

Council of Development Finance Agencies

TIF Workshop: Addressing Buy In and Public Policy

presented by

HAWESHILLCALDERON
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Keys to Community Buy-In

1. Identify stakeholders in the game
2. Develop strategy to reach out to each identified group
3. Identify which parties best communicate the message



Stakeholders: 3 Primary Targets

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



Stakeholders: Business Development

1. Development Authority Directors and Boards
2. Finance Agencies, Banks, Government Agencies
3. Chambers of Commerce
4. Private Agencies, Companies, Individuals



Stakeholders: Neighborhood

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



Stakeholders: Elected/Appointed Officials

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



Strategy: The Initial Analysis

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



Communication: The Marketing Package

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



Communication: Educate Your Team

1. Make sure all parties involved understand the message
2. Provide the talking points to all
3. Attempt to limit the communication to media to one individual on the team



Buy-in at the Community Level

1. Support gathered through community, civic meetings
2. Provide letters of support from community leadership
3. Identify community issue areas, history
4. Clarify what the mechanism is NOT
5. Highlight community benefit of improvements and services
6. Document steps taken and results to aid in debt approval at the public/AG level
7. Community support = political support



Buy-in at the Political Level

A. Support from the Creation entity

1. Includes city officials, councils, managers, staff
2. Educate and communicate through workshops, committee meetings and one-on-one
3. Detail the governing statutes, statutory obligations
4. Diagram the increment financing process
5. Provide sufficient analysis of the economic and fiscal impact and benefit to the city



Buy-in at the Political Level

B. Support from Participating Jurisdictions

1. Includes county as well as college, hospital, school, water, and drainage districts
2. Additional participation ensures maximum zone performance
3. Adherence to statutory notification
4. Meet with representatives at each level to provide opportunity for feedback
5. Highlight direct benefits to motivate participation
6. Detail the fiscal impact for each entity



Q&A, Discussion

HAWES HILL CALDERON
LLP



Houston

P.O. Box 22167-2167
Houston, Texas 77227
(713) 595-1200

Arlington

805 E. Abram, Suite 200
Arlington, Texas 76010
(817) 807-5782

Rio Grande Valley

P.O. Box 720339
McAllen, Texas 78504

www.hhcllp.com