDOT Specifications for Construction and Maintenance of Highways, Streets and Bridges](#)
- [Materials Information](#)
- [Material Producer List](#)
- [Archive Material Producer List](#)
- [New Product Evaluation](#)
- [Procurement Supplemental Specifications and Attachments Bid](#)

City Pride

[Texas Department of Transportation](#) > [Business](#) > [Resources](#) > [Signage](#)

TxDOT developed the City Pride Sign Program to give cities the opportunity to display the names and logos of their civic organizations along state highways without interfering with official highway signs.

Note: Click on the sign to see a larger image.



Participation

Participation in the program is voluntary. When a city decides they want a City Pride Sign, they enter into a written agreement with TxDOT that determines the exact placement of the display as well as the construction and maintenance requirements.

Sign Locations

State and federal laws limit where these types of civic organization signs can be placed. Signs are primarily designed for non-controlled access highways such as US or State highways, Farm and Ranch to Market roads, spurs and loops.

City Pride Signs are located along highway entrances to the city and are placed 300 to 800 feet from existing city limit signs. A sign may be placed on each highway entering the city.

For controlled access highways, such as Interstates, signs are placed on the frontage road.

More Information

- [Frequently Asked Questions \(FAQs\)](#)
- [Local Contacts](#)

[Contractors](#) | [Vendors](#) | [Letting and Bids](#) | [Opportunities](#) | [Projects](#) | [Training](#) | [Resources](#) | [Partnerships](#)

City Pride - FAQ

[Texas Department of Transportation](#) > [Business](#) > [Resources](#) > [Signage](#)

Below are Frequently Asked Questions (FAQs) regarding the City Pride Sign Program.

- › How many City Pride Signs can a city have?
- › Does TxDOT approve the sign location?
- › Who pays for the sign? Can TxDOT build a City Pride Sign for our city?
- ✓ What is the cost? How big can it be?
The cost for a City Pride Sign can range from \$100 to \$2,000 depending on the sign's size and design. The maximum size is 80 square feet (10 feet wide by 8 feet high). In addition to the sign designs developed by TxDOT, a city may submit alternate designs as long as the sign meets TxDOT specifications and maintains breakaway capability.
- › What is "Breakaway Capability"?
- › Does TxDOT have existing standards for City Pride Signs?
- › Can a city landscape around our City Pride Sign supports?
- › Can a City Pride Sign be illuminated? Are flashing lights or strobe lights allowed?
- › Can a sign display information about local high school teams and championships?





City Council Memorandum

FROM: The Office of the City Manager

DATE: June 07, 2022

RECEIVE AND DISCUSS A PRESENTATION ON THE CITY OF HARKER HEIGHTS STRATEGIC GOALS.

EXPLANATION:

The City of Harker Heights has set strategic goals to improve service provision to citizens and businesses of the City. The current goals are as follows:

1. Foster the image of Harker Heights as a clean, safe, well-maintained, and progressive City.
2. Stimulate creation and growth of locally owned businesses.
3. Enhance and extend infrastructure in anticipation of further planned growth.
4. Expand street maintenance and sewer rehabilitation projects throughout the City.
5. Maintain a long-range Capital Improvement Plan.
6. Maintain a multi-year equipment replacement program.
7. Determine and implement methods to better communicate with citizens.

Staff desires to get Council input into the existing strategic goals to include any revisions, deletions, and/or new goals.

RECOMMENDATION:

None.

ACTION BY THE COUNCIL:

None.