



**NOTICE OF CALLED MEETING  
FOR MUNICIPAL DEVELOPMENT DISTRICT  
TUESDAY MARCH 7, 2022, AT 6:00 P.M.  
LOCATION: 1401 FM 424, CROSS ROADS, TEXAS 76227**

Call to Order

1. Roll Call
2. Citizen Input for Items both ON and NOT on the Agenda  
*Please limit your comments to three minutes in duration, and you are restricted from passing your time or any portion of unused minutes to another citizen for comment. The Board is restricted from discussing or taking action on items not posted on the agenda. Action on your statement may be taken only at a future meeting.*
3. Updates:
  - a. Review of Financials
  - b. Local Development Update
4. Discuss and consider approval of the December 8, 2022 Meeting Minutes.
5. Discuss and consider mobile application services related to social community platforms and business directories.
6. Discuss and consider direction received from the Town Council at their January 2023 Retreat.
7. Request for future agenda items.
8. Adjourn

Upcoming Events:

- *Town Council Meeting – Monday, March 20, 2023 at 6:00 p.m.*
- *Town Council Meeting – Monday, April 3, 2023 at 6:00 p.m.*
- *Planning and Zoning Commission Meeting – Tuesday, April 4, 2023 at 7:00 p.m.*
- *Parks and Recreation Board Meeting – Wednesday, April 5, 2023 at 6:00 p.m.*
- *Municipal Development District Meeting – Thursday, April 13, 2023 at 6:00 p.m.*

**A QUORUM OF COUNCIL MEMBERS MAY BE PRESENT.  
NO ACTION BY THE TOWN COUNCIL WILL BE TAKEN AT THIS MEETING.**

CERTIFICATION:

I, the undersigned authority, do hereby certify that this Public Meeting Notice was posted on the official bulletin board, at the Town Hall of the Town of Cross Roads, Texas on or before March 3<sup>rd</sup>, 2023, by 5:00 p.m., in accordance with Chapter 551, Texas Government Code.

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed executive session for seeking confidential legal advice from the Town Attorney on any agenda item listed herein.

This facility is wheelchair accessible and accessible parking spaces are available. For requests, please contact Town Hall at 940-365-9693. Reasonable accommodations will be made to assist your needs. This facility is wheelchair accessible and accessible parking spaces are available.

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*Donna Butler, Town Secretary*

I certify that the attached notice and agenda of items to be considered by the Town Council of the Town of Cross Roads was removed by me from the front window of the Town of Cross Roads Town Hall, 1401 FM 424, Cross Roads, Texas, on the \_\_\_\_\_ day of \_\_\_\_\_, 2023. \_\_\_\_\_, Title: Donna Butler,  
Town Secretary

# CROSS ROADS MDD AGENDA BRIEFING SHEET

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Meeting Date:

March 7, 2023

Agenda Item:

Review of Financials – December 2022, January 2023 and February 2023

Prepared by:

Kristi Gilbert, Town Administrator

Description:

Since the Board did not meet in January or February, the below summary is based on activity through February 28, 2023. Transaction detail for December, January and February is enclosed for reference.

The attached financials are the unaudited financials as of February 28, 2023. The budget versus actuals report represents the FY 23 adopted budget. The report is reflective of five months (41.7%) of the fiscal year. Most revenues should be tracking at 58.3% or lower, indicative of revenues at or exceeding budget projections. Most expenses should be tracking at 58.3% or higher, indicative of expenses at or lower than budget projections. Overall, MDD revenues are tracking at 59.75% and expenses are tracking at 87.85% with revenues exceeding expenditures by \$35,573.72 for the month of February and \$181,012.48 for the fiscal year to date.

