

# Memorandum



DATE October 31, 2014

TO Members of the Economic Development Committee:  
Tennell Atkins (Chair), Rick Callahan (Vice Chair), Adam Medrano, Scott Griggs, Lee Kleinman, Jerry R. Allen

SUBJECT **WWF Operating Company (WhiteWave Foods) – Council Agenda  
November 12, 2014**

## **BACKGROUND**

On Wednesday, November 12, 2014, City Council will be asked to consider an economic development grant in an amount not to exceed \$300,000 for WWF Operating Company (WhiteWave Foods). For the past several months, City staff has been in discussions with WhiteWave Foods regarding a potential expansion of its facility located at 3333 Dan Morton Drive in Dallas. The proposed expansion would result in approximately \$38,000,000 in real property improvements and the installation of approximately \$100,000,000 in new equipment and other business personal property over the next three years.

WhiteWave Foods opened its facility in the Spring/Summer of 2011, with the City providing a ten-year, 90 percent business personal property tax abatement. In consideration of the incentives offered in 2011, WhiteWave Foods invested a minimum of \$85,000,000 in real property and business personal property improvements at the facility. WhiteWave Foods exceeded all requirements of that incentive agreement with over \$200,000,000 invested.

In order to support this expansion in Dallas, WhiteWave Foods requests council consideration of an Economic Development Grant in the amount of \$300,000. The incentive will help offset necessary sanitary sewer improvements required to expand at the site.

In consideration of the proposed economic development grant, WhiteWave Foods will:

- 1) Invest a minimum of \$30,000,000 in real property improvements and other related project costs such as design, engineering, architects, etc. by December 31, 2016,
- 2) invest a minimum of \$90,000,000 in business personal property by December 31, 2016 and
- 3) create a minimum 85 additional jobs onsite (reaching a total of 310)

This project conforms to the Public Private Program Guidelines and Criteria in that it involves an investment of over \$1,000,000 and involves the creation of more than 25 jobs at this Southern Dallas location. The 10-year net fiscal impact of this project is \$2,170,339. The 20-year net fiscal impact of this project is \$12,308,386.

**WWF Operating Company (WhiteWave Foods): Economic Development Grant**

October 31, 2014

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**Council District: 3**

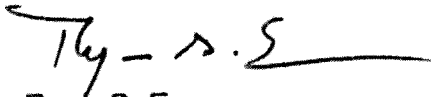
**Owner**

WWF Operating Company  
Joe Sklenar – Controller

**Staff**

J. Hammond Perot, Assistant Director  
Christopher O'Brien, Sr. Coordinator

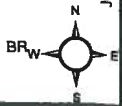
Staff recommends approval of the subject item. Please contact me if you have any questions at 214-670-3296.



Ryan S. Evans  
First Assistant City Manager

- C: The Honorable Mayor and Members of the City Council
- |  |  |
|--|--|
| A.C. Gonzalez, City Manager                  | Mark McDaniel, Assistant City Manager                                |
| Warren M.S. Ernst, City Attorney             | Joey Zapata, Assistant City Manager                                  |
| Craig D. Kinton, City Auditor                | Jeanne Chipperfield, Chief Financial Officer                         |
| Rosa A. Rios, City Secretary                 | Sana Syed, Public Information Officer                                |
| Daniel F. Solis, Administrative Judge        | Karl Zavitkovsky, Director, Office of Economic Development           |
| Eric D. Campbell, Assistant City Manager     | J. Hammond Perot, Assistant Director, Office of Economic Development |
| Jill A. Jordan, P.E., Assistant City Manager | Elsa Cantu, Assistant to the City Manager – Mayor & Council          |

# 3333 Dan Morton Dr.



**DALLAS ECONOMIC DEVELOPMENT**  
Research & Information Division  
1.4.670.1685  
dallas-ecodev.org  
dated 3/28/2011 - 11:02:38 AM. Chris O'Brien/TCG

**Legend**

- Freeway (Blue line)
- Highway (Red line)
- Arterial (Black line)
- Local Road (Thin black line)

Source: City of Dallas, 2011

# Memorandum



CITY OF DALLAS

DATE October 31, 2014

TO Members of the Economic Development Committee: Tennell Atkins (Chair), Rick Callahan (Vice-Chair), Jerry R. Allen, Adam Medrano, Lee Kleinman, Scott Griggs,

SUBJECT **One year renewal to a service contract with United Way of Metropolitan Dallas, Inc. for Volunteer Income Tax Assistance program (VITA)**

Total amount: \$100,000 Cost consideration to the City  
Funding: Current Funds (subject to appropriations)

## BACKGROUND

On Wednesday, November 12, 2014, City Council will be asked to consider a one year renewal to a service contract with United Way of Metropolitan Dallas, Inc. to allow for continued administration of a Volunteer Income Tax Assistance (VITA) program.

This will allow for the continued administration of the VITA program that assists low and moderate income families and individuals in Dallas with tax preparation and directs filers to providers of financial education. Qualifying individuals and families are provided free tax preparation assistance and information to determine qualifications to receive Earned Income Tax Credits (EITC). It is estimated that nationally, only 20% of eligible households file for the EITC which could result in up to \$4,000 of additional income for the filer.

Council previously authorized a one year contract with United Way for an amount of \$100,000 with a one year renewal option. Under this contract, United Way prepared 7,081 Tax Returns at six VITA sites in the city. Of the Returns filed, 1,766 received EITC for an average of \$2,040. Tax preparation season for 2015 begins January 1<sup>st</sup> and ends April 15<sup>th</sup>. One additional VITA site is planned.

