

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

Updated Renderings



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



Links 3 North-South Interstates: I-35, I-45 & I-69

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.