



BOARD OF DIRECTORS

Regular Monthly Meeting

April 15, 2024

6:00 O'clock P.M.

The Regular monthly meeting of the Board of Directors of the Quinlan Economic Development Corporation (QEDC) will be held in the Quinlan City Council Chambers, 104 East Main Street, Quinlan, Texas, at which time there will be discussion and action upon the following items of business:

AGENDA

- 1. Call to Order**
- 2. Minutes**
Regular Meetings
Review and possibly approve the Minutes of the Regular Meeting held March 11, 2024.
- 3. Treasurer’s Report**
Operating Statement & Invoices
Review and possibly approve the following:
 - a. January Operating Statement
 - b. CD accounts
 - c. Remove Michelle Oznick from bank signature list
 Total Cash on hand - **\$3,156,459.66.**
- 4. Citizens Comments**
Comments by the Citizens of Quinlan
Citizens, who wish to address the QEDC Board, may have up to 3 minutes to speak and must sign-up prior to the start of the meeting.
- 5. QEDC Properties**
Land Acquisitions
Possible Executive Session - 501.072 Regarding Real Property.
- 6. Grant Request**
Hunt Regional Urgent Care
Hunt Regional incentive request.
- 7. Hotel Feasibility Study**
Feasibility Study for Quinlan
Review and Possibly consider a hotel feasibility study.
- 8. Project #14-25**
Community Park Phase III – In progress
- 9. Project #21-33**
Old Town; North Main, Sidewalk and Parking Spaces
- 10. Project #22-36**
& Project #22-35
LF Miller Construction - Work in progress
- 11. Project #24-38**
(PEIP) Property Enhancement Incentive Policy
No new applications.
- 12. Project #24-39**
Waste Water Treatment Master Plan
In progress
- 13. Wayfinding**
TIRZ #1
In progress
- 14. Future Agenda Items**
Wayfinding Signage
In progress.
- 15. Adjourn**
Possible Future Agenda Items
Quinlan Farmers Market Association

POSTED

2:18 4/12/24 AM/PM

LK

Laura Kennemer, City Secretary

Note to the Agenda: The QEDC reserves the right to retire into executive session under Sections 551.071/551.074 & 551.087- of the Texas Open Meetings Act concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.



**MINUTES OF THE REGULAR MEETING OF THE
QUINLAN ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS
March 11, 2024**

The Regular Monthly Meeting of the Board of Directors of the Quinlan Economic Development Corporation was held in the Quinlan City Council Chambers, located at 104 East Main Street, Quinlan, Texas, 75474 at 6:00 o'clock P.M.

1. President, Adam Slaughter called the meeting at 6:00 p.m.

Debi Darter recorded the minutes.

Directors present: Adam Slaughter
Jacky Goleman
Teresa Snyder
Gene Sousa
Bobby Clay
Charlie Thompson

Directors absent: Tommy Underwood,
Also, in attendance: John Adel, City Administrator, Steve Grey, Advisors
Commercial Real Estate, and Lee Boles, CEO of Hunt Memorial
Hospital District.

2. Public Hearings

Public Hearing for Project 24-38: Wastewater Treatment Master Plan

Public hearing was open for citizens comments at 6:01 pm. There were no citizens in the chamber for comments. Hearing closed at 6:02 pm.

Public Hearing for Project 24-39: TIRZ #1

Public hearing was open for citizens comments at 6:02 pm. There were no citizens in the chamber for comments. Hearing closed at 6:03 pm.

3. Minutes

February 12th Minutes

After discussion, on a motion by Goleman, seconded by Sousa, and unanimously carried to accept the February Minutes as written.

4. Treasurer's Report

Operating Statement & Invoices

- a. On a motion by Goleman, seconded by Sousa, and unanimously carried to accept the December Operating Statements as written.
- b. On a motion by Goleman, seconded by Clay, and unanimously carried to allow the Ex Director and the Goleman to open two new Certificate of Deposit (CD) with American National for up to \$500,000 each .
- c. On a motion by Goleman, second by Sousa, and unanimously carried to pay 50% down to Campbell Signs of Texas at the sum of \$18,525, to begin production of the Wayfinding signage.
- d. / e. / f. On a motion by Clay, second by Slaughter, and unanimously carried to pay the following two invoices for ads in the Herald Banner, one for \$100.90, and one for \$88.90. And the invoice for Brown & Hofmeister for professional Services for the sum of \$225.00.

Total Cash on hand is **\$3,141,836.17**.

