

City Council Work Session Handouts

March 5, 2018

- I. Review and Discuss the Richardson Economic Development Partnership 2017 Report and 2018 Work Plan
- II. Review and Discuss the Wildflower! Arts and Music Festival Entertainment Lineup for 2018
- III. Review and Discuss the Microsoft Office 365 Launch and Legacy System Overview

The logo features a large, stylized blue 'R' on the left. To its right, the words 'Richardson, Texas' are written in a blue, cursive script. A thin horizontal line is positioned below the script. Underneath the line, the words 'ECONOMIC DEVELOPMENT PARTNERSHIP' are written in a dark green, all-caps, serif font. The background consists of a dark green top section, a white middle section containing the text, and a bottom section with abstract, overlapping geometric shapes in shades of light green and grey.

Richardson, Texas

ECONOMIC DEVELOPMENT PARTNERSHIP

REDP 2017 Review and 2018 Strategic Plans

March 5, 2018

“Home to the Telecom Corridor® area”

National Factors Affecting Economy

- **Qualified Labor Supply Dwindling (3.8% Texas UNEMP)**
- **Stock market, interest rates and tax reform**
- **National relocations favoring Texas and DFW**
- **Technology accelerating disruption of existing industries and spawning new industries and jobs**
- **Co-working spaces becoming hotbeds for entrepreneurship and innovation**
- **Multi-family underwriting becoming more difficult**

Local Factors Affecting Economic Development

- **Renovated buildings leading Richardson leasing**
- **Sub-market Competition ramping up**
 - Legacy Central (old TI/Raytheon buildings)
 - Frisco developments
 - Legacy West developments
- **Co-working spaces emerging organically**
(Communion and The Foundry Club)
- **Large amount of vacant Class A & B office space**

Richardson Relocation/Expansion Project Results 2012-2017

Year	2017	Previous 5-Year Average	2016	2015	2014	2013	2012
Projects	27	33	20	27	33	36	49
Jobs	2,744	6,108	2,002	6,415 (RP/G)	5,333 (SF/R)	11,278 (SF)	5,512
Million SF Occ.	1.04	2.67	0.51	1.4	1.4	3.1	1.92

Richardson Net Absorption by Property Type 2017

	2017 Net Absorption (SF)	Total Inventory (MSF)	Vacancy (MSF)	Vacancy %
Office	432,237	21.5	3.33	15.5%
Flex	80,386	8.87	1.04	11.8%
Retail	(49,490)	7.5	0.49	6.5%

Source: CoStar, February, 2018

Richardson

Largest Blocks of Vacant Office Space

20 Buildings with 30K SF+ = 2.365 MSF

Address	Available SF	Total SF	Owner
2400 N Glenville	302,633	389,076	Q Investments (Ft. Worth)
3400 NCX	300,000	300,000	Transwestern (Dallas)
2221 Lakeside	260,468	413,510	GEM (Chicago)
1125 E Campbell	205,820	205,820	Macfarlan Capital (Dallas)
2200 E. PGBT	176,831	176,831	Capital Commercial (Austin)
1011 Galatyn Pkwy	174,957	302,100	Spear Street Capital (SF)
2375 N Glenville	165,300	165,300	Spear Street Capital (SF)
1300 E Lookout	138,650	151,073	Beltway Comm. (Addison)
2323 NCX	136,091	136,091	KDC (Dallas)
1410 E Renner	122,300	122,300	BH Properties (Los Angeles)
2250 Lakeside	115,583	115,583	VEREIT (Phoenix)
3300 E Renner	95,052	185,078	Peloton Comm. (Dallas)
2703 NCX	93,705	93,705	Capital Commercial (Austin)
2220 Campbell Creek	77,181	77,181	Foundry Commercial (Dallas)

2017 Highlights Recruitment/Retention

- **27 Relocations and Expansions resulting in 2,744 new/retained Richardson jobs and 1,045,545 SF of office and flex space occupied:**

- **Genpact Expansion – 500 Jobs**



- **Goldman Sachs Relocation – 400 Jobs**



- **BAL Global Expansion – 350 Jobs**



- **Service King –200 Jobs**



2017 Highlights

Renovated Properties

Capture Business

Galatyn Commons – Spear Street Partners, San Francisco



Service King 84,553 SF

Goldman Sachs 70,000 SF

2017 Highlights

Renovated Properties

Capture Business

2400 N. Glenville – Q Investments (Bass Family), FT. Worth



NICE 22,000 SF

BAL Global 60,000 SF

2018 Plans

Recruitment/Retention

Council Goal: “Attract & Retain Targeted Businesses & Increase the Number, Quality and Variety of Job Opportunities Throughout the City”