Attachments:

February 2023 Budget versus Actuals

1<sup>st</sup> Quarter FY 2023 Balance Sheet (October – December 2022)

Transaction Report – December 22 – February 23

4<sup>th</sup> Quarter 2022 Sales Tax Report

Town of Cross Roads  
 Revenue And Expense Report  
 As of February 28, 2023

2/28/2023 4:33 PM

<b>210 - Municipal Development District</b>	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
<b>Revenue Summary</b>							
-	41,136.22	207,996.44	516,750.00	308,753.56	59.75%	198,631.28	475,291.65
Revenue Totals	<u>41,136.22</u>	<u>207,996.44</u>	<u>516,750.00</u>	<u>308,753.56</u>	<u>59.75%</u>	<u>198,631.28</u>	<u>475,291.65</u>
<b>Expense Summary</b>							
110-Administration	5,562.50	26,983.96	222,119.28	195,135.32	87.85%	10,888.85	63,147.65
Expense Totals	<u>5,562.50</u>	<u>26,983.96</u>	<u>222,119.28</u>	<u>195,135.32</u>	<u>87.85%</u>	<u>10,888.85</u>	<u>63,147.65</u>
Revenues Over(Under) Expenditures	<u>35,573.72</u>	<u>181,012.48</u>	<u>294,630.72</u>	<u>0.00</u>	<u>0.00%</u>	<u>193,833.18</u>	<u>430,416.25</u>
710-Transfers Out	(5,562.50)	(11,125.00)	0.00	11,125.00	0.00%	(6,090.75)	(18,272.25)

Town of Cross Roads  
 Revenue and Expense Report  
 As of February 28, 2023

2/28/2023 4:33 PM

<b>210 - Municipal Development District</b>	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
<b>-----</b>							
<u>Sales Taxes</u>							
-40100 Sales Tax Revenue	46,698.72	212,493.40	500,000.00	287,506.60	57.50%	202,456.02	478,548.65
Total Sales Taxes	46,698.72	212,493.40	500,000.00	287,506.60	57.50%	202,456.02	478,548.65
<u>Investment Income</u>							
-40306 Interest Revenue	0.00	828.04	1,750.00	921.96	52.68%	816.01	1,910.25
Total Investment Income	0.00	828.04	1,750.00	921.96	52.68%	816.01	1,910.25
<u>Miscellaneous</u>							
-40350 Rental Income	0.00	5,800.00	15,000.00	9,200.00	61.33%	1,450.00	13,105.00
Total Miscellaneous	0.00	5,800.00	15,000.00	9,200.00	61.33%	1,450.00	13,105.00
<u>Transfers</u>							
-40910 Transfers In	(5,562.50)	(11,125.00)	0.00	11,125.00	0.00%	(6,090.75)	(18,272.25)
Total Transfers	(5,562.50)	(11,125.00)	0.00	11,125.00	0.00%	(6,090.75)	(18,272.25)
Total	41,136.22	207,996.44	516,750.00	308,753.56	59.75%	198,631.28	475,291.65
Total Revenue	41,136.22	207,996.44	516,750.00	308,753.56	59.75%	198,631.28	475,291.65

<b>210 - Municipal Development District</b>	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
<b>110-Administration</b>							
<u>Contractual Services</u>							
110-53002 Advertising and Promotion	0.00	0.00	15,000.00	15,000.00	100.00%	0.00	88.81
110-53004 Software	0.00	1,692.14	1,500.00	(192.14)	(12.81%)	316.90	758.93
110-53007 Administrative Expenses	5,562.50	11,647.00	24,000.00	12,353.00	51.47%	6,325.24	19,028.74
110-53015 Dues and Subscriptions	0.00	0.00	4,000.00	4,000.00	100.00%	0.00	0.00
110-53022 Training and Travel	0.00	0.00	7,500.00	7,500.00	100.00%	0.00	0.00
110-53100 Planning/Consulting	0.00	825.00	65,000.00	64,175.00	98.73%	4,068.75	4,068.75
110-53110 Utilities	0.00	315.00	1,500.00	1,185.00	79.00%	177.96	177.96
110-53805 Property Taxes	0.00	0.00	13,600.00	13,600.00	100.00%	0.00	0.00