- 5. Citizen Comments** **Citizens Input - No Citizens Comments**
- 6. Grant Request** **Hunt Regional Urgent Care**
Hunt Regional Hospital and Advisors gave a presentation to the board.
Further research needed. No action was taken.
- 7. Hotel Feasibility Study** **Feasibility Study of Quinlan**
further research needed. No action was taken.
- 8. Project #14-25** **Community Park Phase III**
John Adel gave an update on the progress of the community park.
- 9. Project #21-33** **Old Town; North Main, Sidewalk and Parking Spaces**
& **Project #22-35** Debi Darter gave an update. Work in progress.
- 10. Project #22-36** **(PEIP) Property Enhancement Incentive Policy**
No new applications.
- 11. QEDC Properties** **Land Acquisitions – QEDC Board convened into executive session at**
No comments and no motion made.
- 12. Future Agenda Items** **Possible Future Agenda Items**
None added.
- 13. Adjourned** **President, Adam Slaughter adjourned the meeting at 6:52 p.m.**

DATED: _____

Adam Slaughter, President

ATTEST: _____
Teresa Snyder, Secretary

Quinlan Economic Development Corporation

P.O. Box 2319 | 105 W. Main St. | Quinlan, TX 75474 | PH (903) 226-6072

Operating Statement February 2024

Presented: April 8, 2024

Account Holdings	Interest Rate	Bank	February
Account	0.01%	American National Bank of Texas	2,000,581.52
Holdings	4.69%	American National Bank of Texas 9 mth CD	1,023,770.41
	0.00%	Lone Star Savings	31.45
	5.25%	Lone Star Money Market 12 mth CD	132,076.28
			3,156,459.66

Project Updates			February
Downtown Imp.	Project # 23-37	Lazy B Fencing	5,197.00
Total Monthly Project Expenditures			5,197.00

Revenue Detail	From		February
Sales Tax	City of Quinlan	Sales Tax	59,177.36
		Mixed Beverage Sales Tax	60.03
Interest Earned	ANB	ANB	11,964.97
Interest Earned	LSCU	LSCU CD	0.00
			71,202.36

Expense Detail	To		February
Regular Pay	City of Quinlan	Regular Payroll Items: DD	5,380.29
Computer	Google Suite	Google Suite Monthly Fee - CC Credit	19.12
Facility Rental	City of Quinlan	Monthly Rental Fee	300.00
Travel/Training	TEDC Winter Conf.	Winter Conference - Training	465.50
Prof. Serv.	City of Quinlan	City of Quinlan - Financial Services	150.00
Prof. Serv.	BrooksWatson & Co.	Audit Services	1,298.00
Prof. Serv.	BrooksWatson & Co.	Audit Services	875.00
Prof. Serv.	First Bank	Refunded 2/2024	-1.75
Prof. Serv.	Greenville Herald Banner	Ad 25524 & 25272	189.80
Prof. Serv.	Brown Hofmeister	Attorney Fees	225.00
Marketing	Campbell's Signs of TX, LL	Est. 4907 - City of Quinlan Signs	18,525.00
Downtown	Lazy B Fencing	Inv. 2008 - Wood Fence Installation	5,197.00
			32,622.96

QEDC 2024-02 Budget vs. Actual

800 - Quinlan EDC Funds QEDC	Current Month Actual	YTD Actual	Annual Budget	% Budget Used	Budget Remaining
Sales Tax					
800-4030 Sales Tax	59,237.39	268,995.58	641,416.00	41.94%	372,420.42
Sales Tax Totals	<u>59,237.39</u>	<u>268,995.58</u>	<u>641,416.00</u>	<u>41.94%</u>	<u>372,420.42</u>
Investments					
800-4228 Interest Earned	11,964.97	27,113.68	2,000.00	1355.68%	(25,113.68)
Investments Totals	<u>11,964.97</u>	<u>27,113.68</u>	<u>2,000.00</u>	<u>1355.68%</u>	<u>(25,113.68)</u>
Miscellaneous					
800-4232 Miscellaneous Revenue	0.00	0.00	500.00	0.00%	500.00
800-4925 Refunds & Reimbursements	0.00	0.00	500.00	0.00%	500.00
Miscellaneous Totals	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>0.00%</u>	<u>1,000.00</u>
Revenue Totals	<u>71,202.36</u>	<u>296,109.26</u>	<u>644,416.00</u>	<u>45.95%</u>	<u>348,306.74</u>

