



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

July 14, 2021

For immediate release

ARGYLE, TX (July 14, 2021) – The Municipal Development District held its monthly meeting on Tuesday, July 13, 2021. During this meeting, the MDD Board approved the proposed Fiscal Year 2021-2022 budget. The budget included two capital items: the installation of the traffic signal at Gateway and FM 407 and an additional \$100,000 for undesignated capital project participation. The total amount of the budget for the MDD will be \$413,670. The budget will be presented to the Town Council at the next meeting on Monday, July 19, 2021.

Logo and Branding Update

Town Communications Coordinator Julia Falcon presented the MDD board with logos provided by website developer ED Suite. The logos are slightly modified from what the Town currently has. Board members gave Ms. Falcon their opinions and suggestions for modifications. No logo was officially chosen.

Shop Local Campaign

A part of the Town's Strategic Plan is to launch a shop local campaign to educate consumers about the independent, local businesses in the Town and its extraterritorial jurisdiction. Ms. Falcon presented a potential social media and marketing plan. With the guidance of the MDD board, this will be launched in the coming months.

Relaunch of the Argyle Business Association

Another part of the Town's Strategic Plan is to relaunch the Argyle Business Association. Ms. Falcon presented a social media and marketing plan outline for the ABA relaunch. Prior to COVID-19, there was heavy planning in place for the ABA, but it did not officially launch because of the pandemic. The ABA will be a networking opportunity for businesses in Argyle and the ETJ. This will also be relaunched in the coming months.

Incentive Policy

Creating a comprehensive incentives policy is also a part of the Town's Strategic Plan. Town Administrator Rich Olson presented a working draft of a proposed incentives policy for the MDD. The incentives policy was created to expand the Town's sales tax base, create new high-paying jobs and promote sustainable economic development through the Town and ETJ. The MDD board is to look over the proposed policy and will be returned to Mr. Olson for review.

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