

Dan Bochsler, President
Kim Willmott, Vice-President
Charles Drane, Secretary/Treasurer
Firouz Haghighi, Director
Joseph Thompson, Director
Veer Patel, Director
Ernest Williams, Director



Christophe Trahan, EDC Director
Melissa Temple, Admin. Assistant
Mary Ann Admire, Marketing Analyst

**NOTICE OF MEETING
ECONOMIC DEVELOPMENT CORPORATION**

July 8, 2025

10:00 A.M.

PEDC Office

**100 Willow Creek Pkwy, Suite A
Palestine, TX**

Zoom Link: <https://us06web.zoom.us/j/83281322538?pwd=aDNm7JnAStcZTPfphHD5NlFnEzziEp.1>

Meeting ID: 832 8132 2538

Passcode: 873016

One tap mobile

+13462487799,,83281322538#,,,,*873016# US (Houston)

Follow us live at: [facebook.com/PalestineTxEDC](https://www.facebook.com/PalestineTxEDC)

A. CALL TO ORDER

B. PROPOSED CHANGES OF AGENDA ITEMS

C. PUBLIC COMMENTS

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so during this section of the agenda. All comments must be no more than five minutes in length. Any comments regarding items, not on the posted agenda may not be discussed or responded to by the Commissioners. Members of the public may join via Zoom or in person.

D. CONFLICT OF INTEREST DISCLOSURES

E. ITEMS FROM BOARD

F. DIRECTOR'S REPORT

1. Review Monthly Director's Report.
 - a.) Strategic Plan Activity
 - b.) Retail Sector Data
 - c.) Workforce Data
 - d.) Development Services Report
 - e.) All Other Economic Development Activities
2. Review Monthly Marketing Analyst Report.
 - a.) Monthly Marketing Activities
 - b.) Monthly Marketing Analytics
 - c.) All Other Marketing Activities

G. DISCUSSION AND ACTION ITEMS

1. Consider approval of the PEDC Minutes from June 10, 2025.
2. Consider approval of the June 2025 Financial Report.

3. Discussion and possible action regarding a Community Development Grant Application and Performance Agreement with ICEE Success Foundation.
 4. Discussion and possible action regarding PEDC Downtown Grant Program Guidelines for FY 25/26.
- H. **CLOSED SESSION**
The Board will go into Closed Session pursuant to Texas Government Code, Chapter 551, Subchapter D.
1. Section 551.072 deliberation regarding real property: the purchase, exchange, lease, or value of real property.
 - a.) PEDC Office Space
- I. **RECONVENE IN REGULAR SESSION**
- J. **TAKE ANY NECESSARY ACTION REGARDING CLOSED SESSION ITEM**
1. Discussion and possible action regarding PEDC office space.
- K. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted at the main entrance of the Palestine Economic Development Corporation located at 100 Willow Creek Parkway, Suite A, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Thursday, July 3, 2025, at 04:30 p.m.**



Melissa Temple, EDC Admin. Assistant

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT citysecretary@palestine-tx.org or 903-731-8414.



Agenda Date: 07/08/2025
To: Palestine Economic Development Corporation
From: Melissa Temple, EDC Administrative Assistant
Agenda Item: Review Monthly Director's Report.

SUMMARY:

Review Monthly Director's Report.

- a.) Strategic Plan Activity
- b.) Retail Sector Data
- c.) Workforce Data
- d.) Development Services Report
- e.) All Other Economic Development Activities

RECOMMENDED ACTION:

Staff recommends the board review the monthly Director's Report.

Attachments

Director's Report June-July 2025



Economic Development Activities- June/July 2025

Business Retention & Expansion

- Attended a regional EDC workforce meeting in Marshall, TX on 6/24 to discuss new workforce programs & grants resulting from the 89th legislative session.
- Conducting economic evaluation of an expansion project for a local retail facility.
- Developing outreach for High Demand Job Training – Automation Maintenance, Industrial Maintenance, and Industrial Electronics programs.

New & Small Business Development

- Assisting several new business start-ups with site selection & facilitated connections with the SBDC.

Targeted Marketing & Attraction

- Welcomed new Business Intelligence and Marketing Analyst – Mary Ann Admire on 6/13.
- Received feedback from TSRA engineering firm—Stone Consulting—on Rail Park design. Discussion requested revisions with PEDC's contracted rail design firm—Via Rail.

Incentives/Infrastructure & Quality of Life

- Received city council approval for First Amendments related to the loan restructuring for Tahwahkaro Distilling Company on 6/23.
- Met with prospects on 7/1 and developing incentive contract to recruit a flight instructor and an A&P mechanic to KPSN – Palestine Municipal Airport.
- Participated in pre-development meeting on 6/26 regarding a prospective local business expansion into the Willow Creek Business Park.

Prospects

PEDC June/July leads: 2

No. of Projects by Industry

1 Aviation

1 Retail

No. of open leads

17



Agenda Date: 07/08/2025
To: Palestine Economic Development Corporation
From: Melissa Temple, EDC Administrative Assistant
Agenda Item: Review Monthly Marketing Analyst Report.

SUMMARY:

Review Monthly Marketing Analyst Report.

- a.) Monthly Marketing Activities
- b.) Monthly Marketing Analytics
- c.) All Other Marketing Activities

RECOMMENDED ACTION:

Staff recommends that the board review the monthly Marketing Analyst Report.

Attachments

Marketing Analyst Report for June-July 2025

June/July 2025

Marketing Activities



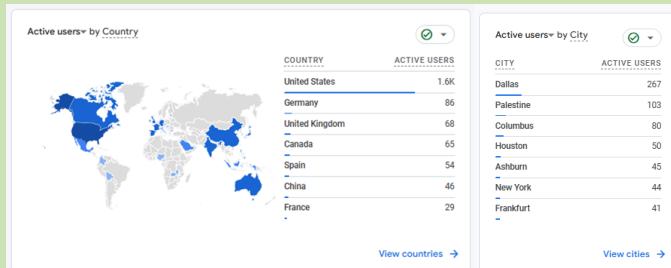
Staff Activities - Mary Ann Admire, Marketing Analyst

- Met with a marketing industry magazine and reviewed a campaign proposal for traditional marketing
- Received training on PEDC programs and resources
- Met with ExpressPros regarding training opportunities and collaborative marketing
- Met with potential Downtown Grant applicant to review process and scope
- Collaborated with Golden Shovel on the next press release article; review in progress
- Planning phase for the upcoming Anderson County Workforce Development Council session scheduled for August
- Received the first draft of the New Highlight Video from VikingFilmworks; review in progress.
- Planning for social media marketing campaigns and launched post to celebrate Independent Retailer Month (July)
- Connected with 2 businesses regarding our BR&E initiative

June/July 2025 Marketing Activities

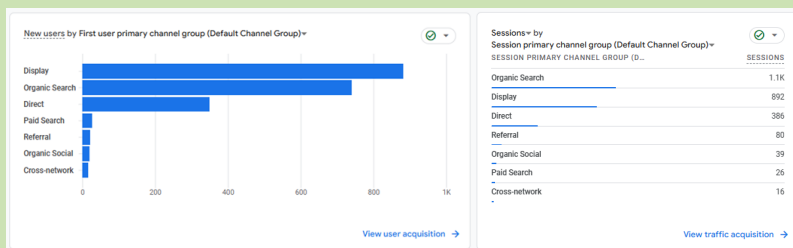


Digital Marketing Snapshot



The majority of website users continue to be based in the U.S. with the highest traffic from Texas.

Our strongest engagement came from Dallas and Palestine, confirming regional relevance.

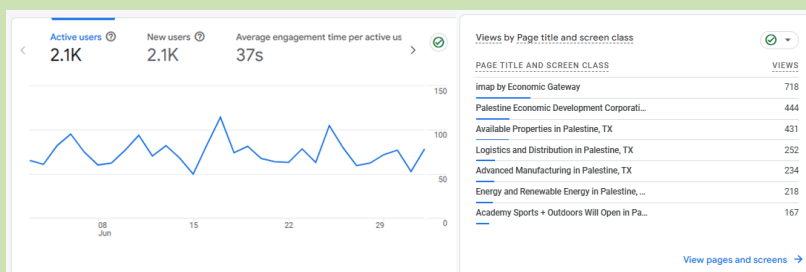


We saw a notable increase in new users from Display advertising (banners and visual ads), which suggests recent ad placements are helping expand our reach to new audiences across the web.

Display advertising was the top driver of new users, with nearly 1,000 visitors — a strong result that likely ties to recent banner or retargeting ads.

Organic Search also performed well, meaning the content is appearing in search engine results.

Direct traffic was the third-largest source, which typically includes people typing in the web address or using a bookmark — often returning users or local stakeholders.



There was a decrease in users for this time period compared with the previous 30 day view, but year to date the total number of new users is 20K .

imap by Economic Gateway was by far the most visited page representing the interactive map and property viewer tool as a strong asset.

- High interest in available properties suggests users are looking for investment or relocation opportunities.
- There's a solid level of engagement with industry-focused pages (logistics, manufacturing, energy), which is great for targeting business development leads.

Social Media - FaceBook - 2025 YTD Stats

Followers	3,835	Reach	59,160	Content Interactions	5,404
New Followers	540	Visits	10,085	Link Clicks	4,938

Top Cities

Palestine 41.5%, Elkhart 7%, Montalba 2.5%, Grapeland 2.4%, Tyler 2.2%, Athens 1.4%



Agenda Date: 07/08/2025
To: Palestine Economic Development Corporation
From: Melissa Temple, EDC Administrative Assistant
Agenda Item: Approval of the PEDC Minutes from June 10, 2025.

SUMMARY:

Consider approval of the PEDC Minutes from June 10, 2025.

RECOMMENDED ACTION:

Staff recommends approval of minutes from June 10, 2025.

Attachments

Minutes from June 10, 2025

THE STATE OF TEXAS §
COUNTY OF ANDERSON §
CITY OF PALESTINE §

The Economic Development Board of the City of Palestine convened in a regular meeting on Tuesday, June 10, 2025, at 10:00 a.m., at PEDC Office, 100 Willow Creek Pkwy, Suite A, Palestine, Texas, with the following people present: President Dan Bochsler; Vice President Kim Willmott; Secretary/Treasurer Charles Drane; Directors: Firouz Haghighi, Ernest Williams, and Joseph Thompson.

Staff present: PEDC Director Christophe Trahan and Administrative Assistant Melissa Temple.

Others Present: City Finance Director Andrew Sibai

A. CALL TO ORDER

With a quorum present, President Bochsler called the meeting to order at 10:00 a.m.

B. PROPOSED CHANGES OF AGENDA ITEMS

There were none.

C. PUBLIC COMMENTS

There were none.

D. CONFLICT OF INTEREST DISCLOSURES

There were none.

E. ITEMS FROM BOARD

There were none.

F. DIRECTOR'S REPORT

1. Review monthly Director's Report.
 - Strategic Plan Activity
 - Retail Sector Data
 - Workforce Data
 - Development Services Report
 - All other Economic Development Activities
2. Review monthly Marketing Analyst Report.
 - Monthly Marketing Activities
 - Monthly Marketing Analytics
 - All Other Marketing Activities

G. DISCUSSION AND ACTION ITEMS

1. Consider approval of PEDC Minutes from May 13, 2025.

Motion by Secretary/Treasurer Drane, seconded by Vice President Willmott to approve the item as presented. Upon vote, the motion carried unanimously 5-0. Director Thompson abstained from voting.

2. Consider approval of May 2025 Financial Report.

Motion by Director Thompson, seconded by Director Haghighi to approve the item as presented. Upon vote, the motion carried unanimously 6-0.

3. Discussion and possible action regarding the contract for data collection services with Placer.ai for FY 25/26.

Motion by Director Thompson, seconded by Vice President Willmott to approve item as presented. Upon vote, the motion carried unanimously 6-0.

4. Discussion and possible action regarding Downtown Grant Performance Agreement with Sandra Vasquez d/b/a Warren's Barber Shop.

Motion by Director Thompson, seconded by Secretary/ Treasurer Drane to approve final payment to Sandra Vasquez d/b/a Warren's Barber Shop for work completed under their Downtown Grant Performance Agreement. Upon vote, the motion carried unanimously 6-0.