800 - Quinlan EDC Funds QEDC	Current Month Actual	YTD Actual	Annual Budget	% Budget Used	Budget Remaining
800-800-5001 QEDC Regular Pay	5,380.29	28,933.57	69,900.00	41.39%	40,966.43
800-800-5204 QEDC Workers	0.00	119.00	200.00	59.50%	81.00
800-800-5304 QEDC Computer	19.12	76.48	2,000.00	3.82%	1,923.52
800-800-5307 QEDC Prop & Liability	0.00	273.98	500.00	54.80%	226.02
800-800-5331 QEDC Postage & Freight	0.00	74.80	150.00	49.87%	75.20
800-800-5334 QEDC Furniture & Office	0.00	0.00	1,000.00	0.00%	1,000.00
800-800-5346 QEDC Facility Rental	300.00	1,500.00	3,600.00	41.67%	2,100.00
800-800-5350 QEDC Equipment	0.00	0.00	1,000.00	0.00%	1,000.00
800-800-5352 QEDC Travel & Training	465.50	465.50	6,000.00	7.76%	5,534.50
800-800-5354 QEDC Special Events	0.00	500.00	25,000.00	2.00%	24,500.00
800-800-5360 QEDC Professional Services	2,736.05	4,889.80	45,000.00	10.87%	40,110.20
800-800-5365 QEDC Marketing	18,525.00	23,525.00	50,000.00	47.05%	26,475.00
800-800-5369 Planning & Development	0.00	0.00	0.00	0.00%	0.00
800-800-5375 QEDC Memberships &	0.00	0.00	1,200.00	0.00%	1,200.00
800-800-5401 QEDC Office Supplies	0.00	0.00	1,500.00	0.00%	1,500.00
800-800-5501 QEDC Downtown	5,197.00	143,450.00	500,000.00	28.69%	356,550.00
800-800-5501 QEDC Land	0.00	250.00	350,000.00	0.07%	349,750.00
800-800-5501 QEDC Capital Imp. Expense	0.00	0.00	50,000.00	0.00%	50,000.00
800-800-5501 QEDC Prop. Enhancement	0.00	16,100.00	100,000.00	16.10%	83,900.00
800-800-5501 QEDC Park Construction	0.00	0.00	200,000.00	0.00%	200,000.00
800-800-5520 QEDC Water Sys. Proj.	0.00	0.00	200,000.00	0.00%	200,000.00
800-800-5520 QEDC 276&34 Relocate	0.00	0.00	0.00	0.00%	0.00
800-800-7500 QEDC Contingency	0.00	0.00	50,800.00	0.00%	50,800.00
QEDC Totals	<u>32,622.96</u>	<u>220,158.13</u>	<u>1,657,850.00</u>	<u>13.28%</u>	<u>1,437,691.87</u>
Expense Totals	<u>32,622.96</u>	<u>220,158.13</u>	<u>1,657,850.00</u>	<u>13.28%</u>	<u>1,437,691.87</u>

Hunt Regional Urgent Care Assistance Request

Steve Gray <sgray@advisorstx.com>

Wed, Jan 31, 2024 at 10:02 AM

To: Debi Darter <edcmgr@quinlanedc.com>, Travis Potter <tpotter@huntregional.org>

Hi Debi,

Good to visit with you a few minutes ago. Our estimated project cost for the 3,150 SF proposed building is \$1,635,000. This includes a \$350,000 value to the land. The starting base rent is \$134,850 with a 15-year primary lease term.

We are targeting a 7% return to our investors on their equity in this project with Hunt Regional. My partners and I own the land free and clear. We will use the land as the primary source of equity with our partners also contributing some additional equity into the project.

We believe we will achieve the 7% return under the current deal structure. This assumes the Quinlan EDC approves the assistance requested by Hunt Regional towards their buildout of the urgent care.

We do not have a site plan yet but should be able to get you a preliminary site plan prior to the EDC meeting on Feb. 12. Travis and I look forward to hearing from you after your meeting tomorrow.

Thanks,



STEVE GRAY

Managing Partner

📞 817.226.0000 | 📠 817.436.1054 | 📠 817.907.9694

2000 E. Lamar Blvd., Suite 710 | Arlington, TX 76006

SGray@AdvisorsTX.com

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Members of the Quinlan EDC,

Hunt Regional Healthcare is formally requesting assistance in the form of \$300,000 to bring Urgent Care services to the community of Quinlan. These funds would be used to cover a portion of the build-out cost of the new facility. Assistance with these upfront costs would make the development financially viable for Hunt Regional Healthcare.

The proposed development would be located in a premier and convenient location on Hwy 34. The facility would be approximately 3,000 sq/ft and would feature 5-6 exam rooms with the capability of seeing upwards of 40-50 patients per day during the peak season. The expectation is that an average of 25-30 patients per day would utilize this facility in the first year, with that number growing in subsequent years. This facility would create 6-10 full-time jobs, depending on the patient volume. These jobs would range from Medical Assistant jobs that pay approximately \$20-\$25 per hour to Advanced Practice Providers that have an annual compensation range of \$120-\$150k.

An Urgent Care facility located in a convenient retail location for the citizens of Quinlan would be an additional healthcare resource not readily available within the community. This facility, partnered with the existing Hunt Regional Family Medicine Westlake clinic and the Hunt Regional Emergency Medical Center in Quinlan, would offer the community a multitude of options to receive the majority of their healthcare needs within their hometown. An Urgent Care would offer more convenient hours, walk-in capability not found in a Family Medicine clinic and lower costs to the consumer than an ER visit. This facility would also relieve some of the increased volumes at the Emergency Department in Quinlan and allow for increased ER capacity for true emergencies.

Hunt Regional Healthcare is grateful for the partnership with the community of Quinlan and look forward to continuing to provide high-quality healthcare close to home for all of its community members. If there is any additional information needed for this request, please let me know.

Travis Potter
VP, Business Development

Hunt Regional Healthcare



John Adel <jadel@cityofquinlan.net>

Invitation: EBOD Meeting @ Thu Mar 28, 2024 10am - 11am (CDT) (jadel@cityofquinlan.net)

John Adel <jadel@cityofquinlan.net>

Mon, Mar 18, 2024 at 12:23 PM

To: Debi Darter <edcmgr@quinlanedc.com>

HMHD mentioned finishing out the building, so I assume the developer would pull a "shell" permit and HMHD would pull the finish-out (remodel) permit? Or maybe they're paying the developer directly to do that, I'm not sure. Based on valuations I've heard:

Developer:

1.6M Shell Permit - ~\$12,300 permit fees (about 1/2 is hard cost to 3rd Party company)

Tap fees - \$5,000

Developer will also need to plat, but that's just a couple hundred in City fees for that...

