



City of Sugar Land

Sugar Land 4B Corporation Agenda

Sugar Land City Hall
2700 Town Center
Boulevard North
Sugar Land, TX 77479

Wednesday, October 15, 2025
Sugar Land 4B Corporation Meeting
Cane Room 161
4:00 PM

I. Attention

Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through video conferencing means. A quorum of the City Council, Board and/or Commission will be physically present at the above-stated location, and said location is open to the public. Audio/Video of open deliberations will be available for the public to hear/view; and are recorded as per the Texas Open Meetings Act.

The meeting will live stream at <https://youtube.com/live/JaC5OF1vm80?feature=share>.

II. Call to Order

III. Public Comment

Pursuant to Texas Government Code section 551.007, citizens are permitted to address the City Council, Board and/or Commission in person with regard to matters posted for consideration on the agenda. Each speaker must complete a "Request to Speak" form and give it to the City Secretary or designee, prior to the beginning of the meeting.

Each speaker is limited to 3 minutes, speakers requiring a translator will have 6 minutes, regardless of the number of agenda items to be addressed. Comments or discussion by City Council, Board, and/or Commission members, will only be made at the time the subject is scheduled for consideration.

For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.

IV. Minutes

A. MINUTES

Consideration of and action on the minutes of the September 17, 2025 meeting.

Linda Mendenhall, City Clerk

V. Resolutions

A. **PUBLIC HEARING 4:00 P.M.** Receive and hear all persons desiring to be heard on **SUGAR LAND 4B CORPORATION RESOLUTION NO. SL4B-R-25-10**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND PUBLIC ARTWORK MEETING THE REQUIREMENTS OF THE DEVELOPMENT CORPORATION ACT.

Consideration of and action on **SUGAR LAND 4B CORPORATION RESOLUTION NO. SL4B-R-25-10**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND PUBLIC ARTWORK MEETING THE REQUIREMENTS OF THE DEVELOPMENT CORPORATION ACT.

Sharee Davis, Civic Arts Manager

- B. Consideration of and action on **SUGAR LAND 4B CORPORATION RESOLUTION NO. SL4B-R-25-09**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION, ADOPTING A CORPORATION POLICY FOR AN SL4B RETAIL REFRESH GRANT PROGRAM.

Jonathan Soriano, Senior Community Development Coordinator

VI. Workshop

- A. **MARKETING CAMPAIGNS AND STRATEGIES**

Review of and discussion on updated marketing campaigns and strategies.

Jordan Cutler, Senior Marketing Manager, Emily Pollard, Communications Manager

VII. Director's Report

- A.

- Marketing, Promotions, and Events
- Strategic and Capital Projects
- Business Recruitment and Retention Efforts

Devon Rodriguez, Director of Redevelopment

VIII. Adjournment

The Sugar Land 4B Corporation reserves the right to adjourn into Executive Session at any time during this meeting for the purpose of consultation with the Attorney as authorized by Texas Government Code Sections 551.071 to discuss any of the matters listed above.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact the City Secretary, (281) 275-2730. Requests for special services must be received 48 hours prior to the meeting time. Reasonable accommodations will be made to assist your needs.

The agenda and supporting documentation is located on the [City Website](#) under meeting agendas.

Posted on this 8th day of October, 2025 at 5:00 P.M.



Sugar Land 4B Corporation Agenda Request October 15, 2025

Agenda Request No: IV.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Nicole Fontenette, Public Meeting Coordinator

Presented by: Linda Mendenhall, City Clerk

Responsible Department: City Clerk's Office

Agenda Caption:

MINUTES

Consideration of and action on the minutes of the September 17, 2025 meeting.

Recommended Action:

Consideration of and action on the minutes of the September 17, 2025 meeting

Executive Summary:

Consider the minutes of the September 17, 2025 meeting.

Budget

Expenditure Required: n/a

Current Budget: n/a

Additional Funding: n/a

Funding Source: n/a

Account Number (ORG-OBJ-Project): n/a

Attachments

1. 9.17.25 SL4B Meeting Minutes



City of Sugar Land

Sugar Land 4B Corporation Minutes

Sugar Land City Hall
2700 Town Center
Boulevard North
Sugar Land, TX 77479

Wednesday, September 17, 2025
Sugar Land 4B Corporation Meeting Minutes
City Council Chamber
4:00 PM

I. Attention

Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through video conferencing means. A quorum of the City Council, Board and/or Commission will be physically present at the above-stated location, and said location is open to the public. Audio/Video of open deliberations will be available for the public to hear/view; and are recorded as per the Texas Open Meetings Act.

The meeting will live stream at <https://youtube.com/live/UnaRjBXoX8I?feature=share>

II. Call to Order

QUORUM PRESENT

Alan Goodrich, Sanjay Singhal, Steve Bezecny, Stewart Jacobson, and Mary Ryder were present. Robert Boettcher attended virtually. Kurt Kirchof was absent.

III. Public Comment

Pursuant to Texas Government Code section 551.007, citizens are permitted to address the City Council, Board and/or Commission in person with regard to matters posted for consideration on the agenda. Each speaker must complete a "Request to Speak" form and give it to the City Secretary or designee, prior to the beginning of the meeting.