5. Discussion and possible action regarding Downtown Grant Performance Agreement with Lilly Duncan.

Motion by Director Thompson, seconded by Director Williams to approve final payment to Lilly Duncan for work completed under her Downtown Grant Performance Agreement. Upon vote, the motion carried unanimously 6-0.

6. Discussion and possible action regarding Downtown Grant Performance Agreement with Subi Gandhi.

Motion by Director Thompson, seconded by Vice President Willmott to approve final payment to Subi Gandhi for work completed under his Downtown Grant Performance Agreement. Upon vote, the motion carried unanimously 6-0.

7. Discussion and possible action regarding Promissory Note, Performance Agreement and Deed of Trust with Tahwahkaro Distilling Company, LLC.

Motion by Director Thompson, seconded by Secretary/Treasurer Drane to approve amendments as presented. Upon vote, the motion carried unanimously 6-0.

8. Discussion and possible action regarding PEDC organizational structure.

Motion by Secretary/Treasurer Drane, seconded by Director Thompson to approve the addition of the Main Street Coordinator position to the PEDC organizational structure. Upon vote, the motion carried unanimously 6-0.

9. Discussion and possible action regarding PEDC's FY 25/26 Budget.

Motion by Director Haghighi, seconded by Secretary/Treasurer Drane to approve the PEDC's FY 25/26 Budget as presented with the changes;

- The amount for the line item 215-100-53030 PROFESSIONAL SERVICES will change from the proposed amount of \$60,000 to \$65,000.

- The information in line item 215-999-59010 TRANSFER TO/FROM GENERAL was proposed based on the previous FY 24/25 budget and needs to be updated to reflect that the position of Main Street Coordinator will now be under PEDC's organizational structure.

Upon vote, the motion carried unanimously 6-0.

10. Discussion and possible action regarding the PEDC Downtown Grant Program Guidelines.

The board discussed possible ways of restructuring the PEDC Downtown Grant Guidelines to better accommodate the needs of both the EDC and the applicants. There was an agreed consensus that the percentage amount of the reimbursements would be changed for the grant for the upcoming fiscal year. These changes will be formalized and presented to the board at the next meeting. There was no action taken.

H. CLOSED SESSION

President Bochsler announced that the board would go into closed session pursuant to Texas Government Code, Chapter 551, Subchapter D. The time was 11:50 p.m.

1.Section 551.087 deliberation regarding Economic Development negotiations; to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiation or to deliberate the offer of a financial or other incentive to a business prospect.

a.) Titan Rail Services, Inc.

2.Section 551.072 deliberation of real property; a governmental body may conduct a closed meeting to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

a.) PEDC Office Space.

I. RECONVENE IN REGULAR SESSION

President Bochsler announced the board would reconvene into Regular Session. The time was 12:44 p.m.

J. TAKE ANY NECESSARY ACTIONS REGARDING CLOSED SESSION ITEMS

1. Take any necessary action regarding Titan Rail Services, Inc.

No action was taken.

2. Take necessary action regarding PEDC Office Space.

No action was taken.

ADJOURN

With no other business to come before the Board, President Bochsler adjourned the meeting at 12:46 p.m.

PASSED AND APPROVED THIS 8th DAY OF July 2025.

Dan Bochsler, President

ATTEST:

Melissa Temple, Administrative Assistant



Agenda Date: 07/08/2025
To: Palestine Economic Development Corporation
From: Melissa Temple, EDC Administrative Assistant
Agenda Item: June 2025 Financial Report.

SUMMARY:

Consider approval of the June 2025 Financial Report.

RECOMMENDED ACTION:

Staff recommends approval as presented.

Attachments

PEDC Financial Report for June 2025



Palestine Economic Development Corporation
Financial Statement
As of June 30, 2025

		Current Budget	Current Period	Current Y-T-D	% of Budget	Budget Balance	Prior Year Y-T-D Actual	INC/(DEC) Prior Year
BEGINNING FUND BALANCE		\$ 3,986,395		\$ 3,896,395			\$ 2,611,873	
REVENUE								
41013	PEDC SALES TAX	1,325,055	118,748	1,082,210	81.7%	242,845	1,038,303	43,907
41609	RENT - SUITE B	36,000	3,000	27,000	75.0%	9,000	27,000	-
41807	ETEX FIBER RECAPTURE	400,000	-	310,314	77.6%	89,686	297,847	12,467
41818	DEBT OR OTHER FINANCING	-	-	-	0.0%	-	-	-
41901	INTEREST REVENUE	65,000	8,484	102,649	157.9%	(37,649)	97,048	5,601
41932	TAH LOAN PYMT	34,064	3,500	26,209	76.9%	7,855	25,548	661
41938	SALE OF PROPERTY	-	-	-	0.0%	-	-	-
*** TOTAL REVENUE ***		1,860,119	133,733	1,548,382	83.2%	311,737	1,485,746	62,636
EXPENSE								
PERSONNEL								
51010	SALARIES & WAGES	175,555	12,201	125,083	71.2%	50,472	113,890	11,193
51030	LONGEVITY	288	21	263	91.3%	25	192	70
51036	CELL PHONE ALLOWANCE	600	50	423	70.4%	178	427	(4)
51040	SOCIAL SECURITY	13,817	935	9,550	69.1%	4,267	8,563	986
51050	HEALTH INSURANCE	24,943	2,029	18,423	73.9%	6,519	17,776	647
51061	WORKER'S COMPENSATION	708	51	517	73.0%	191	470	47
51070	RETIREMENT	26,124	1,903	18,913	72.4%	7,210	16,499	2,414
*** EXPENSE CATEGORY TOTALS ***		242,034	17,189	173,171	71.5%	68,863	157,818	15,353
SUPPLIES AND MATERIALS								
52010	OFFICE SUPPLIES/EQUIPMENT	4,100	225	1,346	32.8%	2,754	1,171	175
52020	POSTAGE	300	-	-	0.0%	300	132	(132)
52091	FURNITURE & OFFICE EQUIPMENT	2,500	2,605	2,736	109.4%	(236)	1,075	1,661
*** EXPENSE CATEGORY TOTALS ***		6,900	2,830	4,082	59.2%	2,818	1,303	43
PROF/CONTRACTUAL SERV								
53010	LEGAL SERVICES	55,000	1,980	10,145	18.4%	44,855	30,525	(20,380)
53020	AUDIT & ACCOUNTING SERVICES	5,000	437	4,234	84.7%	766	4,234	-
53027	RECORDS MANAGEMENT	500	-	-	0.0%	500	-	-
53030	PROFESSIONAL SERVICES	45,000	-	9,938	22.1%	35,062	2,899	7,039
53031	CONSULTANT SERVICES	20,000	-	630	3.2%	19,370	-	630
53090	IT SUPPORT	1,897	179	1,550	81.7%	347	914	636
53095	SOFTWARE MAINTENANCE	833	183	815	97.9%	18	377	438
53150	MARKETING SERVICES	75,000	1,500	40,308	53.7%	34,692	32,558	7,750
53311	PRINTER/COPIER LEASE	3,500	262	1,811	51.7%	1,689	-	1,811
53500	LEGAL NOTICES	3,000	-	449	15.0%	2,551	1,095	(646)
53509	MEMBERSHIPS & SUBSCRIPTIONS	22,250	240	23,222	104.4%	(972)	18,632	4,590
53510	TRAVEL AND TRAINING	10,000	294	12,687	126.9%	(2,687)	7,825	4,862
53512	PRINTING SERVICES	-	48	88	0.0%	(88)	-	88



Palestine Economic Development Corporation
Financial Statement
As of June 30, 2025

		Current Budget	Current Period	Current Y-T-D	% of Budget	Budget Balance	Prior Year Y-T-D Actual	INC/(DEC) Prior Year
53514	TML INSURANCE	13,000	-	15,187	116.8%	(2,187)	12,135	3,052
53515	INSURANCE AND BONDS	1,100	-	-	0.0%	1,100	-	-
53520	JANITORIAL SERVICES	4,100	700	3,500	85.4%	600	5,600	(2,100)
53617	PROJECTS SUPPORT GRANTS	300,000	-	765,000	255.0%	(465,000)	103,500	661,500
53662	ATH COMPLEX IMPROVEMENTS GRANT	25,000	-	-	0.0%	25,000	-	-
53663	COM DEV GRANT-GENERAL PROGRAM	75,000	-	75,000	100.0%	-	-	75,000
53664	BLDG IMPROVEMENT GRANT PROG	250,000	17,590	139,374	55.7%	110,626	114,588	24,786
53665	PRIOR YEAR BLDG IMPROV GRANTS	67,500	-	109,354	162.0%	(41,854)	-	109,354
*** EXPENSE CATEGORY TOTALS ***		<u>977,680</u>	<u>23,413</u>	<u>1,213,293</u>	<u>124.1%</u>	<u>(235,613)</u>	<u>334,882</u>	<u>878,411</u>
MAINTENANCE & REPAIR								
54010	BLDG/STRUCTURE/GRNDS MAINTENANCE	100,000	2,966	23,233	23.2%	76,767	44,806	(21,573)
*** EXPENSE CATEGORY TOTALS ***		<u>100,000</u>	<u>2,966</u>	<u>23,233</u>	<u>23.2%</u>	<u>76,767</u>	<u>44,806</u>	<u>(21,573)</u>
UTILITIES								
54500	UTILITIES - ELECTRIC	78,000	5,712	35,815	45.9%	42,185	3,555	32,261
54501	UTILITIES - WATER/SEWER	4,000	-	2,367	59.2%	1,633	2,566	(198)
54503	PHONES/INTERNET	3,000	241	2,261	75.4%	739	4,201	(1,940)
*** EXPENSE CATEGORY TOTALS ***		<u>85,000</u>	<u>5,953</u>	<u>40,444</u>	<u>47.6%</u>	<u>44,556</u>	<u>10,321</u>	<u>32,261</u>
OTHER/MISC.								
55009	BUSINESS RETENTION/EXPANSION	15,000	-	492	3.3%	14,508	1,128	(637)
55200	MEETING MEALS	3,500	-	1,274	36.4%	2,226	2,759	(1,485)
*** EXPENSE CATEGORY TOTALS ***		<u>18,500</u>	<u>-</u>	<u>1,766</u>	<u>9.5%</u>	<u>16,734</u>	<u>3,888</u>	<u>(2,122)</u>
DEBT SERVICE								
56005	REVENUE BOND PRIN PAYMENT	563,374	-	89,676	15.9%	473,699	42,042	47,633
56050	INTEREST- BONDED DEBT	168,554	-	85,418	50.7%	83,136	22,749	62,670
56054	PAY/ESCROW AGENT FEES	-	-	-	0.0%	-	-	-
*** EXPENSE CATEGORY TOTALS ***		<u>731,928</u>	<u>-</u>	<u>175,094</u>	<u>23.9%</u>	<u>556,834</u>	<u>64,791</u>	<u>110,303</u>
CAPITAL OUTLAY								
58000	CAPITAL OUTLAY	-	-	140	0.0%	(140)	-	140
*** EXPENSE CATEGORY TOTALS ***		<u>-</u>	<u>-</u>	<u>140</u>	<u>0.0%</u>	<u>(140)</u>	<u>-</u>	<u>140</u>
INTERFUND ACTIVITY								
59010	TRANSFER TO/FROM GENERAL FUND	49,586	2,614	7,843	15.8%	41,743	-	7,843
59570	TRANSFER TO FLEET FUND	250	-	279	111.6%	(29)	-	279
*** EXPENSE CATEGORY TOTALS ***		<u>49,836</u>	<u>2,614</u>	<u>8,122</u>	<u>16.3%</u>	<u>41,714</u>	<u>-</u>	<u>8,122</u>



Palestine Economic Development Corporation
Financial Statement
As of June 30, 2025

					% of	Budget	Prior Year	INC/(DEC)					
	Current Budget	Current Period	Current Y-T-D		Budget	Balance	Y-T-D Actual	Prior Year					
*** TOTAL EXPENSE ***	2,211,878	-	54,966	-	1,639,345	-	74.1%	-	572,533	-	617,809	-	1,020,939
PROJECTED ENDING FUND BALANCE	\$ 3,634,636				\$ 3,805,432						\$ 3,479,810		

