City of College Station

Serving Citizens and Visitors
Today and Tomorrow
A New Police Department Headquarters
A City Hall to Meet the Needs of a Growing Community
Sometimes an Old Idea is Still a Good Idea
TAMU YMCA Building - 2019
WHY?

- To serve as the social/recreational center for College Station
- To provide programs for people of all ages – from birth to death
- To provide a partnership between the city and the College Station ISD that will offer programs and opportunities presently unavailable
- To offer quality programs to everyone, regardless of their ability to pay
- To add an attractive component to our community that will further our reputation for having a quality of life that is second to none
- To support families and their desire to be able to do things together
- To attract business that will see our community as being “Y worthy”
- To create and support events that will further support our hospitality and other commercial/retail interests
Interstate 14 – the Fort to Port Highway

2nd Leg of I-14: Belton to Woodville

Highlighted routes on existing highways are conceptual. Final future interstate routing will be determined after public input and a formal environmental clearance process.
Goals and Objectives

- List five-year goals.
- State specific, measurable objectives for achieving your five-year goals.
  - List market-share objectives.
  - List revenue/profitability objectives.
Financial Plan

- Outline a high-level financial plan that defines your financial model and pricing assumptions.
  - This plan should include expected annual sales and profits for the next three years.
  - Use several slides to cover this material appropriately.
Resource Requirements

- List requirements for the following resources:
  - Personnel
  - Technology
  - Finances
  - Distribution
  - Promotion
  - Products
  - Services
Risks and Rewards

- Summarize the risks of the proposed project and how they will be addressed.
- Estimate expected rewards, particularly if you are seeking funding.
Key Issues

- Near term
  - Identify key decisions and issues that need immediate or near-term resolution.
  - State consequences of decision postponement.
- Long term
  - Identify issues needing long-term resolution.
  - State consequences of decision postponement.
- If you are seeking funding, be specific about any issues that require financial resources for resolution.