Each speaker is limited to 3 minutes, speakers requiring a translator will have 6 minutes, regardless of the number of agenda items to be addressed. Comments or discussion by City Council, Board, and/or Commission members, will only be made at the time the subject is scheduled for consideration.

For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.

No members of the public addressed the Board.

IV. Minutes

A. MINUTES

Consideration of and action on the minutes of the August 20, 2025 meeting and the Joint Sugar Land Development Corporation and Sugar Land 4B Corporation September 2, 2025 meeting.

Linda Mendenhall, City Clerk

A motion to **Approve the minutes of the August 20, 2025 meeting and the September 2, 2025 Joint Sugar Land Development Corporation and the Sugar Land 4B Corporation meeting**, was made by Alan Goodrich and seconded by Stewart Jacobson; the motion **Passed**.

Ayes: Alan Goodrich, Sanjay Singhal, Steve Bezecny, Stewart Jacobson, Mary Ryder, and Robert Boettcher
Absent: Kurt Kirchof

V. Public Hearings

- A. **PUBLIC HEARING 4:00 P.M.**: Receive and hear all persons desiring to be heard on the Performance Agreement between Sugar Land 4B Corporation and Q's Deli LLC.

Consideration of and action on the Performance Agreement between Sugar Land 4B Corporation and Q's Deli LLC.

Jonathan Soriano, Senior Community Development Coordinator

Jonathan Soriano, Senior Community Development Coordinator, gave a presentation, made comments and answered questions from the Board.

Steve Bezecny, Vice Chair, opened the public hearing at 4:07 p.m. No members of the public addressed the Board. The public hearing was closed at 4:07 p.m. by Steve Bezecny, Vice Chair.

A motion to **Approve the performance agreement between Sugar Land 4B Corporation and Q's Deli LLC**, was made by Sanjay Singhal and seconded by Mary Ryder; the motion **Passed**.

Ayes: Alan Goodrich, Sanjay Singhal, Steve Bezecny, Stewart Jacobson, Mary Ryder, and Robert Boettcher

Absent: Kurt Kirchof

VI. Workshop

- A. **REVIEW OF PROPOSED RETAIL REFRESH GRANT PROGRAM**
Review of and discussion on the proposed Retail Refresh Grant Program.

Jonathan Soriano, Senior Community Development Coordinator

Jonathan Soriano, Senior Community Development Coordinator, gave a presentation, made comments, and answered questions from the Board.

VII. Director's Report

- A.
- Marketing, Promotions, and Events
 - Strategic and Capital Projects
 - Business Recruitment and Retention Efforts

Devon Rodriguez, Director of Redevelopment

Devon Rodriguez, Director of Redevelopment, gave a presentation, made comments, and answered questions from the Board.

VIII. Adjournment

A motion to **Adjourn at 4:45 p.m.**, was made by Mary Ryder and seconded by Alan Goodrich;

the motion **Passed.**

Ayes: Alan Goodrich, Sanjay Singhal, Steve Bezecny, Stewart Jacobson, Mary Ryder, and Robert Boettcher

Absent: Kurt Kirchof

Linda Mendenhall, City Clerk





Sugar Land 4B Corporation Agenda Request October 15, 2025

Agenda Request No: V.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Sharee Davis, Civic Arts Manager

Presented by: Sharee Davis, Civic Arts Manager

Responsible Department: Public Works

Agenda Caption:

PUBLIC HEARING 4:00 P.M. Receive and hear all persons desiring to be heard on **SUGAR LAND 4B CORPORATION RESOLUTION NO. SL4B-R-25-10**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND PUBLIC ARTWORK MEETING THE REQUIREMENTS OF THE DEVELOPMENT CORPORATION ACT.

Consideration of and action on **SUGAR LAND 4B CORPORATION RESOLUTION NO. SL4B-R-25-10**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND PUBLIC ARTWORK MEETING THE REQUIREMENTS OF THE DEVELOPMENT CORPORATION ACT.

Recommended Action:

Hold a public hearing and approve Resolution No. SL4B-R-25-07 authorizing funding of \$250,000 for public artwork meeting the requirements of the Development Corporation Act

Executive Summary:

The Civic Arts Division is presenting resolution items for Fiscal Year 2025 (FY25) to the 4B Corporation for review. These items reflect strategic investments in cultural infrastructure and public art initiatives that align with the Corporation's mission to enhance quality of life, stimulate tourism, and strengthen Sugar Land's position as a regional cultural destination.

The review of FY25 & FY26 Civic Arts items include:

- **Public Art Projects:** Implementation of key artworks in high-visibility and community-centered locations, expanding access to cultural amenities and supporting placemaking goals.

- **Creative Placemaking & Activation:** Pilot projects and activations that enliven public spaces, encourage foot traffic, and drive local economic activity while showcasing Sugar Land’s unique identity.

These investments are directly tied to the City’s Strategic Plan and build on the Civic Arts Division’s track record of delivering high-impact projects. By supporting this funding request, the 4B Corporation will help ensure the continued growth of arts-driven economic development and community engagement in Sugar Land.

Staff recommends the SL4B Board hold a public hearing and approve Resolution No. SL4B-R-25-07, authorizing funding of \$250,000 for public artwork meeting the requirements of the Development Corporation Act.