Workshops for Key Landlords and Tenant Rep Brokers to help lease 2.5 MSF of large blocks (60K+ SF) of office space

New marketing materials to describe major Richardson industry clusters (Headquarters, R&D, Communications, Software, Semiconductor, Aerospace & Defense, etc.) for targeted businesses

Presentations to major tenant rep brokerages

Enhance network of real estate, site selector and ED ally contacts

Remain active in corporate real estate and economic development professional associations (CoreNet, NTCAR, IEDC, etc.)

8 Mayor’s Luncheons and 60 retention visitations

2017 Highlights

Small Business/Entrepreneurship



Economic Gardening Program Projects

- Evergaze – Sight-restoring devices
- 32 Degree Audio – Sound systems for entertainment venues
- Optex Systems – Optical sighting devices
- Cirries Technologies – Real-time, fast-data extraction/delivery
- Lintec – Nano-materials

2018 Plans

Small Business & Entrepreneurship

Council Strategy: “Enhance REDP work Plan to include additional small business programming, support and services”

“Peerspectives” roundtable for CEOs of 2nd Stage Entrepreneurial Companies

“Richardson Executive Roundtable” for C-level executives of companies with 10+ FTEs

Council Strategy: “Continue Economic Gardening”

Execute 5 Economic Gardening Projects in 2018

2018 Plans

Small Business & Entrepreneurship

Council Goal: “Explore the next era of entrepreneurial programming and services”



Coworking Economic Development benefits:

Indicative of an innovative economy

Coworking graduates become traditional tenants

Soft landings for international and non-regional companies

Provides flexibility and financial benefits for large corporations

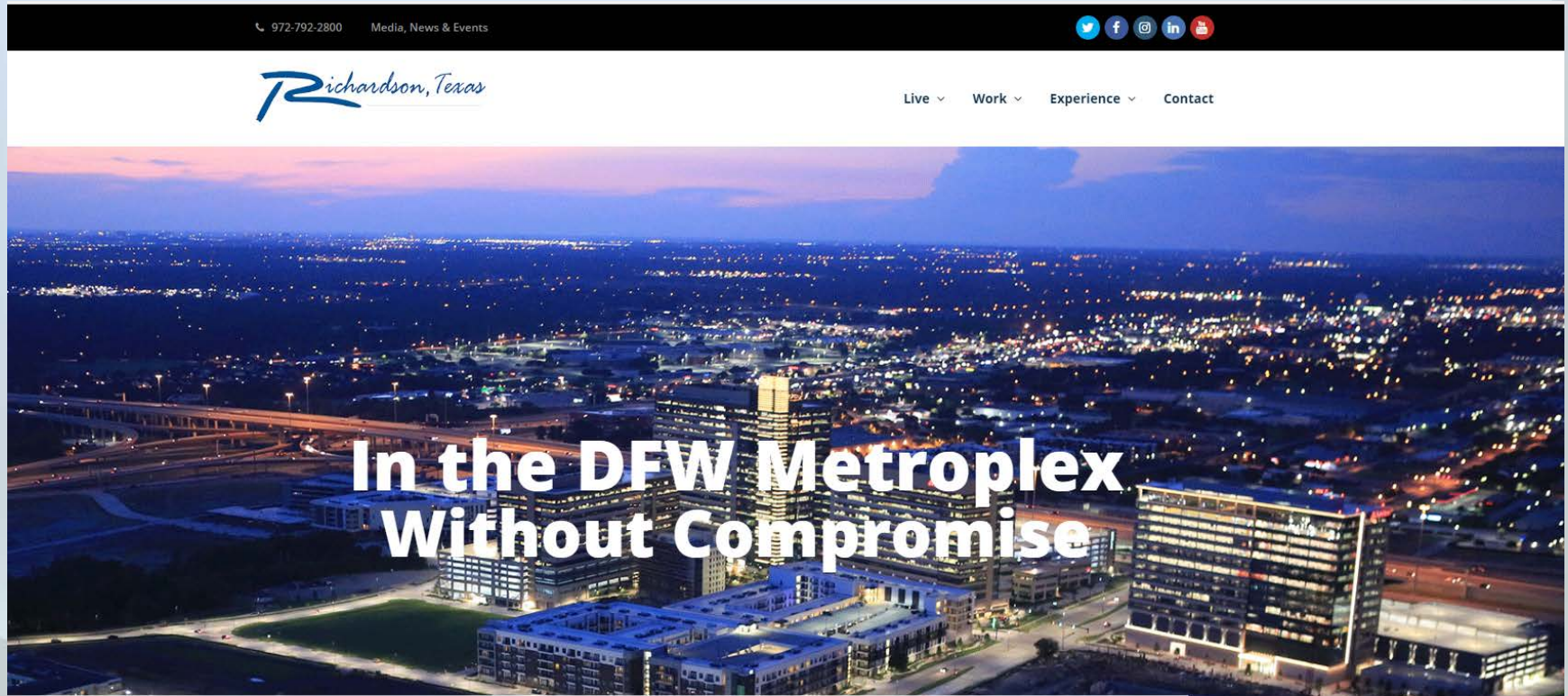
2017 Highlights

Workforce Development/Talent Attraction



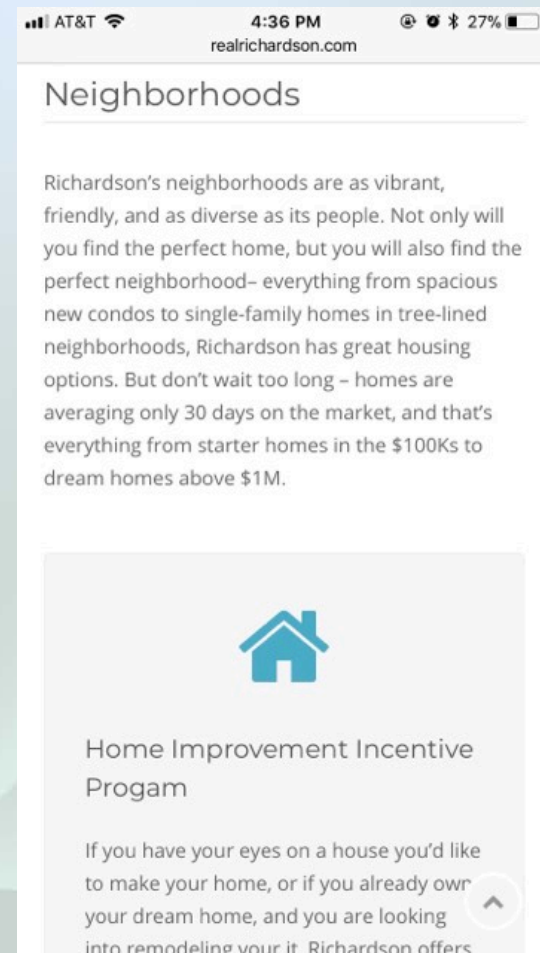
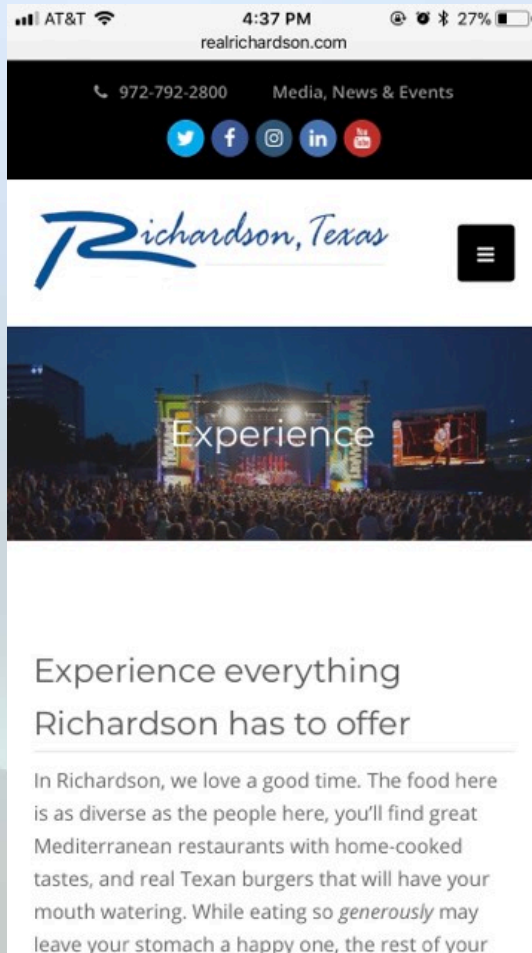
- **Connected Local employers with state Workforce grants thru Richland, e.g., RealPage, Argo Data, etc.**
- **Hosted K-12 and colleges at HR Committee seminar**
- **Updated Real Richardson website to better position Richardson as an attractive place for Millennials**
- **Exhibited at SXSW Job Market Expo with Raytheon and RealPage**