Tenant

\$400K remodel permit (HMHD?) - ~\$4,400 permit fees (includes CO)

Sign permits (minimal fees)

Also, you've already put in a water line and fire hydrant for them when QEDC did the SH 34 water & sewer improvements a few years ago. Why not apply a portion of that as a "deduction" in what they are asking?

Yeah, it is annoying that we're all talking about doing this so that the developer will maintain his 8% return on investment. Theoretically, lowering his upfront cost does lower HMHD's rent, so keeping those development costs down helps the developer, but it also helps HMHD's rent, right, and if the agreement ensures HMHD will be there for many years, maybe that's not a terrible thing. I'd ask for his numbers - to keep him honest and to see if there's any other costs that EDC could help with. If the 8% is driving all of this, then he should be willing to show his numbers. That way, you know all his numbers - costs, proposed rent, etc.

Also, is it worth bringing up what the project will look like? If EDC is going to consider providing incentives, could you also put development requirements in the deal? % masonry, type of signage, landscaping, etc.? Or at least ask him to provide what he's willing/planning to build so you can see what you're getting from an aesthetics perspective?

Thank you,

JOHN

John Adel
City Administrator

City of Quinlan, Tx

PO Box 2740

Quinlan, TX 75474

903.356.3306 - City Hall

Extension 1001 - Direct

www.cityofquinlan.net

www.AwesometownUSA.com



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Core DISTINCTION GROUP

COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

GLADSTONE, MO

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner

l.pennau@coredistinctiongroup.com

Jessica Junker - Managing Partner

j.junker@coredistinctiongroup.com

Offices in Wisconsin

INCLUDES

Introduction/Objective

Community Overview

Executive Summary

Economic Overview

Market Demand

Site Analysis

Lodging Demand

Lodging Supply

Room Share Overview

Economic Impact

Conclusion

TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL

SUMMARY AND SAMPLES

SUMMARY

With over 500 Hotel Market Feasibility Studies complete for municipalities and organizations across the United States, Core Distinction Group has developed a wonderful reputation for our professionalism, knowledge, and customer service. Our completed reports offer each person involved a complete understanding and detailed description of what makes the most business sense in your community. Once your study is complete, you will have the pieces you need to develop a new hotel including but not limited to the following:

- Introduction/Objective
- Executive Summary
- Community Overview
- Market Demand Area
- Site Analysis
- Economic Overview
- Lodging Demand Overview
- Demand Generator Survey Details
- Lodging Supply Overview
- Industry Trend Data
- Conclusion/Recommendations
- Estimated Economic Impact
- Development Cost Breakdown
- Complete Financial Projections/Pro Forma



SAMPLES












Please review the samples provided following this page. We have included a sample of our Hotel Market Feasibility Study and our Financial Projections.

CONTACT US TODAY TO SCHEDULE YOUR FIRST STEP TO DEVELOP A NEW HOTEL
JESSICA JUNKER - MANAGING PARTNER
920-740-1647 - J.JUNKER@COREDISTINCTIONGROUP.COM
WWW.COREDISTINCTIONGROUP.COM

ALL-INCLUSIVE PRICING

The cost to complete your community's Comprehensive Hotel Market Feasibility Study would be \$15,000. This fee is all-inclusive and will give you every tool you would need to bring a hotel to your community. Once your organization has decided to move forward in hiring Core Distinction Group, LLC to conduct your study, we will require a signed contract and 50% (\$7,500) non-refundable retainer. The remaining 50% (\$7,500) will be required prior to your organization receiving the Final Draft. If at any given point after the Site Visit and Community Tour, our company believes that a new hotel project in your community does not make good business sense, we will reach out to you to discuss. If after the discussion of all data with your organization, all parties believe that we have come to the proper determination, we will cease all project work and you will not be responsible for the remainder of the fee/cost. In addition, Core Distinction Group, LLC does not charge for additional time spend on the project after questions from investors, bankers, brands and so on are complete. Core Distinction Group, LLC will also include one additional Pro Forma update with-in a year of the project completion at no additional charge of changes in fees or costs.

Below you will find a breakdown of what is included in our pricing:

Travel - Airfare, Accommodations, Rental Car, Meals and any Out of Pocket Expenses	
Industry Reports	
Community Visit and Site Analysis	
Data Compilation/Gathering	
Hotel Market Feasibility Study Completion	
	Introduction/Objective
	Market Overview
	Site Analysis
	Economic Overview
	Lodging Demand Overview
	Community Interview/Survey Details
	Lodging Supply Overview
	Conclusion/Scale, Size and Amenity Recommendations
	Room Share Overview
	Economic Impact
	Project Marketing Piece
Financial Projections/Proforma (2 Separate Brand Specific Proformas)	
Total All-In Project Cost	\$ 15,000

SCOPE OF WORK



Core Distinction Group takes immense pride in the work we do. Throughout each phase of our projects we communicate with our clients regularly. This ensures everyone involved in the project is up-to-date on the progress. We also keep a very tight timeline on our projects. Each phase is well thoughtout and followed consistently. The objective of our studies are to identify and determine the need for lodging in the community, the loss of lodging to the area due to lack of quality or amount of lodging, as well as determine if there is enough need to justify a new hotel. A new hotel that makes good business sense. Below you will find each part and its timing in the process:

KICKOFF MEETING, RESEARCH & COMMUNITY OUTREACH

This phase involves speaking with community leaders to compile a list of potential demand generators in the local and regional community. Research and Community Outreach is conducted within the first one to two weeks following receipt of the retainer.