Budget

Expenditure Required: 250,000

Current Budget: 250,000

Additional Funding: N/A

Funding Source: Public Art Fund

Account Number (ORG-OBJ-Project): 217-99-00-1179-0000-621020-

Attachments

1. 1.0 SL4B Civic Arts Resolution 9-4-25

RESOLUTION NO. SL4B-R-25-10

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND PUBLIC ARTWORK MEETING THE REQUIREMENTS OF THE DEVELOPMENT CORPORATION ACT.

WHEREAS, under Section 5.02 (a) of the Corporation’s bylaws, the City has requested that the Corporation fund projects or activities as described in this Resolution; and

WHEREAS, the Corporation’s Board of Directors finds that the described project or activity is authorized under the Development Corporation Act (Chapters 501 to 505, Local Gov’t. Code); and

WHEREAS, notices of the project or general type of project was published on the dates described below, as required by the Section 505.160 of the Act; and

WHEREAS, the City of Sugar Land city council did not receive within 60 days of the date of the published notices a petition from more than 10 percent of the City’s registered voters requesting that an election be held before the specific project or general type of project for which notice was published is undertaken; and

WHEREAS, the Corporation held a public hearing on this project on the date described below, as required by Section 505.159 of the Act; NOW, THEREFORE,

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION:

Section 1. That the facts and recitals set forth in the preamble of this resolution are true and correct.

Section 2. That it approves the City’s request for funding as follows:

Description of Project or Activity:	Public artwork meeting the requirements of the Development Corporation Act.
Dates of Published Notices:	November 22, 1995 January 5, 2011 August 2, 2017
Date of Hearing:	September 17, 2025
Amount Funded:	\$250,000.00
Statutory Authorization:	Project includes expenditures that are found by the board of directors to be required or suitable for infrastructure necessary to promote or develop new

or expanded enterprises limited to streets and roads, site improvements, and related improvements (§ 501.103, Tex. Loc. Gov't Code).

Project includes land, buildings, equipment, facilities and improvements found by the Board of Directors to be required or suitable for use for professional and amateur sports, including children's sports, athletic, entertainment, tourist, convention, and public park purposes and events, including stadiums, ball parks, auditoriums, amphitheaters, concert halls, parks and park facilities, open space improvements, museums, exhibition facilities, and related store, restaurant, concession, and automobile parking facilities, related area transportation facilities and related streets, roads, and water and sewer facilities, and other related improvements that enhance any of the items described by this section (§ 505.152, Tex. Loc. Gov't Code).

“Cost” with respect to a project has the meaning as specified in Local Gov't Code § 501.152 (cost of the acquisition, cleanup, construction, reconstruction, improvement, or expansion of a project, including the costs specified in (1) through (13) thereof).

Section 3. That approval of this Resolution authorizes the City to pay the costs of the projects or activities from the Corporation's funds, as described in this Resolution, as authorized by Section 5.02 of the Corporation's bylaws.

Section 4. That approval of this Resolution authorizes the general manager to enter into subsequent contracts related to these projects in accordance with section 3.06 of the Corporation's bylaws provided that the contract is for a “project cost” as defined in section 501.152 of the Act.

APPROVED ON _____, 2025.

Kurt Kirchof, President
Sugar Land 4B Corporation

ATTEST:

APPROVED AS TO FORM:

Dawn Shea Smith

Linda Mendenhall, City Clerk



Sugar Land 4B Corporation Agenda Request October 15, 2025

Agenda Request No: V.B.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Jonathan Soriano, Senior Community Development Coordinator

Presented by: Jonathan Soriano, Senior Community Development Coordinator

Responsible Department: Redevelopment

Agenda Caption:

Consideration of and action on **SUGAR LAND 4B CORPORATION RESOLUTION NO. SL4B-R-25-09: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION, ADOPTING A CORPORATION POLICY FOR AN SL4B RETAIL REFRESH GRANT PROGRAM.**

Recommended Action:

Approval of Resolution No. SL4B-R-25-09, adopting a corporation policy for a SL4B Retail Refresh Grant Program.

Executive Summary:

Background

The City of Sugar Land's Strategic Action Plan was approved in January 2025 and prioritizes actively fostering the redevelopment of key sites, so they enhance community amenities and provide forward-thinking housing options. Fostering a commercial and residential redevelopment environment using incentives will allow the City to further drive the types of development and change it wants to see.

The City of Sugar Land is at a transitional moment in its history. Today, Sugar Land only has 4% of developable land remaining. Meanwhile, housing and commercial developments from the 1970s, 1980s, and 1990s are aging, and market preferences are shifting. Ultimately, Sugar Land is competing with other places around the Houston region and the United States for residents and businesses. Sugar Land should respond to market shifts and adapt in order to remain competitive and continue to be a prominent destination.

In response to the City's previous Two-Year Action Plan which identified redevelopment as the top priority, the Sugar Land 4B Corporation Board of Directors approved Resolution No. SL4B-R-24-18 in September 2024, adopting a 4B Corporation policy for a Commercial Revitalization Grant Program. This program promotes new or expanded business enterprises by stimulating redevelopment, reinvestment, and aesthetic improvements of aging retail properties and

commercial centers in Sugar Land. This pilot program supports the creation of distinct and vibrant activity centers by promoting attractive and welcoming public spaces, renovated storefronts and building facades, and pedestrian-friendly settings. The creation of this program was informed by data-driven research, stakeholder interviews, and a Commercial Standards Study that provided insight into Sugar Land's aging commercial centers and outdated aesthetic standards.