Sales Tax History: Fiscal Years 2023 - 2025

FY 2023					FY 2024					FY 2025				
	CITY 83.33%	PEDC 16.67%	TOTAL 100.00%	CUMULATIVE TOTAL		CITY 83.33%	PEDC 16.67%	TOTAL 100.00%	CUMULATIVE TOTAL		CITY 83.33%	PEDC 16.67%	TOTAL 100.00%	CUMULATIVE TOTAL
October	\$ 489,264	\$ 97,876	\$ 587,141	\$ 587,141	October	\$ 462,340	\$ 92,490	\$ 554,831	\$ 554,831	October	\$ 581,389	\$ 116,306	\$ 697,695	\$ 697,695
November	695,073	139,048	\$ 834,121	1,421,262	November	\$ 583,576	116,743	\$ 700,320	1,255,151	November	560,576	112,142	\$ 672,718	1,370,413
December	713,079	142,650	\$ 855,729	2,276,991	December	\$ 761,258	152,288	\$ 913,546	2,168,697	December	825,169	165,073	\$ 990,243	2,360,656
January	488,228	97,669	\$ 585,897	2,862,888	January	\$ 489,699	97,963	\$ 587,663	2,756,359	January	514,238	102,872	\$ 617,111	2,977,767
February	479,957	96,014	\$ 575,972	3,438,860	February	\$ 531,445	106,315	\$ 637,760	3,394,119	February	483,506	96,724	\$ 580,230	3,557,997
March	615,561	123,142	\$ 738,703	4,177,563	March	\$ 645,886	129,208	\$ 775,094	4,169,213	March	668,215	133,675	\$ 801,890	4,359,888
April	491,534	98,330	\$ 589,865	4,767,428	April	\$ 544,061	108,838	\$ 652,899	4,822,112	April	593,717	118,772	\$ 712,489	5,072,377
May	546,115	109,249	\$ 655,365	5,422,792	May	\$ 546,384	109,303	\$ 655,687	5,477,799	May	-	-	-	5,072,377
June	647,699	129,571	\$ 777,270	6,200,063	June	\$ 609,622	121,954	\$ 731,575	6,209,374	June	-	-	-	5,072,377
July	509,983	102,021	\$ 612,004	6,812,067	July	\$ 557,769	111,581	\$ 669,349	6,878,723	July	-	-	-	5,072,377
August	591,982	118,425	\$ 710,407	7,522,474	August	\$ 517,921	103,609	\$ 621,530	7,500,254	August	-	-	-	5,072,377
September	581,058	116,239	\$ 697,297	8,219,771	September	\$ 666,098	133,252	\$ 799,350	8,299,604	September	-	-	-	5,072,377
	\$ 6,849,535	\$ 1,370,236	\$ 8,219,771			\$ 6,916,060	\$ 1,383,544	\$ 8,299,604			\$ 4,226,811	\$ 845,565	\$ 5,072,377	





Palestine Economic Development Corporation
Financial Statement
As of June 30, 2025

Sales Tax FY 2025 - April 2025- Period 7



— \$ Sales Tax Received June-2025

— % Inc(+) Dec(-) from prior year

Palestine	Athens	Henderson	Jacksonville	Kilgore	Mount Pleasant	Sulphur Springs
712,489.05	849,878.85	626,842.51	427,952.33	821,296.31	701,601.77	939,923.81
9.13%	16.39%	-7.17%	6.69%	8.61%	-0.45%	27.89%



Palestine Economic Development Corporation Summary of Cash and Investment Activity For the Month Ending: June 30, 2025

	Par Value	Market Value	Ratio Market-to-Book Value
Beginning Balances			
Cash	\$312,219.92	\$ 312,219.92	100.00%
Investments	\$3,094,255.84	\$3,094,255.84	100.00%
Total	3,406,475.76	\$3,406,475.76	100.00%
Activity			
Cash	(\$89,150.70)	(\$89,150.70)	
Investments	\$126,726.56	\$126,726.56	
Net Accretion & Amortization			
Purchases			
Maturities/Calls			
Changes to Market Value	-	4,228.98	
Net Monthly Activity	\$37,575.86	\$41,804.84	
Ending Balances			
Cash	\$223,069.22	223,069.22	100.00%
Investments	\$3,220,982.40	\$3,225,211.38	100.13%
Total	\$ 3,444,051.62	\$ 3,448,280.60	100.12%

Palestine Economic Development Corporation
Summary of Cash and Investment Activity
For the Month Ending: June 30, 2025

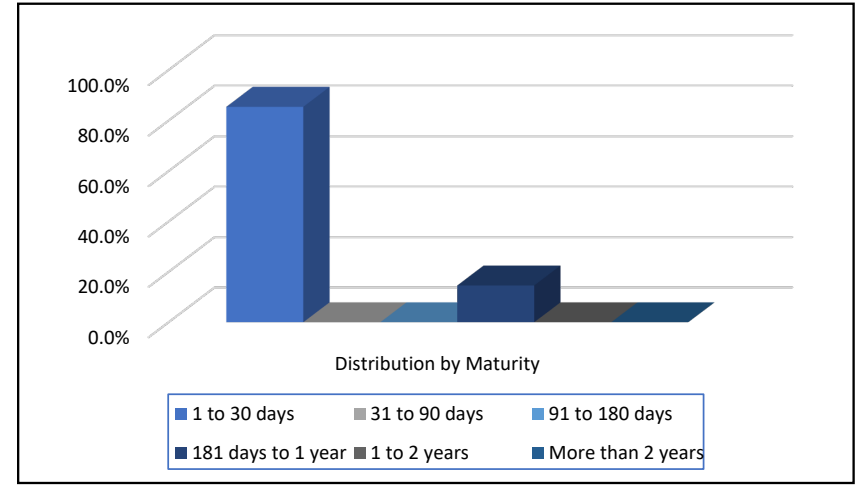
Purchase Date	Maturity Date	CUSIP / CD Number	Security Type	Par Value	Coupon	Purchase			Book Value	Market Value	Gain / (Loss)	Days to Maturity
						Price	Yield	Principal				
N/A	N/A	N/A	Cash In Bank	\$ 223,069		\$ 100.000	1.000%	\$ 223,069	\$ 223,069	\$ 223,069	\$ -	1
N/A	N/A	N/A	TEXSTAR Investment Pool	2,656,677	4.28%	\$ 100.000	4.270%	\$ 2,656,677	\$ 2,656,677	\$ 2,656,677	-	1
7/19/2024	7/21/2025	89841MBG1	Trustone Financial Credit Union	248,000	5.10%	100.000	5.100%	248,000	248,000	248,640	-	21
7/31/2024	7/31/2025	291916AQ7	Empower Fed Credit Union	244,000	5.1	100.000	5.100%	244,000	244,000	244,703		31
Totals/Weighted Average				\$ 3,371,746			4.175%	\$ 3,371,746	\$ 3,371,746	\$ 3,373,089	\$ -	5
Benchmark - 4-Week Coupon Equivalent Treasury Bill Rate							4.230%					

Palestine Economic Development Corporation

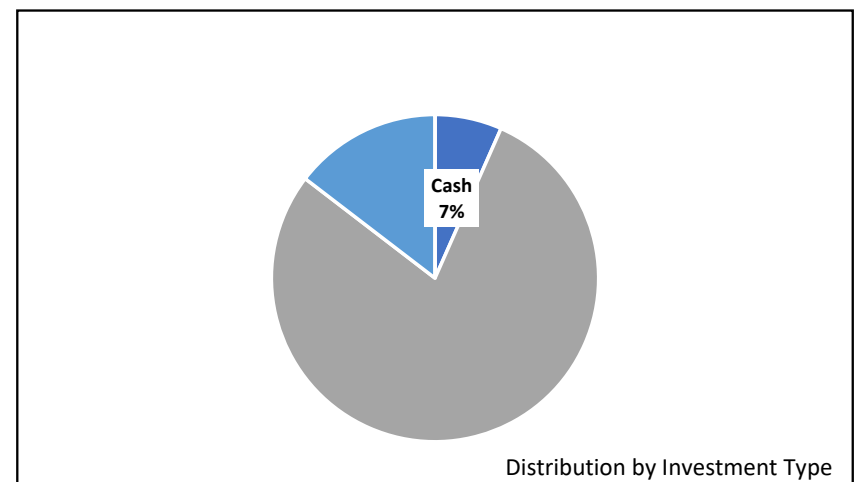
Summary of Cash and Investment Activity

For the Month Ending: June 30, 2025

Distribution by Maturity		
	Par Value	Percent
1 to 30 days	\$ 2,879,746	85.4%
31 to 90 days	-	0.0%
91 to 180 days		0.0%
181 days to 1 year	492,000	14.6%
1 to 2 years		0.0%
More than 2 years		0.0%
	<u>\$ 3,371,746</u>	<u>100.0%</u>



Distribution by Investment Type		
	Book Value	Percent
Cash	\$ 223,069	6.6%
US Agencies & Instrumentalities	-	0.0%
Eligible Investment Pools	2,656,677	78.8%
Certificates of Deposit	492,000	14.6%
US Treasury Bills / Notes / Bonds	-	0.0%
Money Market Mutual Funds		0.0%
Repurchase Agreements	-	0.0%
	<u>\$ 3,371,746</u>	<u>100.0%</u>



Palestine Economic Development Corporation
Monthly Interest
For the Month Ending: June 30, 2025

Cash	\$300.55
Investment Pool	\$ 5,874.21
CDs	\$ 2,309.62

Total Monthly Interest	\$8,484.38
-------------------------------	-------------------

This monthly report is in full compliance with the investment strategies as established in the City's Investment Policies and the Public Funds Investment Act, Chapter 2256, Texas Government Code.



Andrew Sibai
Finance Director

Original Issue-12/1/2012

2,865,000

BOND DEBT SERVICE

City of Palestine, Texas

Sales Tax Revenue Bonds, Series 2012B (Taxable-PEDC)

Callable 8/15/2022 @ Par

Due Date	Fund	Interest Rate	Principal	Interest	Semi-Annual Debt Service	Fiscal Annual Debt Service	Principal Balance
2/15/2013		3.350%	-	18,396	18,395.69		\$ 2,865,000
8/15/2013	215		160,000	47,989	207,988.75	\$ 226,384.44	2,705,000
2/15/2014		3.350%	-	45,309	45,308.75		2,705,000
8/15/2014	215		180,000	45,309	225,308.75	\$ 270,617.50	2,525,000
2/15/2015		3.350%	-	42,294	42,293.75		2,525,000
8/15/2015	215		185,000	42,294	227,293.75	\$ 269,587.50	2,340,000
2/15/2016		3.350%	-	39,195	39,195.00		2,340,000
8/15/2016	215		190,000	39,195	229,195.00	\$ 268,390.00	2,150,000
2/15/2017		3.350%	-	36,013	36,012.50		2,150,000
8/15/2017	215		195,000	36,013	231,012.50	\$ 267,025.00	1,955,000
2/15/2018		3.350%	-	32,746	32,746.25		1,955,000
8/15/2018	215		205,000	32,746	237,746.25	\$ 270,492.50	1,750,000
2/15/2019		3.350%	-	29,313	29,312.50		1,750,000
8/15/2019	215		239,313	29,313	268,625.00	\$ 297,937.50	1,510,688
2/15/2020		3.350%	-	25,795	25,795.00		1,510,688
8/15/2020	215		215,000	25,795	240,795.00	\$ 266,590.00	1,295,688
2/15/2021		3.350%		21,703	21,702.77		1,295,688
8/15/2021	215		225,000	21,703	246,702.77	\$ 268,405.54	1,070,688
2/15/2022		3.350%		18,425	18,425.00		1,070,688
8/15/2022	215		230,000	18,425	248,425.00	\$ 266,850.00	840,688
2/15/2023		3.350%		14,573	14,572.50		840,688
8/15/2023	215		240,000	14,573	254,572.50	\$ 269,145.00	600,688
2/15/2024		3.350%		10,553	10,552.50		600,688
8/15/2024	215		245,000	10,553	255,552.50	\$ 266,105.00	355,688
2/15/2025		3.350%		6,449	6,448.75		355,688
8/15/2025	215		255,000	6,449	261,448.75	\$ 267,897.50	100,688
2/15/2026		3.350%		2,178	2,177.50		100,688
8/15/2026	215		100,688	2,178	102,865.00	\$ 105,042.50	-
			\$ 2,865,000	\$ 715,470	\$ 3,580,470	\$ 3,580,470	

The Bonds shall be designated as "PALESTINE ECONOMIC DEVELOPMENT CORPORATION SALES TAX REVENUE BONDS, TAXABLE SERIES 2012B," in the principal amount of \$2,865,000 for the purpose of refinancing the Loan used to pay certain project costs, under and in strict conformity with the Constitution and laws of the State of Texas, particularly the Act.