SITE VISIT & COMMUNITY INTERVIEWS

This phase involves an in-depth local tour given by community leaders to help Core Distinction understand said community and need for lodging. The tour also includes a detailed analysis of potential sites for the project.

DEMAND GENERATOR INTERVIEWS

This phase involves conducting online and phone interviews with potential demand generators gathered during the Research and Community Outreach of the study process. This phase will take place in the first two weeks of the study process. In some cases, interviews are done during visit as well.

DATA COMPILATION

This phase of the process involves compiling all the data gathered during our visit to gain the overall picture of what is needed for the community. This phase is conducted in the two weeks following our community visit completion.

***DATA RECEIVING & REPORTING**

Once all the demand generator information is gathered, Core Distinction Group begins pulling industry data for target market as well as industry trends to help us gain a better understanding of the local and regional opportunity areas.

COST GATHERING

This involves all things cost. Core Distinction Group gathers actual cost for the development, construction, financing, taxes, and all other ongoing costs associated with the specific project.

PROJECT PRO FORMA

Immediately following Development and Operational Cost Gathering, Core Distinction Group will construct a project, brand, market, and scale specific Pro Forma that is bank, investor, brand and developer friendly.

DRAFT COMPLETION/SUBMITTAL

After Core Distinction has conducted all previous phases, we complete a draft of the study and financial pro forma and submit it for review by the contracted entity. Changes to the study may be made at this point but are limited to spelling and grammar updates.

FINAL

After all requested changes are made and final payment is received, Core Distinction Group will submit a final draft of the Hotel Market Feasibility Study and Brand Specific Pro Forma to the community for distribution.

*If at this point, Core Distinction Group does not feel there is enough need for lodging to merit the costs of a new build hotel, we will stop the process, communicate with the community and offer alternative options for accommodations. If this happens, the contracted entity is not responsible for the remaining study costs highlighted in (Cost) and will receive a report indicating the reasoning behind the decision.

Quinlan Farmers Market Business Plan

Executive Summary:

- Overview of the farmers market concept, its unique selling points, target market, and financial projections.

Business Description:

- A detailed description of the farmers market, including its location, size, layout, and facilities.
- Explanation of the market's operation, including the days and hours of operation, and the types of vendors/products to be featured.

Market Analysis:

- Analysis of the local market, including population demographics, consumer preferences, and competition.
- Identification of potential vendors and their products, as well as strategies to attract them to the market.

Organization and Management:

- Description of the organizational structure, including ownership, management team, and key personnel.
- Responsibilities of each team member and organizational chart.

Marketing and Sales Strategy:

- Marketing plan to promote the farmers market and attract customers, including advertising, promotions, and social media.
- Pricing strategy for vendor fees and any other revenue streams.

Funding Request:

- Breakdown of startup costs, including permits, insurance, equipment, marketing, and initial inventory.
- Request for funding and explanation of how the funds will be used.

Financial Projections:

- Projected income statement, cash flow statement, and balance sheet for the first few years of operation.
- Break-even analysis and return on investment projections.

Risk Management:

- Identification of potential risks and challenges, such as weather, competition, or regulatory issues.
- Strategies to mitigate these risks, such as contingency plans or insurance coverage.

Executive Summary

Our farmers market, located in the heart of Quinlan, Texas, aims to provide a vibrant community hub where residents and visitors can access fresh, locally grown produce and artisanal products. Our goal is to support local farmers and artisans while promoting healthy living and sustainable practices.

Overview

The Quinlan Farmers Market will be a weekly event, open every Saturday from 9:00 am to 2:00 pm, hours can be flexible if desired to be open earlier and stay open later, Sundays can be considered as well in the future if desired. Starting in the spring and running through the fall and optionally a winter and holiday market is possible. The market will feature a variety of vendors, including local farmers, ranchers, bakers, and artisans, offering a wide range of products, including fruits, vegetables, meats, dairy, baked goods, and handmade crafts.

Goals

To provide a platform for local farmers and artisans to sell their products directly to consumers, thereby supporting the local economy and promoting sustainable agriculture.

To offer residents and visitors of Quinlan and surrounding areas access to fresh, high-quality, locally sourced products.

To create a vibrant community gathering place where people can connect and learn about the benefits of buying locally.

Target Market

Our target market includes residents of Quinlan and the surrounding areas who are interested in supporting local agriculture, eating healthy, and buying handmade, artisanal products. We also aim to attract tourists visiting the area, looking for authentic local experiences.