In Fiscal Year 2025, four applications were received for the Commercial Revitalization Grant, representing over \$2.7 million in proposed commercial improvements. Two projects did not move forward due to changing market conditions and City code restrictions. One project was approved for improvements to the Lifestyle Center at First Colony Mall. Finally, one project from Q's Deli LLC was approved at the September 2025 SL4B meeting.

Building on lessons learned from Fiscal Year 2025, staff proposed a Retail Refresh Grant Program through a workshop at the September 2025 SL4B meeting. The program includes policy updates and a rebranding of the Commercial Revitalization Grant to promote reinvestment and redevelopment across Sugar Land. The proposed **Retail Refresh Grant** would expand eligibility to include specific retail projects within redevelopment areas and activity centers identified in the City's Land Use Plan. The proposed policy improvements would create an incentive tool for targeted infrastructure specific to attracting experiential retail, innovative market-driven concepts, and infill development on underutilized sites. By broadening the applicant base to include these types of projects, this program will further position Sugar Land as a business-friendly environment for future retailers while also enhancing the mix of shopping, dining, and entertainment options available to residents and visitors. The incentive framework for commercial property owners will also remain, continuing to prioritize aesthetic improvements with a collective benefit to multiple businesses and public patrons.

All applicants will be considered on a case-by-case basis and are encouraged to submit a project proposal that accomplishes two or more of the following preferred development outcomes:

- Modernization of building facades
- Creation of public spaces
- Promotion of walkability
- Creation of vibrant activity centers
- Enhancement of parking infrastructure
- Stimulation of a substantial economic impact
- Supporting foundational retail infrastructure in key opportunity sites

Project proposals are encouraged to be submitted under this grant for commercial center improvement projects as well as individual retail improvement projects. All project proposals must be substantially transformative and rehabilitative, as determined by Program Staff and the Board.

For individual retail improvement projects, projects should promote the development and redevelopment of commercial properties by supporting key infrastructure improvements that

enable the launch of new retail businesses in areas identified for redevelopment — particularly experiential retail, new concepts that address identified retail market gaps, and infill development on underutilized sites.

Reimbursement incentives are available for both commercial center improvement projects and individual retail improvement projects. For commercial center improvement projects, an incentive is available for up to 20% of the project's total cost. For individual retail improvement projects, an incentive is available for up to 30% of the project's total cost, up to a maximum of \$75,000.00 (subject to the Board's discretion). The minimum investment and grant funding amounts for qualifying projects will be determined by the Board on a project-by-project basis and will be negotiated with the Applicant as part of a performance agreement. A portion of the project must be for improvements eligible for funding under Sections 501.103 and/or 505.152 of the Development Corporation Act.

Staff recommends approval of Resolution No. SL4B-R-25-09, adopting a corporation policy for a SL4B Retail Refresh Grant Program.

Budget

Expenditure Required: N/A

Current Budget: N/A

Additional Funding: N/A

Funding Source: N/A

Account Number (ORG-OBJ-Project): N/A

Attachments

- 1. RESOLUTION NO. SL4B-R-25-09

RESOLUTION NO. SL4B-R-25-09

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION, ADOPTING A CORPORATION POLICY FOR AN SL4B RETAIL REFRESH GRANT PROGRAM.

WHEREAS, commercial redevelopment and reinvestment in the City of Sugar Land (“City”) is a means to preserve and enhance the value of existing areas of commerce; and

WHEREAS, commercial redevelopment and reinvestment supports the creation of distinct and vibrant activity centers by promoting attractive and welcoming public spaces, renovated storefronts and building facades, and pedestrian-friendly settings; and

WHEREAS, commercial redevelopment and reinvestment promotes new or expanded business enterprises in the City by stimulating redevelopment, reinvestment, and aesthetic improvements of aging retail properties and commercial centers; and

WHEREAS, portions of some commercial redevelopment and reinvestment projects may consist of infrastructure improvements that fall within Section 501.103 of the Development Corporation Act, codified in Chapters 501 through 505 of the Texas Local Government Code (the “Act”); and

WHEREAS, portions of some commercial redevelopment and reinvestment projects may consist of park space, parklets, and open space improvements that fall within Section 505.152 of the Act; and

WHEREAS, commercial redevelopment and reinvestment projects help create and retain jobs in the City; and

WHEREAS, by Resolution No. SL4B-R-24-18 the Board of Directors previously created and adopted an SL4B Commercial Redevelopment and Reinvestment Grant Program (the “Commercial Revitalization Program”), to incentivize commercial property owners in the City to engage in projects that rehabilitate and/or enhance their commercial properties, by providing some reimbursement for those portions of the projects that fall within the Act; and

WHEREAS, the Commercial Revitalization Program is currently limited to owners of multi-tenant retail centers; and

WHEREAS, the Board of Directors has determined that it would like to adopt a policy that expands on the Commercial Revitalization Program to include individual retail establishments and better target areas in the City identified for redevelopment; and

NOW THEREFORE, the Board of Directors wishes to adopt a policy establishing an economic development program to promote local economic development by reimbursing commercial property owners and individual retail establishments for portions of projects that

rehabilitate and/or enhance their commercial properties that fall within the Act; NOW, THEREFORE,

**BE IT RESOLVED BY THE BOARD OF DIRECTORS
OF THE SUGAR LAND 4B CORPORATION:**

Section 1. That Resolution No. SL4B-R-24-18 is hereby repealed.