Original Issue-2/1/2016

525,000

BOND DEBT SERVICE

City of Palestine, Texas

Sales Tax Revenue Bonds, Series 2016 (Taxable-PEDC)

Non-Callable

Due Date	Fund	Interest Rate	Principal	Interest	Semi-Annual Debt Service	Fiscal Annual Debt Service	Principal Balance
2/15/2016		3.630%	-		-		\$ 525,000
8/15/2016	215		30,000	8,999.38	38,999.38	\$ 38,999.38	495,000
2/15/2017		3.630%	-	8,984.25	8,984.25		495,000
8/15/2017	215		45,000	8,984.25	53,984.25	\$ 62,968.50	450,000
2/15/2018		3.630%	-	8,167.50	8,167.50		450,000
8/15/2018	215		45,000	8,167.50	53,167.50	\$ 61,335.00	405,000
2/15/2019		3.630%	-	7,350.75	7,350.75		405,000
8/15/2019	215		50,000	7,350.75	57,350.75	\$ 64,701.50	355,000
2/15/2020		3.630%	-	6,443.25	6,443.25		355,000
8/15/2020	215		55,000	6,443.25	61,443.25	\$ 67,886.50	300,000
2/15/2021		3.630%		5,445.00	5,445.00		300,000
8/15/2021	215		60,000	5,445.00	65,445.00	\$ 70,890.00	240,000
2/15/2022		3.630%		4,356.00	4,356.00		240,000
8/15/2022	215		60,000	4,356.00	64,356.00	\$ 68,712.00	180,000
2/15/2023		3.630%		3,267.00	3,267.00		180,000
8/15/2023	215		60,000	3,267.00	63,267.00	\$ 66,534.00	120,000
2/15/2024		3.630%		2,178.00	2,178.00		120,000
8/15/2024	215		60,000	2,178.00	62,178.00	\$ 64,356.00	60,000
2/15/2025		3.630%		1,089.00	1,089.00		60,000
8/15/2025	215		60,000	1,089.00	61,089.00	\$ 62,178.00	-
\$ 525,000 \$ 103,561 \$ 628,561 \$ 628,561							

WHEREAS, the Corporation proposes to issue Sales Tax Revenue Bonds to purchase the land and the building at 100 Willow Creek Parkway, Palestine, Texas 75801 (the "Project") which is the location of the offices of the Corporation;

WHEREAS, the estimated cost of the Project is approximately \$550,000;

Original Issue-1-29-2021

1,015,000

DEBT SERVICE

City of Palestine, Texas

ETEX FIBER LOAN

Non-Callable until August 15, 2026

Due Date	Fund	Interest Rate	Principal	Interest	Semi-Annual Debt Service	Fiscal Annual Debt Service	Principal Balance
8/15/2021		2.671%	43,386	14,853	58,238.53	\$ 58,238.53	971,614
2/15/2022	215		45,263	12,976	58,238.53	\$ 116,477.06	928,228
8/15/2022		2.671%	45,867	12,371	58,238.53		882,361
2/15/2023	215		46,480	11,759	58,238.53	\$ 116,477.06	835,881
8/15/2023		2.671%	47,100	11,138	58,238.53		788,781
2/15/2024	215		47,729	10,509	58,238.53	\$ 116,477.06	741,052
8/15/2024		2.671%	48,367	9,872	58,238.53		692,685
2/15/2025	215		49,013	9,226	58,238.53	\$ 116,477.06	643,672
8/15/2025		2.671%	49,667	8,571	58,238.53		594,005
2/15/2026	215		50,331	7,908	58,238.53	\$ 116,477.06	543,674
8/15/2026		2.671%	51,003	7,236	58,238.53		492,671
2/15/2027	215		51,684	6,555	58,238.53	\$ 116,477.06	440,987
8/15/2027		2.671%	52,374	5,864	58,238.53		388,613
2/15/2028	215		53,074	5,165	58,238.53	\$ 116,477.06	335,539
8/15/2028		2.671%	53,782	4,456	58,238.53		281,757
2/15/2029	215		54,501	3,738	58,238.53	\$ 116,477.06	227,256
8/15/2029		2.671%	55,229	3,010	58,238.53		172,028
2/15/2030	215		55,966	2,272	58,238.53	\$ 116,477.06	116,061
8/15/2030		2.671%	56,714	1,525	58,238.53		59,348
2/15/2031	215		57,471	768	58,238.53	\$ 58,238.53	1,877
			\$ 1,015,000	\$ 149,771	\$ 1,164,771	\$ 1,164,771	

For a partnership with ETEX Comm to bring Fiber Optics Internet Service from Jacksonville to Palestine

Original Issue-02/16/2024

2,030,000

DEBT SERVICE

City of Palestine, Texas

RAIL INFRASTRUCTURE DEVELOPMENT LOAN

Due Date	Fund	Interest Rate	Principal	Interest	Semi-Annual Debt Service	Fiscal Annual Debt Service	Principal Balance
7/16/2024		7.100%	82,233	60,455	142,687.46	\$ 142,687.46	\$ 1,947,767
1/16/2025	215		73,542	69,146	142,687.46	\$ 285,374.92	1,874,225
7/16/2025		7.100%	76,152	66,535	142,687.46		1,798,073
1/16/2026	215		78,856	63,832	142,687.46	\$ 285,374.92	1,719,217
7/16/2026		7.100%	81,655	61,032	142,687.46		1,637,562
1/16/2027	215		84,554	58,133	142,687.46	\$ 285,374.92	1,553,008
7/16/2027		7.100%	87,556	55,132	142,687.46		1,465,452
1/16/2028	215		90,664	52,024	142,687.46	\$ 285,374.92	1,374,788
7/16/2028		7.100%	93,882	48,805	142,687.46		1,280,906
1/16/2029	215		97,215	45,472	142,687.46	\$ 285,374.92	1,183,690
7/16/2029		7.100%	100,666	42,021	142,687.46		1,083,024
1/16/2030	215		104,240	38,447	142,687.46	\$ 285,374.92	978,784
7/16/2030		7.100%	107,941	34,747	142,687.46		870,843
1/16/2031	215		111,773	30,915	142,687.46	\$ 285,374.92	759,071
7/16/2031		7.100%	115,740	26,947	142,687.46		643,330
1/16/2032	215		119,849	22,838	142,687.46	\$ 285,374.92	523,481
7/16/2032		7.100%	124,104	18,584	142,687.46		399,377
1/16/2033	215		128,510	14,178	142,687.46	\$ 285,374.92	270,867
7/16/2033		7.100%	133,072	9,616	142,687.46		137,796
1/16/2034	215		137,796	4,892	142,687.46	\$ 142,687.46	0
			\$ 2,030,000	\$ 823,749	\$ 2,853,749	\$ 2,853,749	

For a partnership with TSRA to develop rail infrastructure for economic development



Agenda Date: 07/08/2025
To: Palestine Economic Development Corporation
From: Melissa Temple, EDC Administrative Assistant
Agenda Item: Community Development Grant Application and Performance Agreement with ICEE Success Foundation.

SUMMARY:

Discussion and possible action regarding a Community Development Grant Application and Performance Agreement with ICEE Success Foundation.

RECOMMENDED ACTION:

Staff recommends board discuss and take possible action regarding a Community Development Application and Performance Agreement with ICEE Success Foundation.

Attachments

ICEE Success Foundation Community Development Grant Application
ICEE Success Foundation Collaborators
ICEE Success Foundation IRS Approval of Tax Exemption
ICEE Success Foundation Performance Agreement
ICEE Success Foundation Organizational Background
CDG Application Attachment; Addendum
CDG Application Attachment; Financial, Marketing and Evaluation
CDG Application Attachment; Narrative
Curious Museum Architectural Proposal
Curious Museum Operating Budget



PALESTINE ECONOMIC DEVELOPMENT CORPORATION

Community Development Grant Application

IMPORTANT:

- Please read the "Palestine Community Development Grant Program Guidelines & Criteria" prior to completing this application.
- The Grant Guidelines & Criteria and Application are available at www.palestinetexas.net; by calling 903.729.4100 or by emailing edcadmin@palestine-tx.org
- Please call to discuss your plans for submitting an application **in advance** of completing the form. Completed application and all supporting documents are required to be submitted electronically for consideration by the PEDC Board. Please submit the application to:

edcdirector@palestine-tx.org

Applications must be completed in full, using this form, and received by PEDC electronically, or in person.

Funding requested must meet the following criteria:

Project Grant

Quality of Life projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of PEDC.

APPLICATION

ORGANIZATION INFORMATION

Name:

Federal Tax I.D.:

Incorporation Date:

Mailing Address:

City

ST:

Zip:

Phone:

Fax:

Email:

Website:

Check One:

- ☐ Nonprofit – 501(c)(3) Attach a copy of IRS Determination Letter
☐ Governmental entity
☐ Other

Professional affiliations and organizations to which your organization belongs:

REPRESENTATIVE AUTHORIZED TO COMPLETE / SUBMIT APPLICATION:

Name:

Title:

Mailing Address:

City:

ST:

Zip:

Phone:

Fax:

Email:

DESIGNATED CONTACT FOR COMMUNICATION BETWEEN PEDC AND ORGANIZATION:

Name:

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested:

Matching Funds Available:

PROJECT

Start Date:

Completion Date:

BOARD OF DIRECTORS *(may be included as an attachment)*

LEADERSHIP STAFF *(may be included as an attachment)*

Using the outline below, provide a written narrative no longer than 5 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.

II. Project

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the location for Project.
- Provide a timeline for the Project.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by Palestine Economic Development Corporation:

- Eligible for PEDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to PEDC Grant Guidelines & Criteria)
- Support cultural, sports, fitness, entertainment and community projects that attract resident and visitor participation and contribute to quality of life, business development and growth of Palestine sales tax revenue
- Highlight and promote Palestine as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of Palestine
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in Palestine

Indicate which goal(s) listed above will be supported by the proposed Project:

Has a request for funding, for this Project, been submitted to PEDC in the past?

☐ Yes

☐ No

If yes, list date of submittal: _____

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the estimated total cost for this Project?

\$

(Include a budget for the proposed Project)

What percentage of Project funding will be provided by the Applicant?

Are Matching Funds available? ☐ Yes

☐ No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Are other sources of funding available? *If so, please list source and amount.*

Have any other federal, state, or municipal entities or foundations been approached for funding? *If so, please list entity, date of request and amount requested.*

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the PEDC board of directors, Applicant will assure:

- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- PEDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project. Specifics to be agreed upon by applicant and PEDC and included in an executed performance agreement;
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the PEDC Grant Guidelines in executing the Project for which funds were received.
- A final report detailing the success of the Project, as measured against identified metrics, will be provided to PEDC no later than 30 days following the completion of the Project.
- An Applicant may submit a request for a partial reimbursement during the course of the Project but prior to the Project's final completion. Requests for partial reimbursement received prior to final Project completion may not exceed 80% of the total approved Project grant amount. Requests for partial reimbursement submitted to the PEDC must be accompanied by copies of paid invoices/receipts and proof of payment and release of liens. Once verified, PEDC Board approval will be required before payment is delivered to the Applicant. The remaining 20% of the grant proceeds may be paid to the Applicant following the PEDC's receipt of all paid invoices/receipts, proof of

payment and release of liens; documentation of fulfillment of obligations to PEDC, including the Applicant's final report on the Project.