Total Contractual Services	5,562.50	14,479.14	132,100.00	117,620.86	89.04%	10,888.85	24,123.19
<u>Maintenance</u>							
110-54018 Rental Property Repair and Maintenance	0.00	0.00	40,000.00	40,000.00	100.00%	0.00	1,510.00
Total Maintenance	0.00	0.00	40,000.00	40,000.00	100.00%	0.00	1,510.00
<u>Debt Service</u>							
110-56010 Debt Principal	0.00	8,307.71	33,591.46	25,283.75	75.27%	0.00	24,568.51
110-56020 Debt Interest	0.00	4,197.11	16,427.82	12,230.71	74.45%	0.00	12,945.95
Total Debt Service	0.00	12,504.82	50,019.28	37,514.46	75.00%	0.00	37,514.46
Total Administration	5,562.50	26,983.96	222,119.28	195,135.32	87.85%	10,888.85	63,147.65
<del>710-Transfers Out</del>							
<u>Capital Outlay</u>							
710-59100 Transfers Out	(5,562.50)	(11,125.00)	0.00	11,125.00	0.00%	(6,090.75)	(18,272.25)
Total Capital Outlay	(5,562.50)	(11,125.00)	0.00	11,125.00	0.00%	(6,090.75)	(18,272.25)
Total Transfers Out	(5,562.50)	(11,125.00)	0.00	11,125.00	0.00%	(6,090.75)	(18,272.25)
Total Expense	0.00	15,858.96	222,119.28	206,260.32	92.86%	4,798.10	44,875.40

Town of Cross Roads  
 Balance Sheet  
 As of December 31, 2022

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Account Type	Account Number	Description	Balance	Total
<b>210 - Municipal Development District</b>				
Assets				
	210-10000	Operating Cash Consolidated	0.00	
	210-10090	MDD Cash / Checking xxx9987	844,830.95	
	210-11020	Sales Tax Receivable	77,873.69	
	Total Assets		<u>922,704.64</u>	
				<u>922,704.64</u>
Liabilities				
	210-20100	Accounts Payable Consolidated	88.81	
	210-20105	Due to General Fund	3,143.70	
	210-21100	Accrued Wages	0.00	
	210-21115	Accounts Payable MDD	0.00	
	Total Liabilities		<u>3,232.51</u>	
Fund Balance				
	210-30050	Fund Balance Beginning	0.00	
	210-30100	Fund Balance	810,798.31	
	Total Fund Balance		<u>810,798.31</u>	
		Total Revenue	124,087.28	
		Total Expenses	<u>15,413.46</u>	
		Current Year Increase (Decrease)	108,673.82	
		Fund Balance Total	810,798.31	
		Current Year Increase (Decrease)	<u>108,673.82</u>	
		Total Fund Balance/Equity	<u>919,472.13</u>	
	Total Liabilities & Fund Balance			<u>922,704.64</u>

Town of Cross Roads  
 Transaction Detail Report  
 12/1/2022 - 2/28/2023

2/28/2023 4:46 PM

**210 - Municipal Development District**

**Account 210-110-53007**

Post Date	Tran Date	Source	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
12/1/2022	1/17/2023	GL	Mgmt FEE - Property mgmt co deposit for MDD rental property - 12-01-22 deposit				130.50	0.00	130.50
12/5/2022	12/5/2022	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50				5,562.50	0.00	5,693.00
12/5/2022	1/4/2023	GL	MDD to General ckg-Qtrly transfer for salary proc'd late				5,562.50	0.00	11,255.50
12/5/2022	1/4/2023	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50 - Reversal				0.00	5,562.50	5,693.00
12/5/2022	1/17/2023	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50 - Reversal - Reversal				5,562.50	0.00	11,255.50
12/5/2022	1/17/2023	GL	MDD to General ckg-Qtrly transfer for salary proc'd late - Reversal				0.00	5,562.50	5,693.00
1/6/2023	2/13/2023	GL	Mgmt FEE - Property mgmt co deposit for MDD rental property - 09-10-22 deposit				130.50	0.00	5,823.50
2/7/2023	2/8/2023	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50				5,562.50	0.00	11,386.00
Total							<u>22,511.00</u>	<u>11,125.00</u>	