Financial Projections

Based on market research and comparable farmers markets in similar towns, we anticipate an average of 20 vendors per week and room for growth, with each vendor paying a \$25 booth fee. With an estimated average weekly attendance of 500 people, we project total weekly sales of \$12,500. After accounting for operating expenses,

including marketing, permits, and insurance, we anticipate a net profit of \$5,000 per week.

In conclusion, the Quinlan Farmers Market has the potential to become a thriving community asset, supporting local farmers and artisans, promoting healthy living, and enhancing the quality of life for residents of Quinlan and the surrounding areas.

Business Details

Location: The farmers market will be located in downtown Quinlan, Texas, in the central square or park area, providing easy access for both residents and visitors. The location was chosen for its visibility, foot traffic, and central gathering point within the community.

Size: The market will initially start with space for approximately 20-30 vendors, with room for expansion as the market grows in popularity. The layout will be designed to accommodate both vendors and customers comfortably, with designated areas for different types of products.

Layout: The market will be set up in a grid pattern, with rows of vendor booths arranged in a logical and easy-to-navigate layout. The layout will include designated areas for produce, meats, dairy, baked goods, and artisanal products, with clear signage to help customers find what they're looking for.

Facilities: The market will provide basic facilities for vendors, vendors however may bring their own setup of 10x10 tents, tables, and chairs until or if a facility is provided for coverage. There will also be access to electricity and water for vendors who require it. Additionally, there will be restroom facilities nearby for both vendors and customers.

Operation: The market will operate on Saturdays from 9:00 am to 1:00 pm, starting in the spring and running through the fall, there is room for hour expansion if desired, and eventually both Saturday and Sunday if desired. Vendors will be required to set up their booths by 8:00 am and be ready to sell by 9:00 am. The market will be open rain or shine, with provisions for inclement weather, such as tents or covered areas.

Types of Vendors/Products: The market will feature a variety of vendors, including local farmers, ranchers, bakers, and artisans. Products will include seasonal fruits and vegetables, grass-fed meats, organic dairy products, freshly baked bread and pastries, homemade jams and preserves, and handcrafted goods such as pottery, jewelry, textiles, etc. The market will prioritize vendors who use sustainable and environmentally friendly practices.

Overall, the farmers market will provide a welcoming and vibrant community space where residents and visitors can connect with local producers, support local agriculture, and enjoy the freshest, highest-quality products Texas has to offer.

Analysis of the Local Market in Quinlan, Texas:

Population Demographics: Quinlan is a small town located in Hunt County, Texas, with a population of approximately 1,600 people. The town is situated in a rural area, surrounded by farmland and ranches. The town's proximity to larger cities like Dallas (about an hour's drive away) makes it a potential destination for weekend visitors looking for local experiences.

Consumer Preferences: Given Quinlan's rural location and the surrounding agricultural landscape, there is likely a strong preference for locally grown and produced goods. Residents may value freshness, quality, and supporting local businesses. There may also be an interest in organic or sustainably produced products.

Competition: While Quinlan itself may not have many direct competitors in terms of farmer's markets, residents have access to nearby grocery stores and farmer's markets in neighboring towns.

Identification of Potential Vendors and Products:

Farmers: Potential vendors could include local makers bakers, and farmers who grow fruits, vegetables, herbs, and flowers. They may also raise livestock for meat and dairy products.

Artisans: Local artisans could offer a variety of products, including handmade crafts, pottery, jewelry, and textiles. These products can add diversity to the market and attract a wider range of customers.

Strategies to Attract Vendors:

Networking: Reach out to local farmers, artisans, and producers through community networks, agricultural associations, and social media to gauge interest in participating in the market.

Promotional Events: Host informational sessions or networking events for potential vendors to learn about the benefits of participating in the market and to build relationships with them.

Incentives: Offer incentives such as discounted booth fees for early sign-ups or for vendors who commit to participating in the market for the entire season.

Marketing: Use targeted marketing strategies to reach potential vendors, highlighting the benefits of selling at the market, such as access to a diverse

customer base, promotional opportunities, and a supportive community environment.

By understanding the local market, identifying potential vendors, and implementing strategies to attract them, the farmers market in Quinlan, Texas, can position itself as a valuable community asset that supports local agriculture and provides residents with access to fresh, locally sourced products.

Organizational Structure

Ownership: The farmers market in Quinlan, Texas, will be owned and operated by a local nonprofit organization called "Quinlan Farmers Market Association." The association is governed by a board of directors composed of community members, local business owners, and representatives from local government agencies.

Management Team:

Market Manager: The market manager is responsible for overseeing the day-to-day operations of the market, including vendor relations, customer service, and logistics. They report to the board of directors and work closely with other team members to ensure the market runs smoothly.

Marketing Coordinator: The marketing coordinator is responsible for developing and implementing marketing strategies to promote the market and attract customers. This includes managing social media accounts, creating promotional materials, and coordinating advertising efforts.