New Real Richardson Website



More than just finding open concept living or tasting the latest trend, Richardson is the place where career starters and young families have access to international career opportunities, a genuinely diverse community, quick Metroplex access via the DART, and one of the Dallas

Mobile Friendliness



2018 Workforce/Talent Strategies



- **Connect local employers with Mayor's Summer Intern Program**
- **Advance YP talent recruitment campaign by partnering with local multi-family housing managers**
- **Promote RYP and the Real Richardson campaign by organizing networking for young professionals with company executives and community leaders**
- **Promote RISD's Career & Technical Education programs to local businesses**

2017 Highlights International

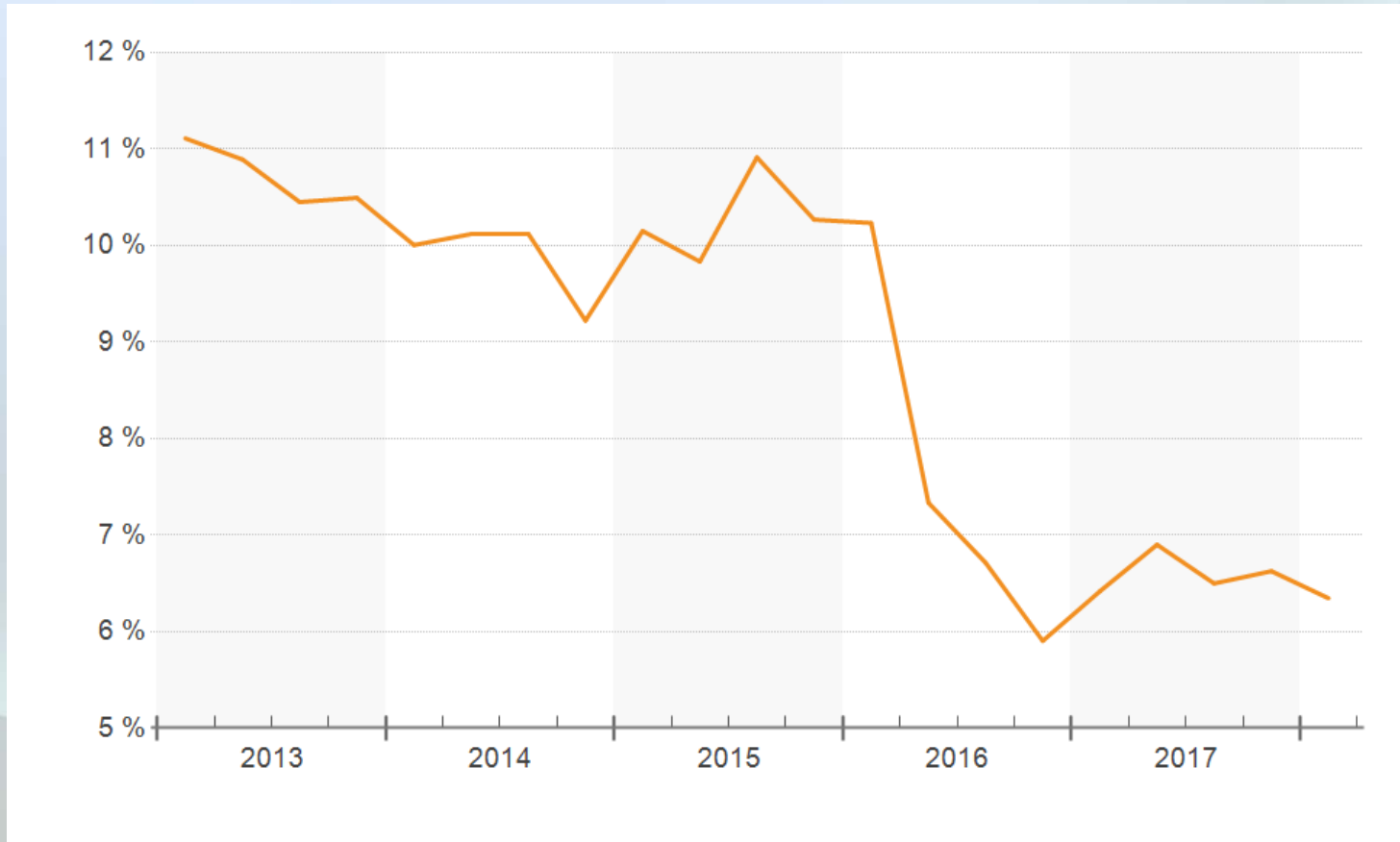
- **Four new international companies in Richardson**
 - Axionent – Sri Lanka
 - GenPact expansion – India
 - Legrand - France
 - FPT USA – Vietnam
- **Foreign delegation visits**
 - 28 delegations; from 14 countries, 90 visitors
- **Three international trip FDI prospecting**
 - Japan (with Bill Sproull)
 - UK & France (London & Paris with Dallas Regional Chamber)
 - UK & France (Manchester, Birmingham, Reading & Nice)
- **REDP awarded “Best of the Best” International soft-landing program worldwide by FDI Magazine 2017-18**