**210 - Municipal Development District**

**Account 210-110-53100**

Post Date	Tran Date	Source	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
12/27/2022	12/27/2022	AP Invoice	MDD ckg pay Boyle & Lowry partial stmt to 12-25-2022 - MDD meeting / review law and ordinances	Boyle & Lowry, L.L.P.	stmt to 12-25-202	1015	825.00	0.00	825.00
Total							<u>825.00</u>	<u>0.00</u>	

**210 - Municipal Development District**

**Account 210-110-53110**

Post Date	Tran Date	Source	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
1/6/2023	2/13/2023	GL	Property Mgmt co paid Star Waste Septic service 12-13-22				65.00	0.00	65.00
1/6/2023	2/13/2023	GL	Property Mgmt co paid Star Waste annual fee				250.00	0.00	315.00
Total							<u>315.00</u>	<u>0.00</u>	



**210 - Municipal Development District**

**Account 210-710-59100**

Post Date	Tran Date	Source	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
12/5/2022	12/5/2022	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50				0.00	5,562.50	(5,562.50)
12/5/2022	1/4/2023	GL	MDD to General ckg-Qtrly transfer for salary proc'd late				0.00	5,562.50	(11,125.00)
12/5/2022	1/4/2023	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50 - Reversal				5,562.50	0.00	(5,562.50)
12/5/2022	1/17/2023	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50 - Reversal - Reversal				0.00	5,562.50	(11,125.00)
12/5/2022	1/17/2023	GL	MDD to General ckg-Qtrly transfer for salary proc'd late - Reversal				5,562.50	0.00	(5,562.50)
2/7/2023	2/8/2023	GL	MDD to General ckg-Qtrly transfer for salary and office exp \$5562.50				0.00	5,562.50	(11,125.00)
<b>Total</b>							<u>11,125.00</u>	<u>22,250.00</u>	

