



TOWN OF TROPHY CLUB ECONOMIC DEVELOPMENT CORPORATION

MEETING AGENDA

September 17, 2026

6:00 PM

Council Chambers
1 Trophy Wood Drive
Trophy Club, Texas 76262

CALL TO ORDER AND ANNOUNCE A QUORUM

PUBLIC COMMENT(S)

This is an opportunity for citizens to address the Board/Commission on any matter pursuant to Texas Government Code Sec. 551.007. The Board/Commission is not permitted to discuss or take action on any presentations made concerning matters that are not listed on the agenda. Presentations are limited to matters over which the Board/Commission has authority. Speakers have up to three (3) minutes or the time limit determined by the Presiding Officer. Each speaker must have submitted their request to speak by completing the Speaker's Form or may email tdixon@trophyclub.org

REGULAR ITEMS

1. Consider approval of the August 12, 2026, Economic Development Corporation Meeting Minutes. (Maggie McCormick-Krukowski, Records Coordinator/Asst. Town Secretary)
2. Discuss a program funded through the Economic Development Corporation as a business retention and local spending initiative. (Tamara Smith, Assistant Town Manager)
3. Provide an update on the Grove at TC development project. (Tamara Smith, Assistant Town Manager)

EXECUTIVE SESSION

4. Pursuant to the following designated sections of the Texas Government Code, Annotated, Chapter 551 (Texas Open Meetings Act), the Economic Development Corporation will recess into executive session to discuss the following:
 - a. Section 551.087 Deliberation regarding economic development negotiations.
 1. Discuss Thrive Business Grant applications.

RECONVENE INTO REGULAR SESSION

5. Consider approval of submitted grant applications for the approved amounts under the Thrive Business Grant. (Tamara Smith, Assistant Town Manager)

ADJOURN

The Board/Commission may convene into executive session to discuss posted items as allowed by Texas Government Code Sections

551.071 through 551.076 and Section 551.087.

Notice is hereby given that a quorum of the Town of Trophy Club Town Council may be in attendance at this meeting. The Town Council will not deliberate or take any action.

CERTIFICATION

I do hereby certify that the Notice of Meeting was posted on the official bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: September 8, 2026, at 2:12 p.m., and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 of the Texas Government Code.

/s/ Tammy Dixon
Tammy Dixon, Town Secretary

If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 682-237-2900, 48 hours in advance, and reasonable accommodations will be made to assist you.



ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: September 17, 2026

FROM: Maggie McCormick-Krukowski, Records Analyst

AGENDA ITEM: Consider approval of the August 12, 2026, Economic Development Corporation Meeting Minutes. (Maggie McCormick-Krukowski, Records Coordinator/Asst. Town Secretary)

BACKGROUND/SUMMARY: The Economic Development Corporation Board held a meeting on May 20, 2026 and on July 1, 2026.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. 08.12.2026 EDC Minutes

ACTIONS/OPTIONS:

Staff recommends that the Economic Development Corporation Board move to approve the August 12, 2026 Economic Development Corporation meeting minutes.

Town of Trophy Club Economic Development Corporation Meeting Minutes
August 12, 2026, 6:00 p.m., Regular Meeting
1 Trophy Wood Drive, Trophy Club, Texas 76262

CALL TO ORDER

President Addington called the meeting to order at 6:00 p.m.

EDC BOARD MEMBERS PRESENT

Teri Addington, President
James Calaway, Secretary
Scott Hinshaw
Joseph Longo
Garrett Wallace

EDC BOARD MEMBERS ABSENT

Allan Pedersen, Vice President
Greg Fox

STAFF PRESENT

Tamara Smith, Assistant Town Manager
Brandon Wright, Town Manager
Tammy Dixon, Town Secretary
April Duvall, Director of Finance

PUBLIC COMMENTS

There were none.

REGULAR ITEMS

1. Consider approval of the May 20, 2026 and July 1, 2026 Economic Development Corporation meeting minutes.

Director Longo moved to approve the May 20, 2026 and July 1, 2026, Economic Development Corporation meeting minutes. Secretary Callaway seconded the motion.

VOTE ON THE MOTION

AYES: Addington, Addison, Pedersen, Fox, Hinshaw, Longo, Wallace, Calaway
NAYES: None
ABSENT: Pedersen, Fox
VOTE: 5-0-2

2. Discuss the Thrive Business Grant Program.

Tamara Smith, Assistant Town Manager, provided an update on Cycle 3 of the Thrive Business Grant Program, noting that eight applications had been received, with six complete and

two remaining incomplete. The application period was extended through August 14, 2026, and approximately \$198,000 remained available in the program. Staff also noted the program's 2028 sunset date and advised that continuation of the program could be considered following completion of Cycle 3.

3. Discussion a program funded through the Economic Development Corporation as a business retention and local spending initiative.