Section 2. That the Board of Directors adopts the following policy:

**SUGAR LAND 4B CORPORATION POLICY
FOR AN SL4B RETAIL REFRESH GRANT PROGRAM**

A. Purpose. The purpose of this Policy is to provide for the SL4B’s reimbursement of funds to qualifying projects to promote local economic development.

B. Policy and Program Goals. The goals of this Policy and Program are to:

1. Promote economic growth;
2. Attract quality retail & community amenities;
3. Substantially enhance community aesthetics;
4. Create vibrant activity centers;
5. Support pedestrian-friendly environments;
6. Cultivate community identity;
7. Foster transformative reinvestment in commercial areas; and
8. Catalyze experiential retail, innovative market-driven concepts, and infill development on underutilized sites.

C. Policy. The SL4B may enter into Performance Agreements with Applicants for Reimbursement Incentive payments for portions of Qualifying Projects that consist of Qualifying Expenditures.

D. Definitions.

Act means the Development Corporation Act, codified in Chapters 501 through 505 of the Texas Local Government Code.

Applicant means a person who submits an Application to the SL4B.

Application means the form developed by the SL4B and submitted by an Applicant, whereby the Applicant is seeking a Reimbursement Incentive under the Program for a potential Qualifying Project that would include Qualifying Expenditures.

Board means the Board of Directors of the SL4B.

Commercial Center Improvement Project means a Qualifying Project submitted by an Applicant for a multi-tenant retail center.

Individual Retail Improvement Project means a Qualifying Project submitted by an Applicant for an individual retail establishment that is either:(i) a standalone business located on property that is either owned or leased by the Applicant; or (2) leasing space in a multi-tenant retail center.

Land Use Plan means the City's high-level document that outlines policy direction and guidance for development, redevelopment and land use decisions. The Land Use Plan is published as Chapter 6 of the City's Comprehensive Plan and furthers the Comprehensive Plan's overall vision and sets out a specific land use vision and goals for the City and outlines actions that will achieve those goals to ensure Sugar Land continues to thrive.

Performance Agreement means the agreement between a successful Applicant and the SL4B (and/or the City, if applicable) that outlines the scope of the Qualifying Project and the terms for the Applicant to receive a Reimbursement Incentive, and that meets the requirements of Section 501.158 of the Act.

Policy means this Sugar Land 4B Corporation Policy for an SL4B Commercial Redevelopment and Reinvestment Grant Program.

Program means the SL4B Commercial Redevelopment and Reinvestment Grant Program, created by this Policy.

Program Staff means those employees in the City's Department of Redevelopment or designated department charged with implementing and administering the Program.

Property means a commercial parcel of land, with a unique identifying address, owned or leased by an Applicant, located within City limits, and that is the subject of the proposed project.

Qualifying Expenditures means those portions of a Qualifying Project eligible for reimbursement under Sections 501.103 and/or 505.152 of the Act, as may be amended.

Qualifying Project means a project that meets the requirements of the Program and is found to be eligible for a Reimbursement Incentive and that promotes local economic development through projects that rehabilitate and/or enhance commercial properties.

Reimbursement Incentive means the funds the SL4B pays to an Applicant under the Program, towards those portions of a Qualifying Project that consist of Qualifying Expenditures excluding permitting fees and sales tax.

SL4B means the Sugar Land 4B Corporation.

E. Reimbursement Incentive Overview.

1. A Reimbursement Incentive for Commercial Center Improvement Projects is available for

up to 20% of the project's total cost. The percentage eligible for a Reimbursement Incentive will be determined on a case-by-case basis, but will in no event exceed the total amount paid by the Applicant for Qualifying Expenditures.

2. A Reimbursement Incentive for Individual Retail Improvement Projects is available for up to 30% of the project's total cost, up to a maximum of \$75,000.00 (subject to the Board's discretion). The percentage eligible for a Reimbursement Incentive will be determined on a case-by-case basis, but will in no event exceed the total amount paid by the Applicant for Qualifying Expenditures.
3. The minimum investment and grant funding amounts for Qualifying Projects will be determined by the Board on a project-by-project basis and will be negotiated with the Applicant as part of the Performance Agreement.
4. Applicants with approved Applications will be required to enter into a Performance Agreement that outlines the terms for receiving a Reimbursement Incentive. Additionally:
 - a. Work on a Qualifying Project must both start and be fully completed *after* the agreement is signed, or the project will be wholly disqualified;
 - b. Projects started prior to the agreement being signed will not be reimbursed; and
 - c. If the Applicant is not the sole owner of the Property (for Commercial Center Improvement Projects) or the sole authorized agent of the business (for Individual Retail Improvement Projects), any and all other owners and/or authorized persons will be required to also sign the agreement.
5. Reimbursement Incentives under the Program will be disbursed according to the terms of the Performance Agreement for the Qualifying Project.
6. Funding for the Program will be determined based on funding availability from the SL4B.
7. No Reimbursement Incentives will be given for partially completed projects. All improvements must be fully completed and all required paperwork must be submitted.
8. A portion of the project must be for improvements eligible for funding under the Act (i.e. Qualifying Expenditures). Only those portions of a Qualifying Project that consist of Qualifying Expenditures are eligible for a Reimbursement Incentive under the Program.