## 4th QUARTER 2022 SALES TAX REVENUE

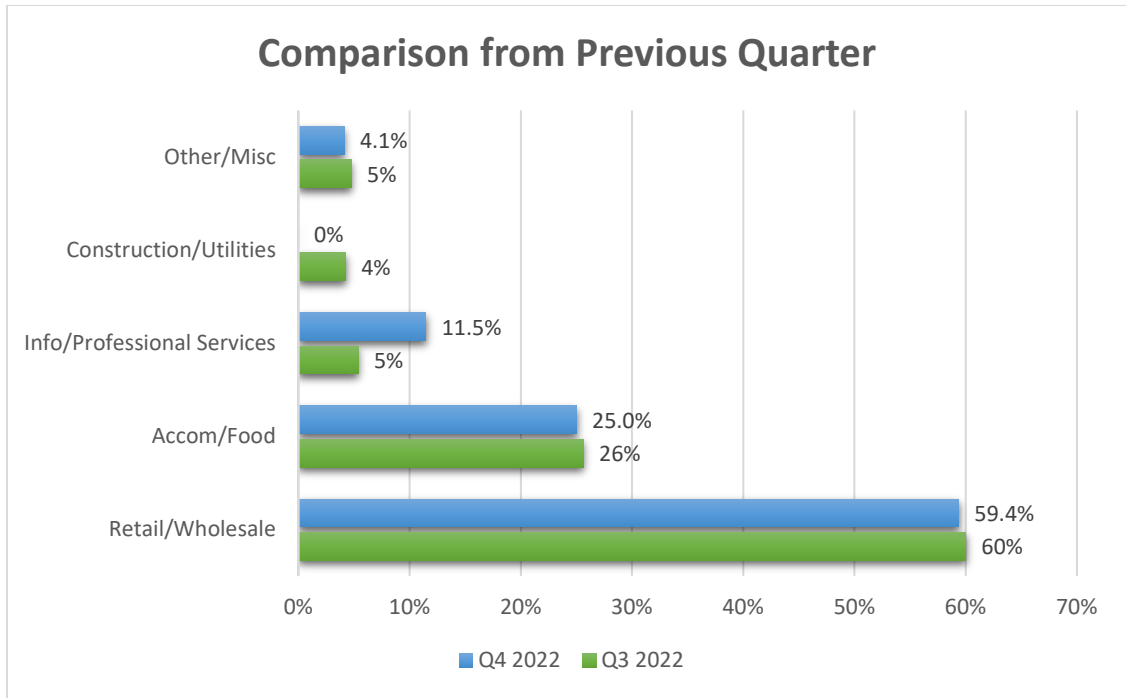
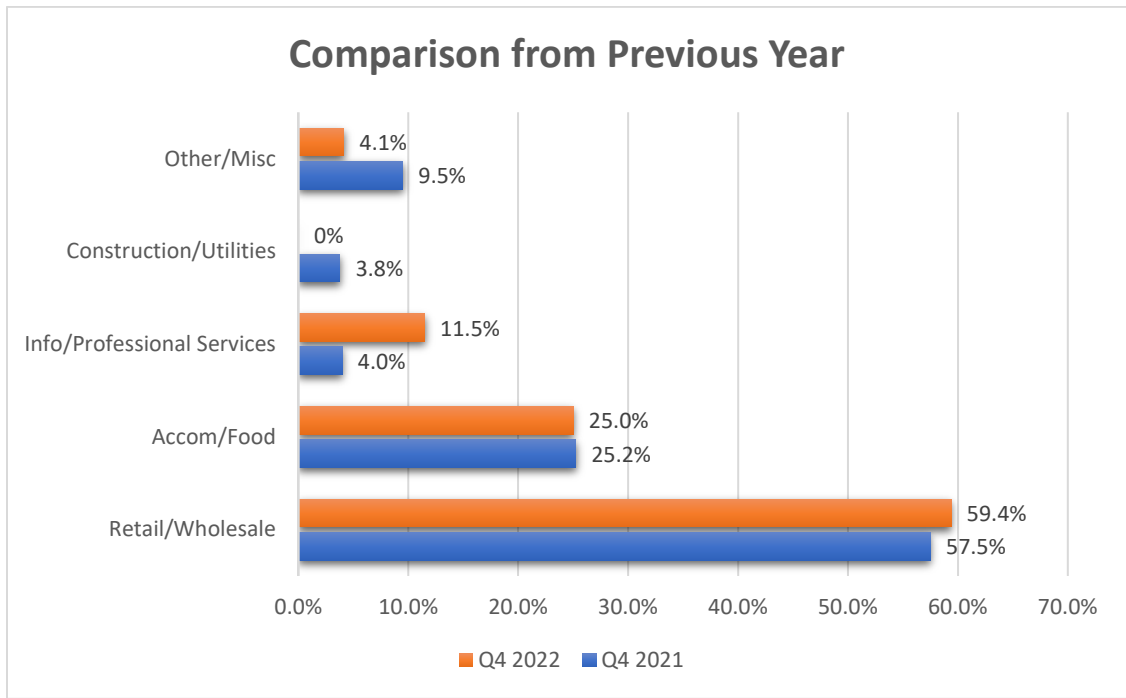
**Dates of Transaction:** July 2022 – October 2022

**Dates of Collection:** October 2022 – December 2022

**Revenue to Town 4<sup>th</sup> Quarter 20201:** \$116,278

**Revenue to Town 4<sup>th</sup> Quarter 2022:** \$124,694 increase of 7.24%

The above dollars indicates actual revenue received less the 2% State Comptroller service fee and amounts retained by the Comptrollers office to insure payment. Note that, due to a change in reporting software, Construction/Utilities has been moved to Info/Professional Services effective 4<sup>th</sup> Quarter 2022.