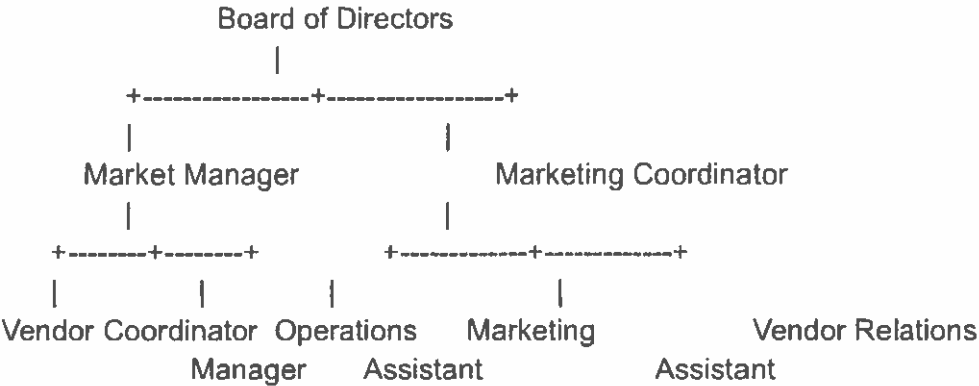
Vendor Coordinator: The vendor coordinator is responsible for recruiting and managing vendors, ensuring a diverse and high-quality selection of products in the market. They also handle vendor communications, applications, and payments.

Operations Manager: The operations manager is responsible for the logistical aspects of the market, including set-up and tear-down, equipment rental, and ensuring compliance with health and safety regulations.

Responsibilities of Each Team Member:

- **Market Manager:** Oversees overall operations, vendor relations, and customer service. Manages budget and reports to the board of directors.
- **Marketing Coordinator:** Develops and implements marketing strategies to promote the market. Manages social media, advertising, and promotional materials.
- **Vendor Coordinator:** Recruits and manages vendors. Handles vendor applications, payments, and communications.
- **Operations Manager:** Manages logistical aspects of the market, including set-up, tear-down, and compliance with regulations. Coordinates with vendors and other team members.

Organizational Chart:



This organizational structure allows for efficient management and operation of the farmer's market, ensuring that it meets the needs of both vendors and customers while fulfilling its mission of supporting local agriculture and promoting healthy living in the community.

Marketing Plan:

Advertising: Utilize local social media, chamber, community newsletters, and any further advertising opportunities available to advertise the farmers market. Place ads highlighting the market's unique offerings, such as fresh local produce, artisanal products, and community events.

Promotions: Offer special promotions, such as discounts or giveaways, to attract new customers. Collaborate with local businesses to offer joint promotions or sponsorships.

Social Media: Use social media platforms like Facebook, Instagram, and Twitter to promote the market. Share photos of products, vendor profiles, and upcoming events to engage with customers and build a following.

Community Outreach: Attend local events and festivals to promote the farmer's market. Partner with local organizations, schools, and community groups to reach a wider audience.

Email Marketing: Collect email addresses from customers and vendors to send out regular newsletters with updates, promotions, and market highlights.

Pricing Strategy:

Vendor Fees: Set competitive booth fees based on market research and the local market's standard rates. Consider offering discounts for vendors who commit to the entire season or for new vendors to encourage participation.

Other Revenue Streams: Explore additional revenue streams, such as sponsorships, advertising space, and special events. For example, charge a fee for hosting cooking demonstrations, workshops, or live music performances at the market.

Membership Programs: Offer a membership program for frequent customers, providing them with exclusive discounts, early access to new products, or other perks to encourage repeat business.

Grants and Funding: The operator may also seek grants or funding from government agencies, non-profit organizations, or foundations that support local food initiatives.

By implementing a comprehensive marketing plan and strategic pricing strategy, the farmers market in Quinlan, Texas, can effectively promote its offerings, attract customers, and generate revenue to support its operations.

Breakdown of start-up costs for a minimum start-up just using available property to set up:

Estimations :

Permits and Licenses: \$500 - \$1,000 for permits required by the local government to operate a farmers market.

Insurance: \$1,000 - \$2,000 for general liability insurance to cover the market, vendors, and customers.

Equipment:

- Market Tents/Booths: \$3,000 - \$5,000 for tents or booths to provide shelter for vendors and customers.
- Tables and Chairs: \$1,000 - \$2,000 for tables and chairs for vendors and customers to use.
- Signage: \$500 - \$1,000 for signs to promote the market and direct customers to vendors.

Marketing:

- Advertising: \$1,000 - \$2,000 for newspaper ads, radio spots, and flyers to promote the market.
- Promotions: \$500 - \$1,000 for promotions such as discounts, giveaways, and special events.

Initial Inventory:

- \$2,000 - \$3,000 for an initial inventory of market-branded merchandise, such as reusable bags, t-shirts, or other products.

Total Estimated Startup Costs: \$9,000 - \$15,000

Request for Funding:

We are seeking funding in the amount of \$15,000 to cover the startup costs outlined above. The funds will be used as follows:

- Permits and Licenses: \$1,000
- Insurance: \$2,000
- Equipment: \$6,000
- Marketing: \$3,000
- Initial Inventory: \$3,000

Breakdown of Startup Costs to include a Covered pavilion, bathrooms, electricity, etc.