F. Preferred Development Outcomes. All Applications will be considered on a case-by-case basis. Although the SL4B will consider all Applications that meet the eligibility requirements outlined in this Policy, the SL4B is interested in supporting projects that are expected to produce a transformative impact to the City's areas of commerce. Applicants are encouraged to submit a project proposal that accomplishes two (2) or more of the following preferred development outcomes:

1. Modernization of building facades. Improvements should modernize building facades by transforming existing urban landscapes into contemporary and visually appealing environments that are attractive to new commercial and retail tenants.
2. Creation of public spaces. Improvements should incorporate placemaking elements that contribute to a distinct visual identity, such as unique outdoor seating areas, plazas, pocket parks, parklets, and/or open communal spaces.
3. Promotion of walkability. Improvements should prioritize pedestrian-friendly design by promoting safer walkability of commercial areas. Implementation of new sidewalks, pedestrian paths, or plazas to link various commercial uses to parking zones and/or other surrounding uses is ideal (*see example on Page 65 of the Land Use Plan*).
4. Creation of vibrant activity centers. Improvements should encourage the development of distinct and vibrant activity centers within the City by facilitating the creation of welcoming and engaging public spaces that attract visitors and residents alike.
5. Enhancement of parking infrastructure. Improvements should revitalize parking lots across the City, transforming neglected spaces into well-maintained, safe, and functional assets for the community. Parking lot improvements should be transformative and create inviting environments through resurfacing, lighting improvements, landscaping enhancement, pedestrian walkways, and more.
6. Stimulation of a substantial economic impact. Project proposals should showcase a significant community transformation. Targeted investments in key areas should generate substantial and long-lasting economic benefits.
7. Supporting foundational retail infrastructure in key opportunity sites: Promote the development and redevelopment of commercial properties by supporting key infrastructure improvements that enable the launch of new retail businesses in areas identified for redevelopment—particularly experiential retail, new concepts that address identified retail market gaps, and infill development on underutilized sites.
8. Innovation through transformative public projects that the City has not seen before.

G. Project Proposal Criteria for Commercial Center Improvement Projects. Project proposals should include quotes/estimates for a variety of improvements to retail properties/commercial centers, including, but not limited to:

1. Façade improvements;
2. Exterior treatments, including painting and siding;
3. Construction of new site amenities and open space improvements;
4. Plazas;
5. Shade structures;
6. Outdoor seating & table areas;
7. Parklets;

8. Pedestrian improvements;
9. Pedestrian walkways through large surface lots;
10. Permanent outdoor seating & table areas;
11. Pedestrian-scale lighting;
12. Bicycle infrastructure & amenities;
13. Commercial awnings;
14. Signage improvements;
15. Wayfinding and branding signage;
16. Parking lot improvements;
17. Repaving or resurfacing;
18. Replacement of excess surface parking with open space amenities;
19. Public art improvements, such as murals;
20. Improvements to public right-of-way or infrastructure; and
21. Other building or site modernization improvements as determined by the SL4B Board of Directors.

Maintenance-related projects are strongly discouraged and may not be approved

Commercial Center Improvement Project proposals must be substantially transformative and rehabilitative as determined by Program Staff and the Board, in their sole discretion.

All proposed improvements must comply with any applicable property owners' association's rules and architectural guidelines and the City's Code of Ordinances, including but not limited to building and sign regulations.

H. Project Proposal Criteria for Individual Retail Improvement Projects. Project proposals should include quotes/estimates for a variety of improvements to retail properties/commercial centers, including, but not limited to:

1. Infrastructure necessary to promote or develop new or expanded business enterprises, including water and sewer utilities, electric utilities, gas utilities, drainage, site improvements, and related improvements; and
2. Improvements that enhance the visual appeal of Sugar Land's streets and roadways, including upgrades to public-facing signage.

Maintenance-related projects are strongly discouraged and may not be approved

Individual Retail Improvement Project proposals must be substantially transformative and rehabilitative as determined by Program Staff and the Board, in their sole discretion.

All proposed improvements must comply with any applicable property owners' association's rules and architectural guidelines and the City's Code of Ordinances, including but not limited to building and sign regulations.

I. Property Eligibility.

1. Commercial Center Improvement Projects should be located in multi-tenant retail centers within the City that are at least twenty (20) years old and have at least fifteen thousand (15,000) square feet of gross leasable space. An exception may be made for properties located in “Redevelopment Areas”, as defined and identified in the City’s Land Use Plan.
2. Individual Retail Improvement Projects may be located on either standalone properties or in multi-tenant retail centers.
3. Applicants must be: (i) the property owner(s) of the multi-tenant retail center(s); (ii) owner(s) of individual retail establishments located, and leasing space in, a multi-tenant retail center; or (iii) owner(s) of a standalone retail business located on property that they either own or lease.
4. Preference may be given to projects located in or around a designated “Redevelopment Area” as defined by the Land Use Plan. However, all eligible multi-tenant retail centers and individual retail establishments are strongly encouraged to apply. These target areas may shift or expand over time as the City refines its strategic priorities.
5. Property taxes must be current.
6. The Property must be covered by a valid and current commercial insurance policy.