**MINUTES OF REGULAR MEETING  
FOR MUNICIPAL DEVELOPMENT DISTRICT  
THURSDAY, DECEMBER 8, 2022, AT 6:00 P.M.  
LOCATION: 1401 FM 424, CROSS ROADS, TEXAS 76227  
OR VIA ZOOM**

Call to Order – **6:00 P.M.**

1. Roll Call: **President Knox; Members Berry, Gaalema, and Paus. Coronado arrived at 6:01 P.M.**
2. Receive a presentation on mobile application services related to social community platforms and business directories.  
**Jeremy Wang gave a presentation on the mobile phone application Skylab and answered questions from the MDD and Mayor Tompkins.**
3. Citizen Input for Items both ON and NOT on the Agenda  
**None.**
4. Updates:
  - a. Review of Financials
  - b. Local Development Update**Town Administrator Gilbert gave the financial for both October and November and gave a development update.**
5. Discuss and consider approval of the November 10, 2022, Meeting Minutes.  
**Motion to approve made by Gaalema;  
Second by Coronado;  
Passed unanimously.**
6. Discuss and consider election of officers:
  - a. President
  - b. Vice President
  - c. Secretary**Motion to have all three officers remain the same made by Coronado;  
Second by Paus;  
Passed unanimously.**
7. Discuss and consider mobile application services related to social community platforms and business directories.  
**No motion. MDD discussed taking a demo app to businesses for feedback.**
8. Discuss and consider items related to the Town's Vision 2035 Strategic & Comprehensive Plan Project.  
**Item 8 was not addressed.**

**EXECUTIVE SESSION – 7:15 P.M. to 8:13 P.M.**

9. The Municipal Development District will convene into Executive Session pursuant to Texas Government Code,
  - a. Section 551.071 – Consultation with Attorney: Roles and responsibilities of Municipal Development District Board members
  - b. Section 551.072 – Deliberation Regarding Real Property; to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person: FM 424, Fish Trap Road and US 380
10. Take action as may be necessary or appropriate on matters discussed in Executive Session.  
**No action.**
11. Request for future agenda items.
  - **Discuss business interaction**
  - **Receive status of town center in Executive Session**
12. Adjourn – **8:17 P.M.**

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John Knox, MDD President

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Donna Butler, Town Secretary

# CROSS ROADS MDD AGENDA BRIEFING SHEET

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Meeting Date:

March 7, 2023

Agenda Item:

Discuss and consider mobile application services related to social community platforms and business directories.

Prepared by:

Kristi Gilbert, Town Administrator

Description:

During discussions related to the Strategic and Comprehensive Plan, Greater Yield provided information from Skylab, a social community mobile application that would be utilized to promote businesses within the Town of Cross Roads. The MDD has held discussions on this item for the past several months.

The Town Council discussed this item during their January 2023 retreat and indicated they are not supportive of the proposed app and would like the Board to focus on business retention.

Financial Impact:

Skylab mobile application

- One time set-up fee	\$15,000
- Annual Support (\$1,500/mo)	<u>\$18,000</u>
o First Year Total:	\$33,000
o Subsequent Years:	\$18,000

The above expenses do not include any costs related to Town Staff hours needed to update the application. If Staff is necessary to provide maintenance and updates, the MDD will need to amend the FY 2023 to include these expenses at a rate of approximately \$25 per hour.

Staff Recommendation:

Staff is recommending denial of this item based on Town Council input.

Attachments:

Skylab Presentation



## A FACEBOOK YOU OWN

*Using our Customizable Technology*

- ✓ Entrepreneurs
- ✓ Brands
- ✓ Organizations

V1.8

1

A photograph of a space shuttle launching, with a large plume of white smoke and fire trailing behind it. The shuttle is positioned on the right side of the frame, ascending vertically. The background is a clear blue sky with some light clouds. The overall scene is dynamic and energetic, symbolizing growth and acceleration.

