

**BARTONVILLE COMMUNITY DEVELOPMENT CORPORATION
FUNDING APPLICATION**

STATE OF TEXAS §

KNOW ALL BY THESE PRESENTS:

COUNTY OF DENTON §

PART 1 - APPLICANT INFORMATION

Application Date: June 6, 2025

Company Name: The Bartonville Store, LLC

Address: 96 McMartin Road, Bartonville, TX 76226

Representative for Application: Tim House

Local address: 240 McMartin

Town: Double Oak

State: Tx

ZIP Code: 75077

Phone Number: 214.773.7441

State of Incorporation: Tx

Years In Town: 31

Total Employees in Town: 27

PART 2 - PROJECT INFORMATION

Location Address: See Attached Narrative

Legal Description:

Project Description:

☐ New Construction

☐ Expansion

☒ Marketing

Section A - Economic Development Type of Facility

☐ Manufacturing

☐ Distribution

☐ Service Center

☒ Restaurant

☐ Describe

PART 3 - ECONOMIC INFORMATION

^{Cost}
Construction Estimate: \$18,000.00

Start Date: August 2025

Amount Requested: 9,000.00

Permanent Job Creation: Estimate 10% for each participating business.

PART 4 - NARRATIVE

1. Introduction of Business: See Attached Narrative

2. Name(s) of chief officers or owners: Tim House and Marty Bryan

3. Reasons for seeking economic development incentive:

To encourage the Town's participation in a marketing campaign to promote existing entertainment/dining businesses in Town.

4. State how the project will benefit the Town of Bartonville:

See Attached Narrative

5. Describe the Project:

See Attached Narrative

6. Describe the types and numbers of jobs to be generated and provide information on current level of employment including: (a) current payroll; and (b) breakdown of current payroll by zip code. Attach a copy of the business's most recent filing with the Texas Workforce Commission or other supporting documentation that can be used to determine actual employment level at the time of application.

Estimate 10% increase in employment
for each participating business.

7. List any other governmental assistance/incentives being requested or already approved for the project from sources other than the BCDC.

None

8. List any competition or similar businesses in the area.

Intent is to include all similar
businesses located in the Town.

UNDOCUMENTED WORKER CERTIFICATION

Chapter 2264, Subchapter A, Texas Government Code requires that any public agency or economic development corporation shall require a business that submits an application to receive a public subsidy to include a statement certifying that the business does not and will not knowingly employ an undocumented worker. The Company certifies that its operation within Bexar County, Texas does not and will not knowingly employ an undocumented worker, as defined in Chapter 2264, Subchapter A, Texas Government Code, as amended (the "Act").

Pursuant to the Act, if the Company is convicted of a violation under 8 U.S.C. Section 1324a (f), after receiving any public subsidy, the Company shall promptly give the County written notice of such violation and the Company shall repay the amount of the payment with interest, at a rate of 6.75% per annum not later than the 120th day after the date the Company notifies the County of this violation.

AUTHORIZATION AND CERTIFICATION

I am the authorized representative for the Company for the purpose of filing this application. I understand that this application is a government record as defined in Chapter 37 of the Texas Penal Code. The information contained in this application is true and correct to the best of my knowledge and belief. I hereby certify and affirm that the Company I represent is in good standing under the laws of the state in which the company, partnership, or sole proprietorship was organized and or operates and that no delinquent taxes are owed to the State of Texas or any political subdivision or entity thereof.

Authorized Official

Tim House, Managing Member
The Pantonyille Store LLC

Authorized Signature:



Name:

Tim House

Title:

Telephone:

214. 713. 7441

E-Mail:

blueup94@verizon.net

Given under my hand and seal of office this

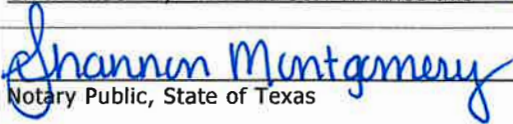
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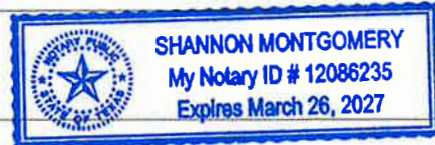
day of

June

20 25.

Notary Public, State of Texas





My commission expires:

03/26/2027

ATTACHMENT "A"

OVERALL NARRATIVE

This request for CDC funding assistance is not typical, as it does not involve any physical improvements to the business or related property. Instead, it is a request for marketing assistance for existing Bartonville businesses that provide entertainment and dining, specifically the Bartonville Store, the Bartonville Tavern, and Marty B's. As this request does not completely fit the Town's application format, the intent of this narrative is to provide an overall description of our intent and how it could benefit both the businesses and the Town.

OBJECTIVE:

The CDC is charged with the responsibility of promoting the Town's business development, yet realistically, the "Keep Bartonville Country" philosophy provides very little incentive to attract new businesses. The proposal presented herein is instead focussed on helping the Town's existing businesses grow their customer base, which should not only translate to more business for each, but also to more tax revenue for the Town.

MARKETING CONCEPT:

The basic concept is to promote the Town of Bartonville as the Mecca for entertainment and dining in the general area surrounding the Town. This would be very similar to a marketing program in Roanoke that bills that city as the "Restaurant Capital of North Texas". They have been very successful in creating the image of a destination hub for dining.

APPLICANTS:

While this application is being submitted in the name of The Bartonville Store, this is for procedural simplification only. As already noted, the intent is to benefit Marty B's, The Bartonville Tavern, and ultimately any other local businesses that provide both entertainment and dining.

MARKETING METHODOLOGY:

We have reached an agreement with the two "Lifestyle" magazines in the area (Cross Timbers and North Lake) to have a full-page ad in each for a combined cost of \$3,000 per month. This is a discounted rate that will directly target the areas most likely to respond to our advertising, including Lantana, Highland Village, Flower Mound, Argyle, North Lake, and Justin. The intent is that the page would have a Bartonville "banner" at the top, followed by smaller ads for each of the participating businesses. (Note: Cross Timbers Lifestyle will provide additional, more specific information regarding the service areas and historical market penetration, such to be made available at the CDC June 11 meeting.)

COST SHARING PROPOSAL:

The proposal of this application is that the CDC share in the cost of this advertising campaign by contributing 50%, with the businesses then contributing the other 50% according to the size of their respective ads. More specifically, this request is for a 6-month commitment as a trial period to judge the value of this type of advertising campaign. The Town's share would equate to \$1500 per month, or \$9000 for the six-month period.

SUMMARY:

As previously noted, the CDC is somewhat limited in its charge to promote business development, especially the attraction of new businesses. However, with this proposal, it can set in motion the concept of helping existing businesses attract more customers, thus benefiting all by increased revenue and tax income.