J. General Application Requirements and Procedures.

1. Application Process.
 - a. Interested applicants are encouraged to contact Program Staff to discuss their project and their potential eligibility for the Program, as well as to ask any questions about the Program and how to complete the application process.
 - b. Applicants are accepted on a rolling basis and must follow the adopted application process to be considered for a Reimbursement Incentive. The full Application must be completed in its entirety and submitted to Program Staff.
 - c. Funding is limited and will be awarded on a first-come, first-served basis, subject to funding availability from the City.
2. Submission Process. Before submitting an Application, Applicants must first meet with Program Staff. After such meeting, the following items must be submitted, and subsequently determined to be sufficient by Program Staff, for an Application to be considered complete:
 - a. Completed Application;
 - b. Project proposal that includes:

- (1) Concept for façade or other exterior or infrastructure improvements, showing the design or aesthetic of the proposed project;
 - (2) Detailed scope of work and/or architectural drawings and/or conceptual renderings of the improvements, reflecting placement, materials, and colors; and
 - (3) Proposed project timeline;
- c. Photographs of the existing interior and/or exterior conditions of the building and/or project site, including photos of the specific items to be addressed within the scope of work;
 - d. A copy of the Property deed to confirm ownership of the Property or written permission from the Property owner if the Applicant is not the Property owner;
 - e. A copy of the Property tax bill to confirm that taxes are current;
 - f. Proof that the Property is covered by a valid and commercial insurance policy; and
 - g. Written confirmation from the relevant property owners' association, if one, that the project complies with the association's rules and architectural guidelines and is approved.
3. Review Process.
- a. If funding is available, Program Staff will conduct an initial completeness and eligibility review on all received Applications to determine if an Application is complete. Applications will be reviewed for eligibility when they are determined to be complete by Program Staff.
 - b. Applications will then be reviewed by a staff committee composed of multiple City departments to determine eligibility based on Program requirements as well as alignment with Program goals and preferred development outcomes, compliance with City ordinances, and eligibility under the Act.
 - c. Once review of an Application is complete, the Applicant will be notified whether or not the project has been determined to be a Qualifying Project.
 - d. All eligible, completed Applications will be evaluated and submitted for approval on a case-by-case basis to the Board (and/or City Council, if applicable).
4. Post-Award Process.
- a. If an Application is approved by Program Staff, Program Staff will provide the Applicant with a Performance Agreement with the SL4B that outlines the terms and conditions that must be met in order to receive a Reimbursement Incentive for

the project.

- b. If the Reimbursement Incentive will exceed the amount that the City's City Manager would be authorized to approve for the City without City Council approval, then the Performance Agreement must be approved by the Board.
- c. The Applicant may begin work on the Qualifying Project once the Performance Agreement has been executed by both the Applicant and the SL4B (and/or the City, if applicable). If the Applicant is not the sole owner of the Property (for Commercial Center Improvement Projects) or the sole authorized agent of the business (for Individual Retail Improvement Projects), all other owners and/or authorized agents will be required to also sign the Performance Agreement.

K. Performance Agreement.

1. Once a Performance Agreement is approved, generally the successful Applicant will have six (6) months to begin construction. The Performance Agreement may provide that if the work does not begin within that six (6) month period, the Applicant will be notified in writing that the Performance Agreement may be terminated with no Reimbursement Incentive awarded or available to the Applicant. Generally, the Performance Agreement will provide that the Applicant will have one (1) to two (2) years from the date of the executed agreement to complete the project, which will be determined based on the scope of work. Depending on the scope of the project and/or project timeline, extensions may be granted on a case-by-case basis at the SL4B general manager's sole discretion.
2. Successful Applicants that enter into a Performance Agreement with the SL4B (and/or the City, if applicable) for a Reimbursement Incentive will be required to indemnify, defend, and hold the SL4B, City, as well as any of its officers, directors, employees, harmless from any claims, damages, losses and expenses, including but not limited to attorneys' fees, arising from the agreement.
3. Successful Applicants that enter into a Performance Agreement with the SL4B (and/or the City, if applicable) for a Reimbursement Incentive will be required to maintain insurance in amounts and types sufficient to cover the Qualifying Project and to protect the SL4B and/or the City from any potential liability related in any manner to their obligations under the agreement.
4. Successful Applicants that enter into a Performance Agreement with the SL4B (and/or the City, if applicable) for a Reimbursement Incentive will be required to grant the SL4B and/or City an unrestricted right to use, for any lawful purpose, any photographs or video footage taken of the Qualifying Project, owned by the Applicant and to which Applicant has the authority to grant such permission, and to use the Applicant's name in connection therewith if the SL4B and/or City choose.
5. In accordance with Section 501.158 of the Act, a Performance Agreement will include:

- a. A schedule of additional payroll or jobs to be created or retained at the Property as a result of the Qualifying Project;
 - b. The capital investment that the Applicant will be making in the Qualifying Project; and
 - c. Terms under which repayment of the Reimbursement Incentive will be made if the Applicant breaches any obligations of the Performance Agreement that survive the expiration or termination of the agreement.
6. The SL4B (and/or the City, if applicable) may impose any other conditions in a Performance Agreement with an Applicant that the SL4B and/or City deem necessary to promote the purposes of this Policy and the Program.

