



Town of Argyle · P.O. Box 609 · Argyle, TX · 76226 · jfalcon@argyletx.com

June 9, 2021

For immediate release

ARGYLE, TX (June 9, 2021) – During the Municipal Development District meeting held on Tuesday, June 8, 2021, Charles Parker with the Retail Coach presented the 2021 Retail Trade Area Study for the Town of Argyle. The presentation included information on the Town’s demographic profile and gives guidance for growth. This was presented to Town Council in the February 1, 2021 meeting, but the MDD board wanted to hear it as well to get an idea for future projects.

Proposed Budget Revenue and Expenditures

Town Administrator Rich Olson presented the proposed budgetary revenue and expenditures for the MDD, based on the revenue from the former Economic Development Corporation. Board members discussed where funds would be allocated and how they would spend revenue.

Marketing and Branding Strategy

Town Communications Coordinator Julia Falcon presented potential branding ideas for the MDD. Ms. Falcon presented the former EDC brand as well as the brand for the Town. Board members discussed potential logo and color ideas. Based off the conversation, board members decided they wanted to build the MDD brand off the Town’s brand. Ms. Falcon will be editing the logo ideas presented and will return to the next MDD meeting on Tuesday, July 13, 2021 with those ideas.

###

Follow us on Facebook: [@TownofArgyle](https://www.facebook.com/TownofArgyle)

Follow us on Twitter: [@TownArgyle](https://twitter.com/TownArgyle)

Follow us on LinkedIn: [linkedin.com/company/town-of-argyle](https://www.linkedin.com/company/town-of-argyle)