Ms. Smith presented examples of business retention and local spending programs implemented by other communities, including cash-back rewards, gift card programs, business bingo, passports, and other promotional initiatives designed to encourage spending at local businesses. The Board discussed potential options for Trophy Club, with an emphasis on keeping spending local, attracting customers from both within and outside the community, minimizing administrative burden, and ensuring the program provides a measurable return on the EDC's investment.

Following the discussion, the Board expressed interest in further evaluating Open Rewards and Yiftee-type gift card programs, as well as a business bingo concept targeting specific businesses or areas.

Staff will conduct additional research, explore having program representatives attend a future meeting to provide information and answer questions, and bring the item back for further discussion.

EXECUTIVE SESSION/OPEN SESSION

Pursuant to the Open Meetings Act, Chapter 551, the Economic Development Corporation Board convened into a Closed Executive Session at 6:39 p.m. and reconvened into Open Session at 8:08 p.m. in accordance with the Texas Government Code regarding:

Section 551.087 Deliberation regarding economic development negotiations.

1. Discuss Thrive Business Grant Applications.

Director Longo moved to approve the following Thrive Business Grant applications:

Chasidy Murphy State Farm in the amount of \$20,000.00;
Conquer Fitness in the amount of \$6,225.00;
Fresh and Fluffy Pet Bar in the amount of \$19,815.00; and
Lantzy Children's Dentistry in the amount of \$16,323.44;

and further moved to authorize the Town Manager to negotiate, and the Economic Development Corporation President and Town Manager to execute, performance agreements

with each applicant and recommend approval of the agreements to the Town Council. Director Hinshaw seconded the motion.

VOTE ON THE MOTION

AYES: Addington, Addison, Pedersen, Fox, Hinshaw, Longo, Wallace, Calaway

NAYES: None

ABSENT: Pedersen, Fox

VOTE: 5-0-2

2. Discuss The Grove at TC development negotiations. No Action Taken.

ADOURN

President Addington adjourned the meeting at 8:09 p.m.

Teri Addington, President

ATTEST:

Maggie McCormick-Krucowski, Town Secretary



ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: September 17, 2026

FROM: Tamara Smith, MSL, Assistant Town Manager

AGENDA ITEM: Discuss a program funded through the Economic Development Corporation as a business retention and local spending initiative. (Tamara Smith, Assistant Town Manager)

BACKGROUND/SUMMARY: During the May 20, 2026 regular Economic Development Corporation (EDC) meeting, the Board requested research on additional incentive programs to be brought back for further discussion. The proposed incentive program would create an initiative encouraging residents to spend locally at Trophy Club businesses in an effort to support business retention and strengthen the local economy.

Staff researched this topic and below are the current models working around Texas.

Municipality	Program type	What they do	Success signal
Seguin / SEDC	Receipt + cash-back app	5% back through Open Rewards; users upload receipts or link a card; rewards are spent at another participating local business.	Strong model: 129 restaurant/retail businesses enrolled, free to businesses/consumers, EDC-funded.
Cibolo EDC	Receipt + cash-back app	Open Rewards holiday program; shoppers earn 5% at participating local businesses, upload a receipt/link card, or redeem at another business.	The repeat/returning holiday program suggests it was worth continuing.
Keller	Cash-back app	Open Rewards; citywide restaurant/retail rewards, with 10% cash back in one 2025 campaign.	More aggressive reward rate than most; likely better short-term adoption, higher cost.
Watauga EDC	Cash-back app	Open Rewards; shop/dine locally, upload receipts or link your credit card.	Newer program; good nearby benchmark for Trophy Club.
East Aldine District	Cash-back app	5% cash back, up to \$50 per transaction.	Has returned/relaunched, suggesting continued value.

Colleyville	Gift card + Business Bingo	Residents shop locally and turn in receipts. Five-in-a-row earns one \$35 Colleyville Christmas Gift Card; a full card earns two. The city also distributes \$35 household gift cards redeemable at local restaurants/retailers, with businesses reimbursed by the city.	Very tangible and easy to understand; likely high household visibility.
Texas City	Shop Local Bingo	Bingo card, receipts, social media row, grand prize basket with Whataburger for a year and multiple local gift cards/prizes.	Strong marketing/engagement model; success is more “buzz/participation” than measurable ROI.
Buda Main Street + EDC + Chamber	Bingo / passport	4x4 bingo card with stickers from businesses; purchase required; line = prize entry, blackout = more entries.	Low-cost, high-engagement format; less direct spending data.

In July, staff was approached by a company called Yiftee, which had seen significant success with its digital gift card program in the City of Frisco. Below is an overview of the program and how it operates.