2018 International Strategies

- **International recruitment focus**
 - Conduct 2 international FDI recruitment trips
 - Visit Japan, UK & France
 - Launch SME Support J-GoodTech project with Japanese agency mid-2018
 - Host Tokyo Chamber of Commerce delegation – Feb '18
 - Attend SelectUSA
- **Export assistance**
 - Partner with North Texas District Export Council
- **Soft landing & Concierge Committee**
 - UT Dallas Global Development Initiative (20+ Interns)
 - Add more RCC international service providers

2017 Highlights

Retail-Vacancy Trends 2012-2017



Vacancy ended 2017 at 6.3%

Source: Co-Star, February, 2018

2017 Highlights New Developments

DART Cotton Belt Line – DART Board approved Cotton Belt financing plan



3400@CityLine completed – Richardson's 1st true spec office building since before 2000



2017 Highlights

East Arapaho/Collins Task Force

- Objectives
 - Support the economic vitality of the East Arapaho Collins area
 - Create a ‘game plan’ for private sector investment and supportive City action
 - Plan recommended to City Council that calls for both city and private sector actions

2018 Strategies

East Arapaho/Collins Area

- City hired consulting team for update to Arapaho TOD plan and refine Innovation District strategy for E. Arapaho/Collins area
- Chamber will work in tandem with consulting team; Innovation Hub idea
- Possible formation of business association
- Launch branding effort towards end of 2018

2018 REDP Strategic Plan

Alignment with City Council 2017-2019 Statement of Goals and Strategies

“Attract & Retain Targeted Businesses & Increase the Number, Quality and Variety of Job Opportunities Throughout the City”

- REDP work plan to include additional Small Business programming, Support and Services – **Peerspectives & RCC Exec. Advisory Board**
- Continue Economic Gardening Services – **Plan for 5 projects in 2018**
- Explore the next era of entrepreneurial programming & services
 - **East Arapaho Innovation District**
 - **Innovation Hub**
 - **Co-working Spaces**
- **Retail – resurrect RECON group for networking with retail brokers and landlords**

2018 Strategic Plan

New and Retooled Elements

- **Recruitment**

- Workshops for Landlords and Tenant Reps

- **Retention**

- 60 in-person Retention Calls on targeted companies
- Executives After Hours program

- **Workforce Development & Talent Attraction**

- Mayor's Summer Internship Program

- **Small Business & Entrepreneurship**

- Peerspectives Roundtable
- RCC Executive Advisory Board Roundtable

2018 Strategic Plan

New and Retooled Elements

- **Redevelopment**

- Support City Arapaho TOD Planning Study
- Initiate Branding and Private Sector Engagement Strategy

- **International**

- Japan J-Goodtech launch
- Host Select USA mini-summit

- **Technology Positioning**

- Innovation Hub
- Updated Telecom Corridor website
- Enhance US Ignite program

THANKS FOR THE PARTNERSHIP!!



QUESTIONS??