L. Payment of Reimbursement Incentives.

1. The Program will offer Reimbursement Incentives on a reimbursement basis only, per each Performance Agreement. Under no circumstances will Reimbursement Incentives be disbursed as a cash advance prior to project costs being incurred and the scope of the project being fully completed.
2. Reimbursement Incentives are disbursed only after a reimbursement request is submitted per the requirements of the Performance Agreement. After work has been completed on a Qualifying Project, the Applicant must submit a complete reimbursement package to the party designated in the Performance Agreement. The reimbursement package must include:
 - a. Copies of all permits required to be obtained for the construction or installation of the Qualifying Project;
 - b. Copies of receipts and sufficient supporting documentation showing that all contractors and/or materials have been paid in full for their work on the Qualifying Project. Documentation may include receipts, invoices, cancelled checks and/or bank statements;
 - c. Copies of receipts and sufficient supporting documentation showing the amount paid for Qualifying Expenditures. Documentation may include receipts, invoices, cancelled checks and/or bank statements;
 - d. A letter from the Property owner(s) (for Commercial Center Improvement Projects) or the authorized agent(s) of the business (for Individual Retail Improvement Projects), warranting that the Qualifying Project has been completed according to the requirements of the Performance Agreement; and
 - e. Detailed color photographs of all completed improvements.
3. Receipts and invoices required to be submitted hereunder must, at a minimum, include the

invoice date, scope of work, contractor name and contact information (if applicable), cost, and copies of cancelled checks or bank statements. The invoices must clearly indicate the nature of the expense and that such expense is related to the Qualifying Project.

4. Applicants must submit a complete reimbursement package within three (3) months from the date the Qualifying Project is completed.
5. Program Staff will review reimbursement packages for completeness within thirty (30) days from receipt. If an Applicant is missing information, Program Staff will notify the Applicant in writing and provide them an additional thirty (30) days to provide any missing or incomplete information. If the reimbursement package is not complete at the end of that additional thirty (30) days, the SL4B will have no obligation to pay the Reimbursement Incentive.
6. The SL4B will pay the Reimbursement Incentive no later than three (3) months after a reimbursement package for a Qualifying Project has been determined to be complete by Program Staff.
7. If the final costs of the Qualifying Expenditures are less than the original amount approved, the SL4B will have the right to reduce the Reimbursement Incentive accordingly.

M. Additional Program Requirements.

1. Projects that begin or incur construction costs before receiving a formal notice to proceed will not be eligible for reimbursement under this Program.
2. All rehabilitation work and design features must comply with all applicable City codes and ordinances, as well as state and federal law.
3. All applicable permits must be obtained.
4. Not all properties and/or projects meeting this Program's eligibility requirements will be able to receive a Reimbursement Incentive. Eligibility and awards under this program will be determined by the SL4B and Program Staff in their sole discretion.
5. Eligibility for a Reimbursement Incentive is based on current funding available for the Program. Lack of funding may result in the rejection of otherwise eligible Applications.

PASSED AND APPROVED on _____, 2025.

Kurt Kirchof, President

ATTEST:

Linda Mendenhall City Secretary

APPROVED AS TO FORM:

DAnn Shea Smith



Sugar Land 4B Corporation Agenda Request **October 15, 2025**

Agenda Request No: VI.A.

Agenda of: Sugar Land 4B Corporation Meeting

Initiated by: Jordan Cutler, Senior Marketing Manager

Presented by: Jordan Cutler, Senior Marketing Manager, Emily Pollard, Communications Manager

Responsible Department: Economic Development

Agenda Caption:

MARKETING CAMPAIGNS AND STRATEGIES

Review of and discussion on updated marketing campaigns and strategies.

Recommended Action:

Review of Updated Marketing Campaigns and Strategies

Executive Summary:

The Sugar Land Economic Development Corporation and Department of Redevelopment utilize Type A and Type B, with up to 10% of the annual revenue eligible to support marketing efforts related to economic development.

As with all competitive economic development and destination marketing organizations, it is essential to differentiate Sugar Land and promote the city as a premier place to do business and visit. To maximize impact and ensure a strategic, cohesive approach, the marketing and communications teams from Economic Development & Tourism, and Redevelopment collaborated to develop three-year campaigns—one focused on tourism messaging and the other on economic development and redevelopment messaging. These two campaigns, will align messaging across the departments, position our city as a premier destination with refreshed branding, data-driven programming, and a clear roadmap to guide strategic marketing efforts in the years ahead.

During this workshop, staff will present an overview of the updated marketing campaigns and strategies and how they align to tell our story as a destination. The presentation will outline marketing & communication functions across the departments, key initiatives, target audiences, and performance metrics that underscore the value and impact. The board will have the opportunity to ask questions and provide feedback.

Budget

Expenditure Required: N/A

Current Budget: N/A

Additional Funding: N/A

Funding Source: N/A

Account Number (ORG-OBJ-Project): N/A

Attachments

None