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the PEDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- ☐ Use the form/format provided
- ☐ Organization Description
- ☐ Outline of Project; description, goals and objectives
- ☐ Indicate PEDC goal(s) that will be supported by this Project
- ☐ Project timeline and location
- ☐ Plans for marketing and outreach
- ☐ Evaluation metrics
- ☐ List of board of directors and staff

Attachments:

- ☐ Financials: organization's budget for current fiscal year; Project budget; audited financial statements
- ☐ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☐ IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO PEDC WITHIN 30 DAYS OF THE PROJECT COMPLETION. FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT. PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



PALESTINE ECONOMIC DEVELOPMENT CORPORATION

COMMUNITY DEVELOPMENT GRANT

Final Report

Organization:

Funding Amount:

Project:

Start Date:

Completion Date:

Location of Project:

Please include the following in your report:

- Narrative report on the Project
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, videos, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project:

Palestine Economic Development Corporation
100 Willow Creek Pkwy., Suite A
Palestine, TX 75801

Attn: Christophe Trahan, Director of Economic
Development edcdirector@palestine-tx.org

Curious Collaborators

Curious Collaborators			
Name	Position	Institution	Contribution - Connecting with:
* Curious Advisory Board			
LOCAL			
Angela Howell*	Executive Director	Palestine Area Chamber of Commerce	Businesses, helping provide the Innovation Pipeline
Charles Drane *	Retired engineer		Science, funding
Christophe Trahan *	Director of Economic Development	Palestine Economic Development Corporation	Area business community and the City of Palestine
Hugh Summers *	Funder		Funding for Curious
Jean Mollard*	Owner	Redlands, Queen St. Grille	Community, Art community
Kristin Steely *	Central Office Administration	Elkhart ISD	Elkhart ISD
Larissa Loveless *	Director, Public Relations	Palestine ISD	Palestine ISD
Mary Ann Admire *	Main Street Coordinator	City of Palestine	Palestine Main Street and downtown, where the museum is located
Sondra Hayes *	3rd Grade Teacher	Elkhart Intermediate School	ICEE Board Member and active in Curious and integrating Curious with K-12
Bob Renko	Site Manager	Columbia Scientific Balloon Facility	Possibility of some interaction in programming
Cindy Piersol	CEO	Palestine YMCA	Area youth, especially the underserved, from Palestine ISD, Elkhart ISD, Westwood ISD, Grapeland ISD, Slocum ISD, and Grapeland ISD. Also connecting with their extensive Early Childhood program

Curious Collaborators

Name	Position	Institution	Contribution - Connecting with:
Donna Rainone	President	PCD Works	The innovation community
Drew Pyle	Project Administrator	PCD Works	The innovation community
Ernie Williams	CEO	Ernie Williams Insurance Agency and Community Mpact	Programming in the African American community
Greg Herring	Principal	Elkhart Intermediate School	Elkhart 3rd-5th
Hugh Summers *	Chartered Organization Representative	Boy Scout Troop 440 Cub Scout Pack 440	Boy Scouts
Jessica Hawkins	Community President	Commercial Bank of Texas	Finances, mortgage, fundraising
Jessica Hawkins	Board Member	Ancotafx	Work with area underserved youth
Karen Shipman	Instructor, Campus Director	Trinity Valley Community College, Palestine campus	Campus resources, especially technology
Kyle Johnson	Superintendent	Elkhart ISD	Elkhart ISD administration
Leon Wilhite	District Governor	Rotary District 5910	Area business community
Susan Tingle	Treasurer	Anderson County Child Welfare Board	Well-being of abused and neglected children
Tana Herring	Director of Special Programs	Elkhart ISD	Elkhart ISD curriculum and development
Teresa Herrera	City Manager	City of Palestine	City of Palestine and Visitors Center
STATE			
Gabi Kane	Executive Director	Latinitas Austin, TX	Engaging girls of color in technology

Curious Collaborators

Name	Position	Institution	Contribution - Connecting with:
Cheryl McCallum	Chief Strategy Officer	Children's Museum Houston	Leader in the children's museum field
Lillian Poats	Professor, College of Education	Texas Southern University	Equity in Informal Science Learning and
	Former College of Ed. Dean and		connecting to the work on STEAM and equity
	TSU Provost		in Informal Science Learning being conducted
	National Science Foundation Grant		as part of our NSF grant, for which Curious
	PI (Principal Investigator)		could be a test bed
Nicole Temple	Vice President of Education	Houston Museum of	Leader in the science museum field
		Natural Science	
NATIONAL			
Dorothy Bennett	Director of Creative Pedagogy	New York Hall of Science	Leader in the science museum field working
		(NYSCI)	on innovation, especially around
		New York, NY	underserved communities
Alex Hesse	Executive Director	Leonardo museum	Large STEAM museum serving broad community
		Salt Lake City, UT	
Karen Peterson	CEO	National Girls Collaborative	Engaging girls of all backgrounds,
			especially in STEM, partnering on programming
Karen Wilkinson	Director, The Tinkering Studio	Exploratorium	Leader in STEAM tinkering, Making, and
		San Francisco, CA	addressing these in early childhood

[illegible]

[illegible]

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 15 2011

ICEE SUCCESS FOUNDATION
C/O LUCINDA PRESLEY
2718 TIMBERLINE TRAIL
PALESTINE, TX 75803-8512

Employer Identification Number:
27-2607992
DLN:
17053363322000
Contact Person:
PERCY E DOWD ID# 95100
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
May 17, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

COMMUNITY DEVELOPMENT GRANT FUNDING AND PERFORMANCE AGREEMENT

THIS COMMUNITY DEVELOPMENT GRANT FUNDING AND PERFORMANCE AGREEMENT (the "Agreement") is entered into by and between Palestine Economic Development Corporation (the "PEDC"), a Texas non-profit corporation and Type B Economic Development Corporation, whose address is 100 Willow Creek Pkwy, Suite A, Palestine, Texas 75801, and the ICEE Success Foundation ("Applicant"), whose address is 2718 Timberline Trail, Palestine, TX 75803.

RECITALS

1. PEDC is an Economic Development Corporation, organized under the Texas Development Corporation Act of 1979, Article 5190.6, Sec. 4B of Vernon's Texas Civil Statutes, now Section 501 et seq. of the Texas Local Government Code (the "Act"), and authorized by the City of Palestine, Texas (the "City").

2. ICEE Success Foundation is a nonprofit 501c3 corporation, an eligible applicant under the Guidelines and Criteria for the Community Development Grant Program.

3. PEDC created the Community Development Grant Program (the "Grant Program") to enhance the quality of life in the City of Palestine and advance the mission of the PEDC which is, in part, to provide the leadership and resources to successfully compete for jobs and enhance community wealth.

4. Applicant submitted its Application dated July 1, 2025, for a Community Development Grant ("Application"), which is attached hereto as Exhibit "A".

5. The project which is the subject of this Agreement is the architectural design work necessary for an expansion of the Curious Museum located at 619 W Oak St within the city limits of Palestine (the "Project"). Applicant plans to make a total investment of **Thirty-Two Thousand Dollars and No Cents (\$32,000.00)** for the Project. PEDC has found that Applicant's Project will attract resident and visitor participation and contribute to the quality of life & business/workforce development which will ultimately add value to the tax rolls of Palestine and other local taxing entities.

6. The PEDC finds the Project is an authorized project under Texas Local Government Code 505.152 (Museums) and will promote new and expanded business development pursuant to Texas Local Government Code 505.158.

7. The PEDC published general notice of the Project in the Palestine Herald on December 12, 2024, as required by Texas Local Government Code 505.160.

8. The PEDC board of directors has approved a grant and funding to the Applicant in an amount not to exceed **Thirty Thousand Dollars and No Cents (\$32,000.00)** in Project-related expenses.

NOW, THEREFORE, in consideration of mutual covenants and agreements contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Applicant and the PEDC agree as follows:

Curious Museum: STEAM Ecosystem

Preparing Our Workforce

Promoting Creative and Innovative Thinking at the Intersections of the Sciences and Art

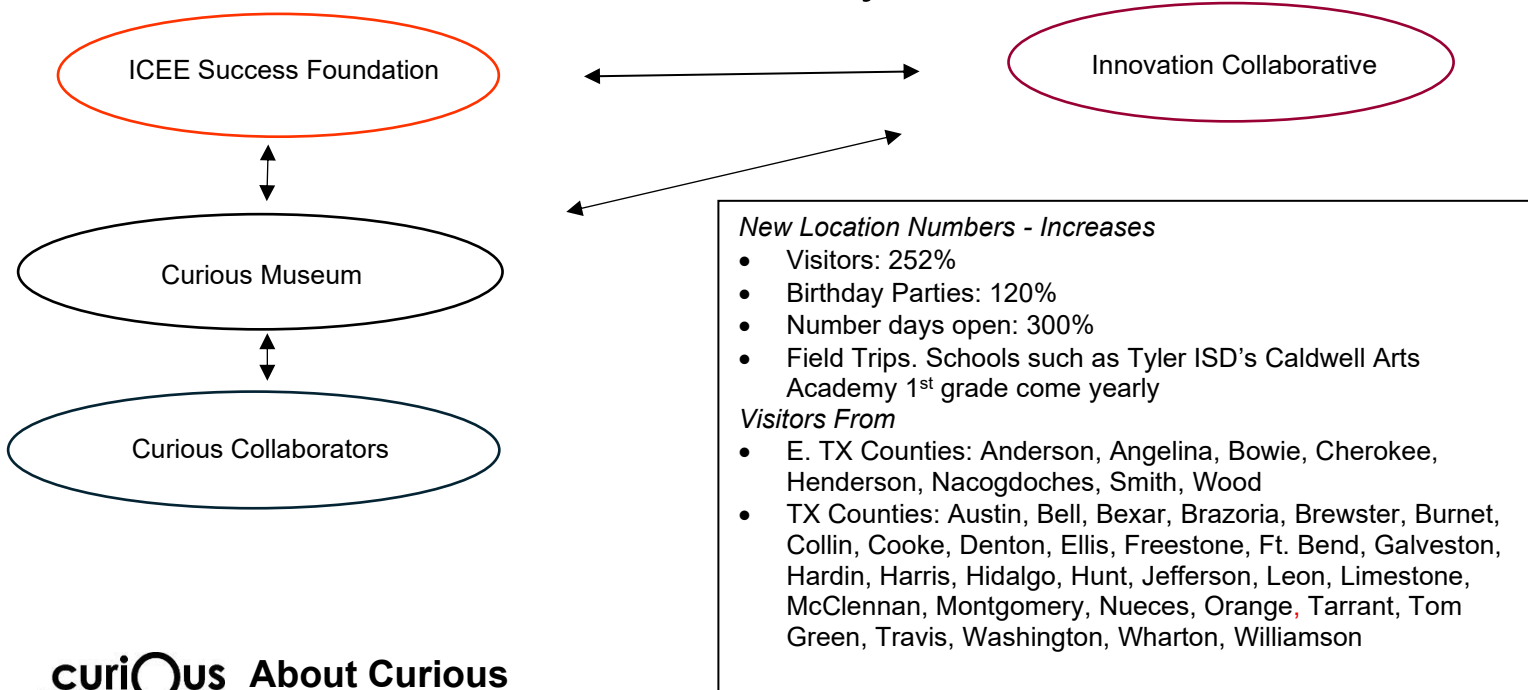
Awarded 2024 Palestine Nonprofit of the Year!

STEAM Ecosystem

The Curious museum is an integral part of a vibrant and successful STEAM (Science, Technology, Engineering, the Arts, and Math) ecosystem. In this, it works under the umbrella of [ICEE Success Foundation](#), a local 501(c)3 nonprofit. It also is a test bed for [The Innovation Collaborative](#), a national coalition of leading arts, STEM, and higher education institutions providing a strong research-based foundation for the growing STEAM movement. All entities are legally based in Palestine, TX.

- Additional important local, state, and national collaborators are an instrumental part of helping Curious meet local needs with inspiration from state and national Out-of-School-Time leaders.