Wildflower!

ARTS & MUSIC
FESTIVAL

2018

*Entertainment
Line-Up*

Amphitheatre Stage

Friday, May 18th



Infinite Journey

Wildflower! ARTS & MUSIC FESTIVAL
MAY 18-20
Richardson, Tx. • #wamfest2018

A promotional graphic for the band Infinite Journey. It features a photograph of five men standing on a rooftop with a city skyline in the background. The text "Infinite Journey" is written in a bold, black font with a white outline. To the left is a vertical banner with the festival logo and dates.

Starship

Wildflower! ARTS & MUSIC FESTIVAL
MAY 18-20
Richardson, Tx. • #wamfest2018

A promotional graphic for the band Starship. It features a photograph of six band members standing against a red background. The text "Starship" is written in a bold, black font with a white outline. To the left is a vertical banner with the festival logo and dates.

Kool & The Gang

Wildflower! ARTS & MUSIC FESTIVAL
MAY 18-20
Richardson, Tx. • #wamfest2018

A promotional graphic for the band Kool & The Gang. It features a photograph of four men in suits standing in front of a building entrance. The text "Kool & The Gang" is written in a bold, black font with a white outline. To the left is a vertical banner with the festival logo and dates.

Amphitheatre Stage

Saturday, May 19th




Gin Blossoms

Wildflower! ARTS & MUSIC FESTIVAL MAY 18-20 Richardson, TX • #wamfest2018

A promotional graphic for the Gin Blossoms band. It features a black and white photograph of the four band members standing together. The background is a vibrant, multi-colored striped pattern. On the left side, there is a vertical banner with the festival logo and dates.

The Goo Goo Dolls

Wildflower! ARTS & MUSIC FESTIVAL MAY 18-20 Richardson, TX • #wamfest2018

A promotional graphic for the band The Goo Goo Dolls. It features a photograph of the two band members. The background is a vibrant, multi-colored striped pattern. On the left side, there is a vertical banner with the festival logo and dates.

Lifehouse

Wildflower! ARTS & MUSIC FESTIVAL MAY 18-20 Richardson, TX • #wamfest2018

A promotional graphic for the band Lifehouse. It features a photograph of the four band members. The background is a vibrant, multi-colored striped pattern. On the left side, there is a vertical banner with the festival logo and dates.

Amphitheatre Stage

Sunday, May 20th



Reckless Kelly



A Thousand Horses

Plaza Stage

Friday, May 18th




Eve 6



Spoon


Plaza Stage

Saturday, May 19th



Wildflower! ARTS & MUSIC FESTIVAL
MAY 18-20
Richardson, TX • #wamfest2018

Switchfoot



Wildflower! ARTS & MUSIC FESTIVAL
MAY 18-20
Richardson, TX • #wamfest2018

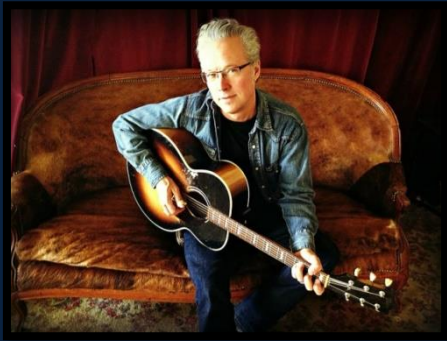
Jimmy Eat World

Hill Hall & Bud Light Stage



Graceland Ninjaz

Singer Songwriter Stage



Friday

Keith Harkin
Radney Foster

Saturday

Kylie Rae Harris
Kelly Mickwee
Max & Heather Stalling
John Ford Coley
Walt Wilkins & The
Mysterqueros

Sunday

Trout Fishing in America



MAY 18-20

Richardson, Tx • #wamfest2018

Next Steps

- **Wildflower!** overview scheduled for Monday, May 7th
- Stage schedules can be found online at www.wildflowerfestival.com
 - More local acts to be announced soon
- Tickets go on sale Thursday, March 15th @ 10:00 a.m.