United Way projects that they will provide assistance to 8,515 Dallas families and individuals during the 2015 tax season. The number of EITC returns prepared through VITA sites is expected to be 2,593. As additional resources are identified, the number of VITA sites will be increased with the expectation that the EITC numbers for filers at VITA sites will increase. Payment for services is contingent upon reaching the projections.

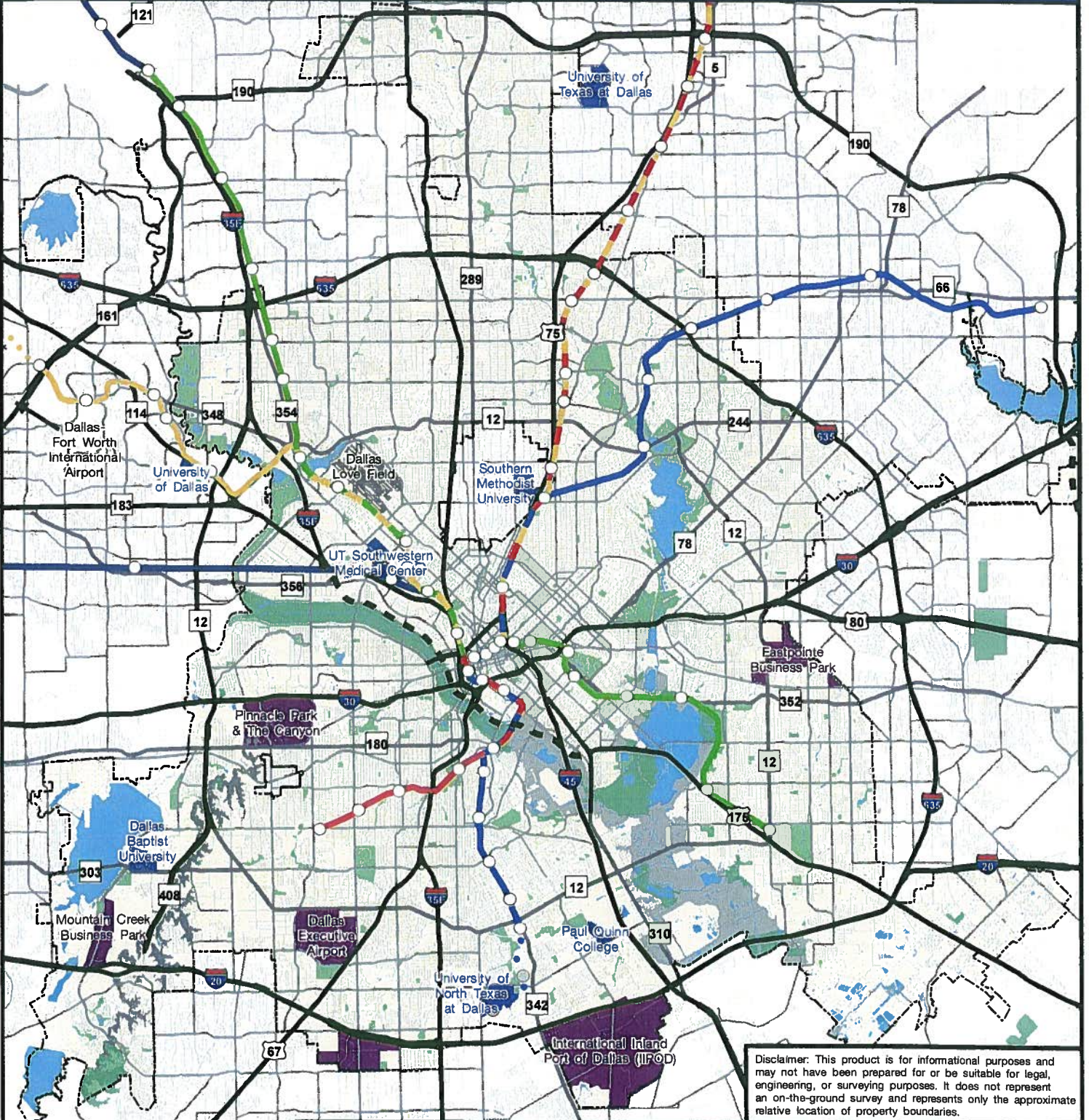
Should you have any questions, please contact me at (214) 670-3314.

Ryan S. Evans  
First Assistant City Manager

- C: The Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Emst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Eric D. Campbell, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
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Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Karl Zavitskovsky, Director, Office of Economic Development  
J. Hammond Perot, Assistant Director, Office of Economic Development  
Elsa Cantu, Assistant to the City Manager - Mayor & Council



# City of Dallas



Disclaimer: This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

## Legend

- |                  |  |                         |
|------------------|--|-------------------------|
| City of Dallas   | Commuter Rail                          | Colleges & Universities |
| Rail Station     | DART Orange Line to DFW Airport (2014) | Lakes & Rivers          |
| Future Station   | DART Blue Line to UNT-Dallas (2016)    | Parks                   |
| DART Red Line    | Freeway or Tollway                     | Escarpment              |
| DART Blue Line   | Highway                                | Flood Plain             |
| DART Green Line  | Arterial                               | Airport                 |
| DART Orange Line | Local Road                             | Business Parks          |
|                  | Proposed Freeway or Tollway            |                         |



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