STEAM Ecosystem



What is Curious? Curious is an exciting museum serving all individuals and families in East Texas and beyond. In preschoolers through adults it: 1) Ignites curiosity and imagination; 2) engages visitors in science and art through experiences with the science/art intersections; 3) promotes workforce skills in creative and innovative thinking for all ages and demographics; 4) teaches science concepts and practices; and 5) most of all, provides FUN.

What Does Curious Offer? Curious offers field trips, summer camps, birthday parties, afterschool programs, a museum store, family days and other programs, group visits, and evening events geared to adults around science and art.

Curious History. Curious is a teacher-requested outgrowth of a 2014 pop-up STEAM museum featuring exhibits exploring the future of responsive architecture from the famous [*Living Architecture*](#) project at the University of Waterloo, Toronto, Canada. Curious collaborates with teachers to provide a quality field trip location and fun programming for the East Texas area. Curious was developed and continues to collaborate with the Exploratorium museum in San Francisco, CA, an international leader in STEAM museums. All Curious exhibits are based on the Texas science TEKS for grades K-12.



About ICEE Success Foundation (ICEE)

What is ICEE? According to national researchers, the future of state and national economies rests on the abilities of their **workforces to innovate**. ICEE addresses this need through curriculum development, implementation, teacher professional development, research, museum development, and collaboration with local, state, national, and international partners. It leverages its director's over 25 years' STEAM experience in the arts, STEM, and STEAM worlds and her recognition nationally as a STEAM leader.

ICEE and NASA. ICEE originated in its director's work with NASA's Jet Propulsion Lab's Mars project. It has offered highly successful programming in this project for over 16 years. It recently successfully completed a 5-year \$300,000 grant from NASA headquarters. Curious is a part of this project.



About The Innovation Collaborative (Collaborative)

What is the Collaborative? ICEE founded The Collaborative, an outgrowth of its work in the National Science Foundation-funded SEAD (Science, Engineering, Art, Design) project.

Institutions Represented in the Collaborative Include Association for Multicultural Science Education (AMSE), Association of Science-Technology Centers (ASTC), Crayola, ICEE Success Foundation (ICEE), Institute for Learning Innovation (ILI), National Art Education Association (NAEA), National Dance Education Organization (NDEO), National Science Teaching Association (NSTA), Smithsonian Science Education Center, Wolf Trap, Boston College, Columbia University, Drexel University, Texas Southern University, University of California-Irvine, University of Wisconsin-Madison, University of South Carolina, University of Texas-Austin, University of Texas-Dallas, University of Texas-Dallas Center for BrainHealth, and more. *Italics: Board of Directors*

Funding and Projects. The Collaborative successfully completed 8 years of K-12 research in STEAM K-12 teacher professional development and classroom implementation with 3 successive National Endowment for the Arts grants. It is completing a 2-year grant with Texas Southern University from the National Science Foundation to study STEAM in Out-of-School-Time. Curious will become a test bed for the findings in this grant.

Curious Museum: STEAM Ecosystem

Preparing Our Workforce

Promoting Creative and Innovative Thinking at the Intersections of the Sciences and Art

Professional affiliations and organizations to which your organization belongs:

- These memberships are through Curious Executive Director. Not only does she belong to these organizations, all of which serve Out-of-School Time institutions, she works very closely with them.
- 1. **Museums:** [Association of Science and Technology Centers \(ASTC\)](#). ASTC is the national and international institution that represents all science and technology centers in the US and globally. Their Senior Advisor, Jamie Bell, works closely with the Curious ED and helped develop the Curious evaluation currently being used for the \$25K anonymous grant currently being administered. The Curious ED has worked closely with ASTC for many years. ASTC is represented on the Collaborative Board of Directors.
- 2. **Art:** [National Art Education Association \(NAEA\)](#). NAEA is the national institution for all visual art educators, both K-12 and Out-of-School Time (like Curious). The Curious ED is working closely with NAEA representatives on the Collaborative's national STEAM Teacher/administrator Professional Development initiative which will launch this fall. Out-of-School Time professional development will be an outgrowth of that project. NAEA is represented on the Collaborative Board of Directors.
- 3. **Science:** [National Science Teaching Association \(NSTA\)](#). NSTA is the national institution for all science teachers – both K-12 and Out-of-School Time (like Curious). The Curious ED is working closely with NSTA representatives on the Collaborative's national STEAM Teacher/administrator Professional Development initiative which will launch this fall. Out-of-School Time professional development will be an outgrowth of that project. NSTA is represented on the Collaborative Board of Directors.
- 4. **Creative Thinking (leads to innovative thinking and workforce skills):** [Freddie Reisman Center for Translational Research in Creativity and Motivation \(FRC\)](#) at Drexel University School of Education. FRC is a leading research institution promoting creative thinking among our youth. The Curious ED was asked to join their Advisory Board. FRC is represented on the Collaborative's Advisory Council.
- 5. **Please see Excel sheets with list of Curious Collaborators locally, regionally, statewide, and nationally.**

Curious Advisory Board

Representing

Mary Ann	Admire	City of Palestine - PEDC
Patricia	Champagne	Business and fundraising
Charles	Drane	Workforce development
Sondra	Hayes	Education
Angela	Howell	Chamber of Commerce
Larissa	Lovelace	Palestine ISD
Jean	Mollard	Dogwood Arts Council
Lucinda	Presley	ICEE and Collaborative
Drew	Pyle	PCDWorks
Kristin	Steely	Elkhart ISD
Hugh	Summers	Community and Boy Scouts
Christophe	Trahan	City of Palestine - PEDC
Ernie	Williams	Business and Diverse Community

Curious Leadership – Senior Staff

- Lucinda Presley - Executive Director. With a Master's degree in STEAM, she leads all aspects of the museum, including fundraising, operations, programming, exhibits, initial bookkeeping in concert with the Curious accountant, and the capital campaign. As a researcher, she uses national research to make Curious the best it can be and also conducts local Curious research of Curious visitors to accomplish the same goal. She also calls on her many local, regional, state, national, and international partners to help create a museum that would meet local needs and also make it a cutting-edge museum that will ride well into the future.
- Tyler Hebert – Innovation and Outreach Director. With 2 technology master's degrees, one including education, she leads all Visibility initiatives, including social media, website, and print marketing. She also develops programming such as Adult Tech Evening, tech camps, tech after school programs, and Adult Nights Out. In addition, she also connects Curious with many local institutions and provides programming for youth and adults.
- Melanie Miller – Operations Director. Formerly in the military, Melanie has a gift for organization and is in charge of all Curious operations, including scheduling, initial bookkeeping entries, overseeing all staff and other scheduling, purchasing, the physical facility, and many other operational needs as they occur.

Curious Museum

Promoting Creative and Innovative Thinking at the Intersections of the Sciences and Art

Financial

Financial Status

- *Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.*
 - Curious, throughout its 10 years of existence, has always operated on sound financial footing. It always operates in the black. Due to its limited size, it has operated conservatively programmatically. However, with its new location and exponentially increased possibilities, it can now expand its ability to reach its mission and goals.
 - This grant will significantly impact that by providing the crucial architectural drawings and renderings needed to begin the feasibility study and the subsequent fundraising. Without the funds requested in this Project proposal, we cannot move forward to reach our goals.

Financial Audit

- *Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*
 - Current year budget attached.
 - Notes to Budget
 - According to our accountant, the discrepancy between the 2025 income and expenses is a result of the fact that we operate on a cash basis. We receive funds (such as the projected \$200K from the first 2 months of the fundraising silent phase) in 1 year (2025) and those funds are expended in the following year (2026). We always operate in the black.
 - Audited financials are not available.
 - Our most recent accountants have been Barbara Bass and Margo Talley at Gollob Morgan Peddy (GMP) and Hali Cleveland at Creel Robinson, both in Tyler. We switched to Hali Cleveland because we had worked with her extensively at GMP, she did our tax returns, she has an extensive knowledge of nonprofits, and she left GMP to set up her own firm. Though we have not had the finances or capacity for an audit, our accountants have kept a firm grasp on assuring that Curious' finances are always in order.

Include a budget for the proposed Project

Project budget for this proposal, from the architect, Janann Pittman of Jackson & Ryan Architects, is as follows.

- Conceptual Design Services
 - Site Visit (Janann and one other, 12 hours each) \$ 4,000
- Conceptual Design \$28,000
 - Included for no additional cost:

- Existing conditions drawings
- Architectural program
- Renders completed as part of the conceptual design process
- Conceptual narrative
- TOTAL FEE: \$32,000
- Reimbursables Expenses
 - Reimbursable expenses are estimated to be less than \$1,000.
 - Reimbursable expenses are in addition to the fee and include, but are not limited to, the following: plotting; xeroxing; reproduction of drawings; postage and delivery services; travel expenses; photography; lotting and dry-mounting of master plan drawings, diagrams or photographs; fund raising presentation materials such as airbrush renderings, watercolors, photo realistic renders, full 3-D virtual reality movies, scaled models.
 - Reimbursable expenses will be billed at a rate of ten percent of the cost of the expense.

Multiple Revenue Streams for Curious

As Curious embarks on its fundraising campaign, it can demonstrate that it has a history of generating revenue. These include the following.

- \$25,000 Operations Grant from Anonymous Private Foundation Donor. This grant for 2025 is helping fund Curious operations that include staff salaries, building lease, programming, and building and exhibit upkeep. This grant's program office has stated that this grant can potentially be renewed for 2026.
- Texas Commission on the Arts (TCA) funding. Each year for the past 6 years, TCA has funded students' Curious visits as part of its funding for ICEE Success Foundation's NASA STEAM project.
- Hugh Summers. Each year Hugh Summers donates \$10-\$20K to Curious to assure its success.
- Capital Campaign. Curious is launching its capital campaign. There are already 3 local businesses that have indicated interest in supporting Curious financially. The feasibility study will begin Sept. 1 when we have the architect's drawings that will enable construction bidding. Then will ensue 8 months of the silent campaign, followed by the public campaign. The goal is a new, vibrant, and exciting museum in downtown Palestine.

Additionally, Curious' parent institution, ICEE Success Foundation, has a significant history of fundraising success. This includes a \$300,000 grant from NASA Headquarters for its NASA STEAM project recently completed. This, along with other grants from local funders, Texas Commission on the Arts, and \$19,000-\$20,000 grants from the local anonymous foundation that is now funding Curious demonstrate the capacity of the Curious ED, who is also the ICEE ED, to manage large funded projects.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

Curious Marketing Plans

- Curious will continue its aggressive social media presence, in addition to significantly updating its website. This will be combined with printed marketing materials such as rack cards, signage, and visitor handouts to inform the public of the exciting changes that will be happening at Curious. We also will work with local print and radio media to publicize all that is happening.
- An additional benefit will be Curious' exposure through the many local, regional, state, and national connections it has.

Project Marketing Plans

- As Curious launches its feasibility study, it will notify all participants of the impact of this funding on the ability to conduct the feasibility study. Once we enter the public phase of the fundraising campaign, significant acknowledgement will be given PEDC and this funding for making the whole process possible. *For, this Project proposed to PEDC, is the foundation on which all fundraising efforts rests.* This funding allows us to have the fundraising project to create the Curious we all envision.

How Achieve Goals

- This marketing will ensure that Curious' visibility is significantly increased. That will, in turn, drive visitorship and fundraising success.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Metrics Used to Evaluate This Project's Success:

- Completion of the architectural drawings, renderings, architectural program, and conceptual narrative to the satisfaction of Curious Board of Directors and Curious ED
- Completion of the above in the timeframe agreed upon by the architect and the Curious Board and ED
- Successful impact of the architectural drawings on the abilities of contractor(s) to provide their construction bids
- Success of the renderings to convey to feasibility study participants and potential donors what is envisioned for the Curious redesign

Instruments Used in Evaluation

- Instruments used in evaluation include: qualitative (Likert scale) analyses of completion, quantitative analyses of impact and success that include interviews, observations, and written post-surveys.