Information Technology Briefing

03.05.2018

City of Richardson
Information Technology



Agenda

- ❖ Introduction
- ❖ Microsoft Office 365
- ❖ Legacy Software Systems Planning



City Council Goal / Strategy:

Integrate Innovative Business Processes

Tactic:

Replace Lotus Notes office systems with
Microsoft Office 365



Microsoft Office 365

Initial Efforts:

- ❖ Office 2016
- ❖ Email
- ❖ OneDrive
- ❖ Skype
- ❖ SharePoint (1 Notes App)



Microsoft Office 365

Project Efforts:

- ❖ Prep Work
 - ✓ Discovery & Remediation
 - Active Directory (AD), Email, Lotus Notes...
- ❖ User Training
- ❖ Pilot Group First (IT Department and Test Users)
- ❖ Remaining Users
- ❖ Ongoing Support
- ❖ Clean-up



Microsoft Office 365

Timeline:

- ❖ Negotiated Statement of Work and Pricing
 - ✓ Microsoft Licensing
 - ✓ Planet Technologies (assisting with migration)
- ❖ 02/12/2018 Council Meeting / Approval
- ❖ 03/05/2018 Procurement for Planet Services
- ❖ 03/19/2018 Kick-off Meeting with Planet and IT Team
- ❖ Project Duration: Approximately 4 Months (March – July)
 - Actual migrations will happen towards the end of the 4 months
 - Contingent upon no major issues



Microsoft Office 365

Planet Technologies:

- ❖ Assisting with the migration to Microsoft Office 365
 - Supported the migration of over 2,000,000 public sector users into the Microsoft Product Suites
 - ***Our dedicated team has migrated over 50,000 users from Lotus Notes to Microsoft Office 365***
- ❖ One of 35 companies nationwide that is recognized with the National Systems Integrator (NSI) Partner distinction from Microsoft Corporation
- ❖ 6 Time Microsoft Federal Partner of the Year
- ❖ 7 Time Microsoft State & Local Government Partner of the Year



Microsoft Office 365

Internal Communications Strategy:

- ❖ Create a strategy for the following activities:
 - Pre-Launch
 - Launch
 - Post Launch
- ❖ Communication delivery mechanisms
 - Email
 - Print: Posters, Fliers...
 - Videos
 - Internal Website
 - Meetings
- ❖ Project Progress Reports / Briefings



Microsoft Office 365

Most Noticeable Impacts:

❖ Email

- Moving to Microsoft Outlook

❖ Calendar

- Moving to Microsoft Outlook

❖ Agenda Process

- Move from Placing Agendas in Dropbox to Microsoft OneDrive

❖ Council Member Training

❖ Other Impacts to Internal Employees

- Office 2010 upgraded to Office 2016



City Council Goal / Strategy:

Integrate Innovative Business Processes

Tactic:

Evaluate replacement strategy for legacy software systems



Legacy Software Systems Planning

- ❖ Beginning Evaluation of a Multi-Year Process
- ❖ Identify and Map Existing Software
 - Mapping Out Current Application Environment (including Lotus Notes)
 - Started Decommissioning Several Lotus Notes Apps
 - Need New Enterprise Resource Planning (ERP) System
 - ERP is a system that integrates the management of core business processes, such as: finance & accounting systems, purchasing, payroll, human resources, court systems...
 - Place more functionality with the Business Users and less dependence on IT
 - Enhanced digital interfaces



Legacy Software Systems Planning

Sciens Consulting

- ❖ Management / Information Technology (IT) Consultants
- ❖ Industry experts with over 60 years of combined technology management experience
 - Significant experience analyzing, designing, and implementing integrated IT systems
 - Significant experience serving public sector clients throughout the United States and Canada
- ❖ Focused on High Value & Low Risk Options
- ❖ Independent Technology Consultant with Vendor Neutrality



Legacy Software Systems Planning

Sciens will assist with:

- ❖ Further Application Review Efforts
 - Next Level Deep Dive
- ❖ Future Implementation Plans and Timelines
- ❖ Estimated Budget Impact
- ❖ ERP System will be a Focus

Timeline:

- ❖ Meet with Appropriate Departments by June of 2018
- ❖ Complete Analysis December 2018
 - Potential Technology Solutions
 - Anticipated Schedules
 - Estimated Budgets
- ❖ Future Council Work Session Report



Next Steps

Microsoft Office 365

- ❖ Initiate Intranet Website Creation
- ❖ Kick-Off Meeting with Planet Technologies in Mid-March

Legacy Software Systems Planning

- ❖ Continue Internal Efforts to Decommission Applications No Longer in Use
- ❖ Kick-Off Efforts in Mid-April with Sciens Consulting