Yiftee Community Cards —

- **What:** A custom branded digital gift card usable only at local businesses you choose, redeemable via tap-to-pay directly from the cardholder's Apple/Google wallet.
- **Why:** Overall, to direct and keep spending within your local economy and businesses. But, it also serves as a way to direct investment/funding to specific businesses for various reasons, such as disaster recovery, construction impact remediation, restaurant week promos, and general shop local campaigns.
- **Why Yiftee?** The program presents comprehensive economic development solutions, through a shop-local medium, enabling it to be incredibly scalable and seamless.
- **Cost:** Free for the town to run indefinitely. Free for merchants to participate in and redeem cards (though they will see MasterCard's normal credit card processing fee). Card purchasers have different options, including a \$1 + 5% eDelivery fee for consumers (can be subsidized), and organizations having access to purchasing types including waived fees or potential rebates.

Frisco Example: Yiftee began working with Frisco last November, piloting a \$100,000 BOGO program at launch. The community responded quite well, selling out in a few hours, prompting the city to add another \$250,000 to let it continue on. They set the expiration date for each bonus card as the end of February (4 months later), and at expiration they achieved a redemption rate of over 98%. They ran their second promo on June 1st, selling out \$500,000 in bonus funds in 30 days—which meant over a million dollars in card sales. They chose a 100% match (Buy \$100, Get \$100), though Yiftee sees the standard as a 50% match, which triples the invested funds instead of doubling them as Frisco has done.

If the EDC identifies a program it would like to pursue, the Board should consider that very limited staff resources are currently available to administer it. Therefore, any program selected should be designed to be self-sustaining and operable within a third-party model. The program structure should include::

- A program policy,
- Board approval,
- Budget caps,
- Participation agreements, and
- Ways to measure success
 - receipts submitted
 - participating businesses
 - estimated sales generated
 - redemption activity
 - repeat customer activity

This approach would help ensure the program remains compliant with governmental EDC requirements.

During the August 12, 2026, EDC meeting, the Board discussed inviting representatives from Open Rewards and Yiftee to present their respective incentive programs and provide additional information on how these programs could benefit the Trophy Club business community.

This evening, the EDC Board will welcome Sophia Zheng, Founder and CEO of Open Rewards, and Tyson Senevoravong, Account Executive with Yiftee, who will each provide an overview of their programs and answer questions from the Board. The EDC Board will also review a Bingo-type incentive and discuss next steps for development of an incentive program for the Town.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: The Economic Development Corporation (EDC) has budgeted \$150,000 for incentive programs during the FY 2026 Budget year. The Board also discussed maintaining the \$150,000 allocation in the proposed FY 2027 Budget to continue supporting future incentive initiatives.

LEGAL REVIEW: N/A

ATTACHMENTS:

None

ACTIONS/OPTIONS:

This agenda item is being presented for discussion and feedback purposes only. No action will be taken by the Economic Development Corporation Board regarding this agenda item.



ECONOMIC DEVELOPMENT CORPORATION COMMUNICATION

MEETING DATE: September 17, 2026

FROM: Tamara Smith, MSL, Assistant Town Manager

AGENDA ITEM: Provide an update on the Grove at TC development project. (Tamara Smith, Assistant Town Manager)

BACKGROUND/SUMMARY:

The Town Council's Business Goal #5 calls for creating and implementing incentive strategies that support development of projects identified in the final Small Area Plan, known as the Grove at TC, and for promoting these opportunities through targeted outreach to prospective developers. To advance this goal, the Town engaged Catalyst Commercial, Inc., which collaborated with McAdams during development of the Small Area Plan and is well positioned to provide the services necessary to fulfill this objective.

Catalyst supports the Town of Trophy Club Economic Development Corporation (TCEDC) through two primary service categories: Advisory Services and Brokerage Services. Advisory Services include developing economic activation strategies, analyzing commercial development opportunities, recommending development partners and incentive packages, and providing other related economic development support. Brokerage Services include marketing TCEDC-owned properties, identifying marketable assets within the Small Area Plan area, and negotiating sale prices, excluding closing services.

The EDC approved the professional service agreement with Catalyst Commercial, Inc. on December 9, 2025, and Town Council approved the final Resolution on January 12, 2026. Consistent with their engagement agreement, Catalyst provided an update on marketing activities and a summary of project progress for Town staff to present to the EDC Board.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: The total cost for Advisory Services is anticipated to not exceed \$77,000, based on a maximum of \$5,500 per month over a 14-month period. In addition, should the Town of Trophy Club sell or otherwise dispose of property, Catalyst will receive a four percent (4%) fee for Brokerage Services, excluding closing services provided by the Town Attorney. Funding for this contract is available in the FY 2026 Budget in the Economic Development Corporation Fund.

LEGAL REVIEW: N/A

ATTACHMENTS:

None

ACTIONS/OPTIONS:

This agenda item is being presented for discussion and feedback purposes only. No action will be taken by the Economic Development Corporation Board regarding this agenda item.