Curious Museum

Promoting Creative and Innovative Thinking at the Intersections of the Sciences and Art

Awarded 2024 Palestine Nonprofit of the Year by Chamber of Commerce

I. Applying Organization

a. *Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.*

- **Curious Mission**

- **Mission.** Engage youth and adults in fun, engaging, and informative STEAM* exhibits and experiences that promote creative and innovative thinking to help facilitate both academic and workforce success. *STEAM: Sciences, Technology, Engineering, the Arts, and Math

- **Curious Strategic Goals, Objectives, and Rationale**

- According to national researchers, the future of local, state, and national economies rests on the abilities of their **workforces to innovate**. Curious and its parent institution, ICEE Success Foundation, address this need through igniting curiosity, imagination, and problem solving in exhibits, programming, curriculum development, teacher professional development, research, and collaboration with local, state, national, and international partners. They focus on the STEAM intersections with creative (novel idea) and innovative (taking the novel idea to application) thinking. They leverage their director's over 25 years' STEAM experience in the arts, STEM, and STEAM worlds and her recognition nationally as a STEAM leader.
- Curious also accomplishes its goals by being an integral part of a vibrant and successful STEAM ecosystem. In this, it works under the umbrella of [ICEE Success Foundation](#), a local 501(c)3 nonprofit. It also is a test bed for [The Innovation Collaborative](#), a coalition of national arts, STEM, and higher ed. institutions. All entities are legally based in Palestine.

- **History**

- Curious is an outgrowth of a pop-up STEAM exhibit exploring the future of architecture from the famous [Living Architecture](#) project at the University of Waterloo, Toronto, Canada. After the Beesley exhibit, teachers requested hands-on experiences for the students. Thus, Curious was developed in collaboration with the Exploratorium in San Francisco, CA, an international leader in STEAM museums and opened for 3 months in 2015 in a downtown location with an option to purchase the building. However, a number of factors made purchasing impossible. Palestine ISD then offered a portable building, into which Curious moved until April, 2024. Despite an exhaustive search, no building that matched Curious' capacity had been procured, so Curious went into storage.
- Next, a building whose owners were supportive of Curious' mission was offered for lease with an option to purchase. That is the building and property in which we reopened in October, 2024, and are very excited to be able now to redesign it for the future.
- In this new location, Curious expanded from being open 1 day a week to being open 3 days a week with plans on being opened at least 5 days a week in the future.

- **Scope of Services**
 - Curious is open to the public and features field trips, summer camps, birthday parties, afterschool programs, a museum store, family days and other programs, in addition to group visits, and evening events geared to adults around science, tech, and art.
 - Since its reopening in October, 2024, Curious' attendance has increased 252%. This includes, for example, a 120% increase in birthday parties.
 - Field trips are popular. For example, Tyler ISD's Caldwell Arts Academy 1st grade comes yearly and says it is better than the museum in Tyler.
 - *Visitors come from:*
 - E. TX Counties: Anderson, Angelina, Bowie, Cherokee, Henderson, Nacogdoches, Smith, Wood
 - TX Counties: Austin, Bell, Bexar, Brazoria, Brewster, Burnet, Collin, Cooke, Denton, Ellis, Freestone, Ft. Bend, Galveston, Hardin, Harris, Hidalgo, Hunt, Jefferson, Leon, Limestone, McClennan, Montgomery, Nueces, Orange, Tarrant, Tom Green, Travis, Washington, Wharton, Williamson
- **Day to Day Operations**
 - Days and Hours Open: Friday – Sunday, 10-3
 - Curious staff man the Visitors Services desk, facilitate exhibits, and help lead field trips
 - Please see addendum for senior staff and their duties.
 - Visitor Services staff and educators and their areas of expertise include: Sheryl Davis (environmental studies), Brittney Knight (nursing – life science), Kylee Knight (visual art, homeschool), Beulah Williams (special needs youth), Jaci Willis (nursing – life science)
- **Number of Paid Staff and Volunteers**
 - Paid regular staff: 9
 - Paid seasonal staff (camps, etc.): 3
 - Volunteers: 15 (including staff that volunteer time and excluding Board members)
- b. *Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.*
- **Organizational Changes**
 - *Changes*
 - The organizational changes that Curious needed were accomplished when we reopened in October, 2024. This included a new Operations Manager and new Innovation and Outreach Manager, along with new Visitor Services/Education staff. We also have added a maintenance staff person to oversee the physical plant and surroundings. We plan to add more staff, including a Programming Manager to oversee programs. Though she is not technically a staff person, the Curious contractor and exhibit fabricator, Kim Keplar, has worked closely with Curious ED and staff from the beginning and will continue to do so going forward.
 - *Impact*
 - The impact on the Project being proposed is significant, for the increased staff will be able to effectively implement all the changes being brought about by the Project.

II. Project

- *Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, target audience.*
 - *Scope*
 - The Project will occur in July - August, 2025. It will include the following deliverables by the architect: architectural program, drawings, renderings, and conceptual narrative.

- *Goals and Objectives*
 - Develop effective architectural program, drawings, renderings, and conceptual narrative to enable Curious to embark on its fundraising campaign and also develop the property it is on effectively.
- *Target Audience*
 - Feasibility study participants, target donors, public donors in the public portion of the campaign, and the public.
- *Describe how the proposed Project fulfills strategic goals and objectives for your organization.*
 - *Local Needs.* The new Curious facility will provide what is needed by the local community. The first step has been to have the Curious Board and staff meet with the architect to provide a comprehensive “wish list” of what that could entail. The ICEE Success Foundation Board of Directors has voted to support his process in creating a new Curious facility and associated exhibit and programming advances.
 - *Permanent Facility Need.* This Project is central to fulfilling Curious’ strategic goals and objectives by providing a facility that can provide fun, engaging, and educational exhibits and learning experiences for youth and adults in from Palestine and beyond.
 - *Location Need.* After an extensive search, Curious has found the perfect spot for its museum, thanks to the gracious collaboration of owners Jodi and Rob Trout. The advantages of this location are: 1) Being close to downtown and thus able to participate in all community events; 2) having significant open space for STEM activities such as launching paper rockets; 3) having “green space” where we can engage youth in life science through gardens; 4) being located in the influential space being created by the Main Street project; and 5) being centrally located and easy to find by visitors.
 - *Physical Facility Need.* While the property is exactly what Curious needs for its permanent location, the buildings need considerable work to constitute a permanent museum. Since the Curious ED has worked in the museum world in both small and large museums for the last 25 years locally, statewide, and nationally, she has a good sense of what is needed. She has brought in well-known museum and other Out-of-School Time collaborators to help envision what would be the most beneficial ways for Curious to move forward. The first step is creating an engaging museum that supports community needs. The next step is providing exciting and engaging museum and visitor experiences that attract visitors from outside Palestine.
 - *Workforce Development Need.* The framework that underpins Curious and ICEE Success Foundation is creative and innovative thinking to deliver academic and workforce success. The first priority of the building campaign will be to build an Innovation Gallery, in collaboration with local inventing firm PCDWorks. This Gallery will consist of: 1) a hands-on exhibit space explaining the innovation and inventing process; 2) a makerspace where visitors can implement creative and innovative thinking to solve problems and create. The Curious ED has a colleague at the Smithsonian (in DC) who could help collaborate with the Smithsonian’s Lemelson initiative for innovation.
 - *STEAM Need.* In order for STEAM to be successful, there needs to be engaging spaces to provide effective experiences to promote creative and innovative experiences through STEAM. This will be accomplished through local, regional, state, and national STEAM collaborations. The Curious ED is the leader of a large National Science Foundation-funded STEAM Out-of-School Time (OST) grant that is in the process of being completed. Comprised of 70 STEAM “rock star” researchers and practitioners across the US, it determined, for the first time, where STEAM is in OST and where it should head next. In this new location, Curious will be perfectly positioned to be a test bed and also a driving force for next steps.

- *Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.*
 - *Planned Activities Relevant to Project and Timeframe.* In order to realize our goal of a new, engaging, and effective STEAM museum, here are the relevant activities for the project:
 - Assess Community Needs - this was accomplished through interviews with a number of community leaders who became collaborators – see Excel list – 2024-25
 - Assess Board and Staff Needs - this was accomplished in meetings with them and through the meeting with the architect – May-June, 2025
 - Architect Complete Architectural Program Drawings And Renderings – the architect is working on those as we speak – June- August, 2025
 - Launch Feasibility Study – To be conducted by Patrick Willis of Patrick Willis Strategic Consulting and Paul Dunne of the Nonprofit Group, both highly respected fundraisers, this study will interview 35-50 local leaders to ascertain the feasibility of this project. The architect’s drawings are central to being able to determine the exact cost of the architectural program we plan – September – November, 2025
 - Conduct Silent Fundraising Campaign – This phase hopes to raise 80% of the fundraising goal – December – August, 2026
 - Conduct Public Fundraising Campaign – This phase hopes to raise the remaining 20% of the goal – September, 2025 - ~April, 2026.
- *Include the location for Project.*
 - 619 W. Oak
- *Detail goals for growth/expansion in future years*
 - The project construction will be phased and staged through the coming years. However, that phasing and timeline is in the process of being determined.

Has a feasibility study or market analysis been completed for this proposed project?

- A feasibility study by the above-named fundraising professionals will begin as soon as we have the architect’s drawings and are able to determine the exact cost of construction.

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by Palestine Economic Development Corporation:

Below are ways in which this Project will align with and support PEDC goals and strategies.

- *Support cultural, sports, fitness, entertainment and community projects that attract resident and visitor participation and contribute to quality of life, business development and growth of Palestine sales tax revenue*

Helping Prepare Local Workforce

- Please see Project - Workforce Development Need above.

Providing Cultural Entertainment

- Arts
 - Curious has a rich cultural component through its Arts focus. We are finding, through research, that not only is science often better understood through its intersection with arts content (such as color, line, shape, texture, space, etc.) and arts habits of mind (such as envisioning, imagination, risk-taking, persistence, and self-confidence) but the art also increases engagement in STEM (Science, Technology, Engineering and Math). Each Curious science themed area has an artist displayed who used those scientific principles,

such as Forces and Motion – sculptor Alexander Calder, and Light and Color – Impressionist Claude Monet.

- Additionally, in its new location, Curious will build on its ED's years as education staff at an art museum to bring in art exhibits and experiences for the local community and visiting public. Associated with that will be cultural events and programming. The Curious ED's ties with the Texas Commission on the Arts will help facilitate that.
- Museum
 - Having a high-quality STEAM museum in Palestine will enhance the quality of life of its residents through its exhibits, programming, and educational opportunities. It also will attract businesses which want to move to a location that has quality experiences for its workforce.

Providing Community Projects

- As Curious expands, it can provide local community projects. Examples could include these topics with respected speakers and programming around: Well-being, storytelling of the community history, and advances in healthcare.

• *Highlight and promote Palestine as a unique destination for residents and visitors alike*

Developing Tourism

- Curious will help put Palestine on the map as a tourist destination through its physical facility, its exhibits, its programming, and its partnerships. The first step to accomplish this is creating an engaging and exciting physical facility.
- The Curious Board has hired highly respected architect Janann Pittman from the Jackson & Ryan Architectural firm in Houston. She came very highly recommended by a colleague of many years, Cheryl McCallum, Chief Strategy Officer at the Children's Museum Houston (CMH). Cheryl has been instrumental the physical expansion of CMH.
- There is no museum in East Texas, we have been told, that can meet Curious' high standards, engagement, and learning. Enhancing Curious through its building program will serve to increase attendance and visits to Palestine through its excellence.

• *Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of Palestine*

Helping Revitalize the Downtown Area

- Having a new, vibrant, and exciting STEAM museum in the downtown area could help revitalize the Palestine downtown area. This could bring more local citizens and visitors to the downtown area. Linking Curious with the current Main Street project will contribute to that. This also could lead to business development in the downtown area.

Providing Education

- Since all Curious exhibits are based on scaffolded K-12 state science standards, it is a field trip destination. With the new buildings, exhibits, and programming, it will not only even more effectively serve the local school district needs but also will draw even more out-of-town field trips that could raise Palestine's footprint.

Enhancing Quality of Life

- Through all of the above, the quality of life in Palestine can be increased by Curious' building program and the attendant advances in exhibits, programming, and community involvement.