Estimations:

Permits and Licenses: \$1,000 - \$2,000 for permits required by the local government to operate a farmers market.

Insurance: \$2,000 - \$3,000 for general liability insurance to cover the market, vendors, and customers.

Equipment:

- Market Tents/Booths: \$5,000 - \$7,000 for tents or booths to provide shelter for vendors and customers.
- Tables and Chairs: \$2,000 - \$3,000 for tables and chairs for vendors and customers to use.
- Signage: \$1,000 - \$2,000 for signs to promote the market and direct customers to vendors.
- Covered Pavilion: \$10,000 - \$15,000 for a covered pavilion to provide shelter for the market in case of inclement weather.

Marketing:

- Advertising: \$2,000 - \$3,000 for newspaper ads, radio spots, and flyers to promote the market.
- Promotions: \$1,000 - \$2,000 for promotions such as discounts, giveaways, and special events.

Audio Stage: \$3,000 - \$5,000 for an audio stage for live music performances and other events at the market.

Bathrooms: \$5,000 - \$10,000 for portable bathrooms for vendors and customers to use during market hours.

Electricity: \$1,000 - \$2,000 for electrical infrastructure to provide power to vendors and the audio stage.

Initial Inventory:

- \$2,000 - \$3,000 for the initial inventory of market-branded merchandise, such as reusable bags, t-shirts, or other products.

Total Estimated Startup Costs: \$32,000 - \$52,000

Request for Funding:

We are seeking funding in the amount of \$50,000 to cover the startup costs outlined above. The funds will be used as follows:

- Permits and Licenses: \$2,000
- Insurance: \$3,000
- Equipment: \$20,000
- Marketing: \$5,000
- Covered Pavilion: \$15,000
- Audio Stage: \$5,000
- Bathrooms: \$10,000
- Electricity: \$2,000
- Initial Inventory: \$3,000

The funding will allow us to create a fully equipped and attractive farmers market in Quinlan, Texas, providing a valuable community asset that supports local farmers and artisans and provides residents with access to fresh, locally sourced products.

Financial projections for a farmer's market involve making assumptions about revenue, expenses, and other financial factors. Here's a simplified example for the first few years of operation in Quinlan, Texas:

Projected Income Statement:

Year	Revenue	Expenses	Net Income
1	\$100,000	\$80,000	\$20,000
2	\$120,000	\$90,000	\$30,000
3	\$140,000	\$100,000	\$40,000

Projected Cash Flow Statement:

Year	Cash Inflow	Cash Outflow	Net Cash Flow
1	\$100,000	\$80,000	\$20,000
2	\$120,000	\$90,000	\$30,000
3	\$140,000	\$100,000	\$40,000

Projected Balance Sheet:

Year	Assets	Liabilities & Equity
1	\$50,000	\$30,000
2	\$70,000	\$40,000
3	\$90,000	\$50,000

Break-even Analysis:

To calculate the break-even point, you need to determine the total fixed costs and the contribution margin per unit (revenue per unit - variable cost per unit). The break-even point is reached when total revenue equals total costs.

Return on Investment (ROI) Projections:

To calculate ROI, you divide the net profit by the total investment and multiply by 100 to get a percentage.

For example, if the total investment is \$50,000 and the net profit in year 1 is \$20,000, the ROI would be:

$$\text{ROI} = (\$20,000 / \$50,000) * 100 = 40\%$$

These projections are based on hypothetical numbers and assumptions. It's important to conduct thorough market research and financial analysis specific to Quinlan, Texas, to create more accurate projections for a farmers market in the area.

Potential Risks and Challenges:

Weather: Inclement weather, such as rain, storms, or extreme heat, can impact the farmers market's operations and attendance, leading to lower revenue.

Competition: Competition from other farmers markets, grocery stores, or online retailers offering similar products could affect the market's ability to attract vendors and customers.

Regulatory Issues: Compliance with local health and safety regulations, zoning laws, and permits can be complex and time-consuming, potentially leading to delays or fines.

Vendor Reliability: Dependence on vendors to consistently participate and provide high-quality products can be a risk if vendors drop out or fail to meet expectations.

Strategies to Mitigate Risks:

Weather Contingency Plans: Have a plan in place for inclement weather, such as providing tents or a covered pavilion, rescheduling or relocating the market, or offering online sales options.

Diversify Offerings: Offer a variety of unique products and experiences to differentiate the market from competitors and attract a wider customer base.

Insurance Coverage: Obtain comprehensive insurance coverage, including general liability, property, and weather-related coverage, to protect against unforeseen events and liabilities.

Vendor Contracts: Require vendors to sign contracts outlining their commitments and responsibilities, including attendance requirements and product quality standards.

Community Engagement: Build strong relationships with the community and local businesses to create a loyal customer base and mitigate the impact of competition.

Regulatory Compliance: Stay informed about local regulations and obtain all necessary permits and licenses. Develop relationships with local officials to address any issues that may arise.

By identifying potential risks and implementing strategies to mitigate them, the farmers market in Quinlan, Texas, can improve its chances of success and ensure its long-term sustainability.