JACKSON & RYAN
ARCHITECTS

15 June 2025

Lucinda Presley
Curious Museum
619 W Oak Street
Palestine, TX 75801

Dear Lucinda:

I have enjoyed getting to know you and the Curious Museum virtually, and I am looking forward to having the opportunity to finally meet you in person, and to see the museum!

We are pleased to submit this proposal for Conceptual Design services for the expansion of the Curious Museum in Palestine, Texas. Creating child focused spaces that foster learning, and building community, is our passion. Listening, dreaming, designing and planning in a way that grows, supports and reflects our client's mission, is our expertise.

The goal of this Conceptual Design is to learn more about Curious, quantify the needs in an architectural program, conduct a preliminary code study, and then with you and your team, develop a dream and a plan to grow the museum. I believe the end goal is to create a series of visuals to help others see and imagine how the Curious Museum might grow, with the images also intended to establish a construction budget and support fund raising. A museum without exhibits would be a disappointment so we are also including some time to work with Argyle Design, or another exhibit designer of your choice, to integrate their designs with ours.

We look forward to this opportunity to partner with you, as the Curious Museum looks to the future. We cannot wait to get started! Please confirm

Sincerely,



Janann Pittman, AIA
Principal
office: 713-526-5436
mobile: 713-443-4333
jpittman@jacksonryan.com

PROPOSAL

A. CONCEPTUAL DESIGN SERVICES

a. Site Visit:

- i. Jackson & Ryan Architects will conduct one site visit on Saturday, June 28, 2025. We expect this visit to last from 10 am until 3pm but this can be adjusted as needed.
- ii. During this visit we will tour the site together, see the museum in action, conduct site verification, and meet with you Lucinda, plus any others of your choosing.
- iii. Ahead of this site visit will send a list of questions to you. These will be the outline of our intended conversations during the site visit. These are being sent ahead to encourage all to consider how to best to share their dreams and concerns. These can also be shared with people who will be unable to attend our site visit, but who would like to share their thoughts.

b. Existing Conditions:

- i. At the site visit Jackson & Ryan Architects will do field verification, to enable us to draw plans of the existing space. If more information is needed, we will send requests for additional measurements or information, to avoid another trip during this short project schedule.

c. Meetings:

- i. Jackson & Ryan Architects will meet with as many people as time allows during the site visit. Additional meetings can be scheduled virtually.
- ii. Additional meetings to review proposed plans, studies and renderings, will be done virtually.

d. Deliverables

- i. Architectural Program
- ii. Conceptual Site Plan
- iii. Conceptual Floor Plan
- iv. Renderings – the final views will be determined later but it is anticipated that two views will be provided that will be suitable for fundraising purposes.
- v. Narrative – this document will help to provide additional information for pricing and planning purposes.

B. SCHEDULE

- a. We understand the intent is to begin the fund-raising process this fall, so renderings are needed as soon as is reasonable. Based on this need, our

discussion, our teams availability and our travel schedules, I propose the following schedule:

- i. June 18 JRA begins research & drawing of existing conditions
 - ii. June 28 Site visit and on-site meetings
 - iii. Week of July 9 JRA to present prelim. plans at a virtual meeting
 - iv. Week of July 16 Curious Museum to send plan comments
 - v. Week of July 23 JRA to present revised plans and massing studies
 - vi. Week of July 30 JRA to present building design concepts
 - vii. Week of August 15 JRA to present revised designs / final designs
- b. Our proposed fee is based on this schedule. We understand that schedules change and additional time may be required, including to review options, have discussions, or additional time to draw options. If it extends beyond 90 days, additional fees may be required.

C. FEES

- a. Conceptual Design Services
 - i. Site Visit (Janann and one other, 12 hours each) \$ 4,000
 - ii. Conceptual Design \$28,000
Included for no additional cost
 - Existing conditions drawings
 - Architectural program
 - Renders completed as part of the conceptual design process
 - Conceptual narrative
 - iii. TOTAL FEE: \$32,000
- b. Reimbursables Expenses
 - i. Reimbursable expenses are estimated to be less than \$1,000.
 - ii. Reimbursable expenses are in addition to the fee and include, but are not limited to, the following: plotting; xeroxing; reproduction of drawings; postage and delivery services; travel expenses; photography; lotting and dry-mounting of master plan drawings, diagrams or photographs; fund raising presentation materials such as airbrush renderings, watercolors, photo realistic renders, full 3-D virtual reality movies, scaled models.
 - iii. Reimbursable expenses will be billed at a rate of ten percent of the cost of the expense.
- c. Additional Services
 - i. If requested, Jackson & Ryan Architects can provide additional proposals for added scopes for work as needed or as requested. This could include:
 - Proposal for construction documents suitable for permitting.
 - Renderings or marking materials

- Cost estimating
- Code research beyond the preliminary code analysis.

D. ASSUMPTIONS and CLARIFICATIONS

- a. Only one site visit is planned to limit the proposed fee. Additional visits and field trips to other facilities can be added if desired.
- b. Renders included in the proposal are to be those provided as part of JRA's design process. If additional renders, including views that are not part of the conceptual design, photo realistic renders, movies, water color drawing, etc. these can be provided at an additional cost. Jackson & Ryan Architects can obtain additional proposals for these options.
- c. Cost estimating is excluded from this scope of work. It is anticipated that the Curious Museum's selected contractor will provide a cost estimate based on the conceptual design.

E. ABOUT US:

- a. References: We appreciate Cheryl McCallum at the Children's Museum Houston for recommending us. While you have likely learned much about us from Cheryl, we would be very happy to share with you additional references and information about Jackson & Ryan Architects.
- b. Resume: My resume is attached for your review. Others from the Education Studio will be added to the team as needs arise.

Thank you!

If this proposal is acceptable, please return a signed copy for our files. Execution of this agreement will serve as our contract for conceptual design services. Services will be provided in general accordance with AIA Document B101-2007 Agreement between Owner and Architect.

Lucinda Presley

Date



JANANN PITTMAN, AIA

Jackson & Ryan Architects, Principal
jmpittman@jacksonryan.com
713.526.5436 Extension 113

Janann has a passion for creating meaningful spaces that impact children and reinforces communities. She has extensive experience in the design and construction of primary and secondary schools, as well as civic, religious and athletic facilities. Janann is known for her vision and attention to detail in all phases of a project. Through a collaborative process Janann seeks to weave innovation into designs that reflect the pedagogy intrinsic to each of her clients.

REGISTRATIONS

- Texas - 14954
- Colorado - ARC.00407399
- North Carolina - 16620

PROFILE

- Experience: 35 Years
- Jackson & Ryan Architects: 18 Years

EDUCATION

- Bachelor of Arts in Architecture, 1989, Rice University
- Bachelor of Architecture, 1991, Rice University

ORGANIZATIONS

- American Institute of Architects
- Texas Society of Architects
- NCARB - National Council of Architectural Registration Boards
- Rice University Alumni Association, volunteer and past board member
- Books Between Kids, volunteer and founding board member
- St. Peter Catholic Career Technical High School Board of Trustees

INVITED SPEAKER

- EdSpaces Conference - 2020, 2024
- Blue Ribbon Schools of Excellence Conference - 2021
- University of St. Thomas Education Department Guest Lecturer, 2025

SELECTED EXPERIENCE

River Oaks Baptist Church and School

- New Middle School STEAM Building
- New Leadership Center Building,
- New Underground Parking Garage
- Kindergarten Renovations
- Campus Master Plan

Strake Jesuit College Preparatory

- Moran Hall Renovation
- Loyola Hall and New Entry
- South Central Plant
- Baseball Field Renovation
- Agee Hall - STEM Building
- Campus Master Plan

St. Peter Catholic School

- High School Building Renovation and Addition

Congregation Emanu El

- Master Plan
- New Education Building

Regis School of the Sacred Heart

- Campus Master Plan

St. Andrew Presbyterian

- Campus Master Plan
- New Children's Place Preschool

Duchesne Academy of the Sacred Heart

- Campus Master Plan

St. Francis Episcopal Day School

- New Athletic Center and Science Labs
- New Primary School
- Campus Master Plan for South Campus and Main Campus

The Joy School

- New Watt Activity Center
- Education Building Renovations
- Campus Master Plan

St. Luke's Methodist United Church and School

Main Campus:

- Columbarium Addition
- Student Ministry Building
- Contemporary Worship
- Johnson Education Building
- Day School Renovations
- Office Renovations
- Sanctuary Renovations

Gethsemane Campus:

- Early Childhood Center Renovation
- Canterbury Hall Addition
- Sanctuary Renovations
- Community Garden Expansion

Post Oak High School

- High School Building Renovation

Frassati Catholic High School

- Education Building
- Campus Master Plan

Legionaries of Christ Northwoods Catholic School

- Second Floor Renovation

Pinecrest Academy

- Campus Master Plan
- Sports Fields

The Baldwin School*

- New Athletic Center
- Lower School Renovations

The Holton-Arms School*

- Middle & Upper School Science and Performing Arts Center

Springside Chestnut Hill Academy*

- Upper & Middle School, Springside

2025 Curious Operating Budget

Income

Donations	25,000
Anonymous Foundation grant	25,000
2 mo. of silent Capital	200,000
Campaign phase	
Square sales (based on sales to date	12,000
Admission, birthday parties, field	
trips, camps, store, other programs	
Other	500
TOTAL	262,500

Expenses

Fundraising professionals	36,000
Facility lease	6,000
Facility repairs	2,000
Facility insurance	3,000
Facility utilities	5,000
Facility misc.	900
Facility down payment	25,000
Exhibits	3,000
Visibility	2,000
Accountant	1,680
Supplies	1,000
Total salaries, benefits - staff	26,000
LP salary	6,000
2025 Anonymous Foundation grant	25,000
expenses	
TOTAL	142,580



Agenda Date: 07/08/2025
To: Palestine Economic Development Corporation
From: Melissa Temple, EDC Administrative Assistant
Agenda Item: PEDC Downtown Grant Program Guidelines for FY 25/26.

SUMMARY:

Discussion and possible action regarding PEDC Downtown Grant Program Guidelines for FY 25/26.

RECOMMENDED ACTION:

Staff recommends board discuss and take possible action regarding PEDC Downtown Grant Program Guidelines for FY 25/26.

Attachments

PEDC Downtown Grant Guidelines for FY 25/26



PALESTINE ECONOMIC DEVELOPMENT CORPORATION DOWNTOWN GRANT PROGRAM GUIDELINES

Section 1. Sponsor

Palestine Economic Development Corporation (PEDC)

Section 2. Purpose

The purpose of this Program is to enhance the economic vitality of the City of Palestine by encouraging visually appealing physical improvements to distressed property located within the downtown area of Palestine, TX. Eligible properties must reside within the city limits of Palestine, Texas, and within the areas within the Main Street Overlay District included in this packet. Rehabilitation to properties located within any City of Palestine historic district must obtain approval from the appropriate city boards & commissions prior to grant approval.

Section 3. Grant Amounts

- A. **Small Business Owner-Occupied:** All eligible improvements can be considered for a matching grant for up to 75% of the actual, eligible costs, with a maximum grant amount of \$75,000. Ownership structures involving holding and operating companies will be considered under this category.
- B. **Investor-Owned/Third-Party Leased:** All eligible improvements can be considered for a matching grant for up to 50% of the actual, eligible costs, with a maximum grant amount of \$75,000.
- C. **Microgrants:** In accordance with Texas Local Government Code Section 505.158, the PEDC Board has the authority to consider grants in amounts of less than \$10,000 without requiring final approval from the City of Palestine City Council. All other requirements & restrictions as outlined in these guidelines are still required including the execution of a Performance Agreement between PEDC and Applicant.

Section 4. Eligible Area

Any existing commercial structure within the Palestine City Limits and located in the Main Street Overlay District. Property addresses will be verified to be within the actual official boundary of the Main Street Overlay District with the official City of Palestine Zoning Map, current as of the date of the grant application.

Section 5. Eligible Improvements

A. FAÇADE IMPROVEMENT:

Principal Façade: Improvements to the exterior portion of a building or structure which contains the principal entrance(s) of the building that is visible from the public right of way. Improvements including, but not limited to, items such as removal of non-contributing false façade, painting, reconstruction, rehabilitation and preservation of the façade, building cleaning, tuck pointing masonry,