# ACCELERATE YOUR EXISTING ORGANIZATION

LEVERAGE OUR PRE-BUILT GAMIFIED COMMUNITY  
PLATFORM TO:

GROW YOUR COMMUNITY  
ATTRACT SPONSORS  
ESTABLISH LOYALTY PROGRAMS  
CAPTURE PERMISSION BASED DATA  
INSTANTLY INCREASING THE VALUE OF YOUR COMPANY

# INCUBATE YOUR IDEA OR VISION

PARTNER WITH OUR TEAM OF EXPERTS WHO WILL HELP YOU:

SAVE TIME AND MONEY

IDENTIFY THE VALUE PROPOSITION

CREATE YOUR BUSINESS MODEL

PROVIDE GO TO MARKET STRATEGIES





# TECHNOLOGY WITH A HEART

OVER **\$32 MILLION** DONATED TO SOCIAL GOOD

ADVANCE YOUR MISSION

SHOWCASE YOUR IMPACT TO BRANDS AND DONORS

BECOME SELF-FUNDED



**OUR INDUSTRY EXPERTS ARE HERE TO HELP YOU ACCELERATE  
YOUR BUSINESS FROM IDEA TO EXIT**



**THE  
ARCHITECT**



**THE  
CODE  
INTEGRATOR**



**THE  
BEHAVIORAL  
SCIENTIST**



**THE  
COMMAND CENTER  
SPECIALIST**



**THE  
GROWTH  
HACKER**

# A 10 MILLION DOLLAR PLATFORM IN WEEKS, NOT YEARS

WITH FULL MOBILE WEB SUPPORT



PLATFORMS

## OVER 300 PLATFORMS LAUNCHED IN 150+ COUNTRIES

Breaking records in retention and engagement.



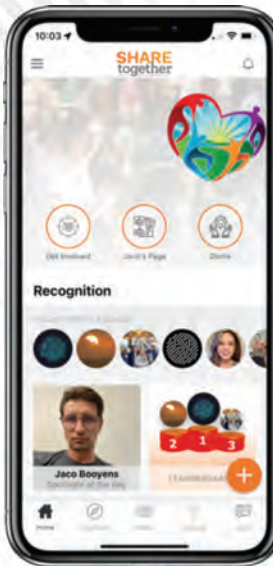
COOKING



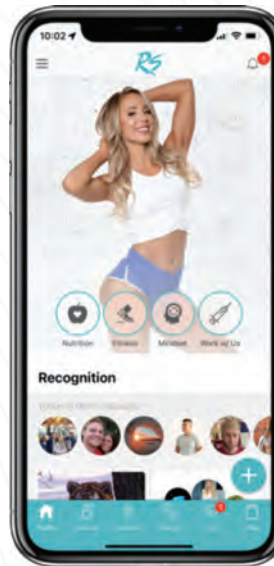
CHURCH



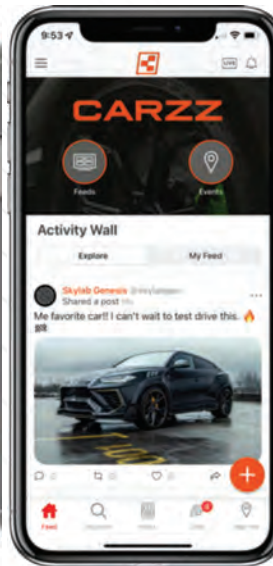
SPORT



CAUSES



FITNESS



INTEREST



BUSINESS

# WE GIVE BACK OWNERSHIP AND CONTROL TO YOU

OWN YOUR  
**PLATFORM**

OWN YOUR  
**CONTENT**

OWN YOUR  
**DATA**

CONTROL YOUR  
**VALUES**

CONTROL YOUR  
**ADS**

**ON A PRIVATE & SECURE CLOUD**

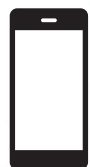
**AT A FRACTION  
OF THE COST**

**ADD NEW REVENUE  
STREAMS**

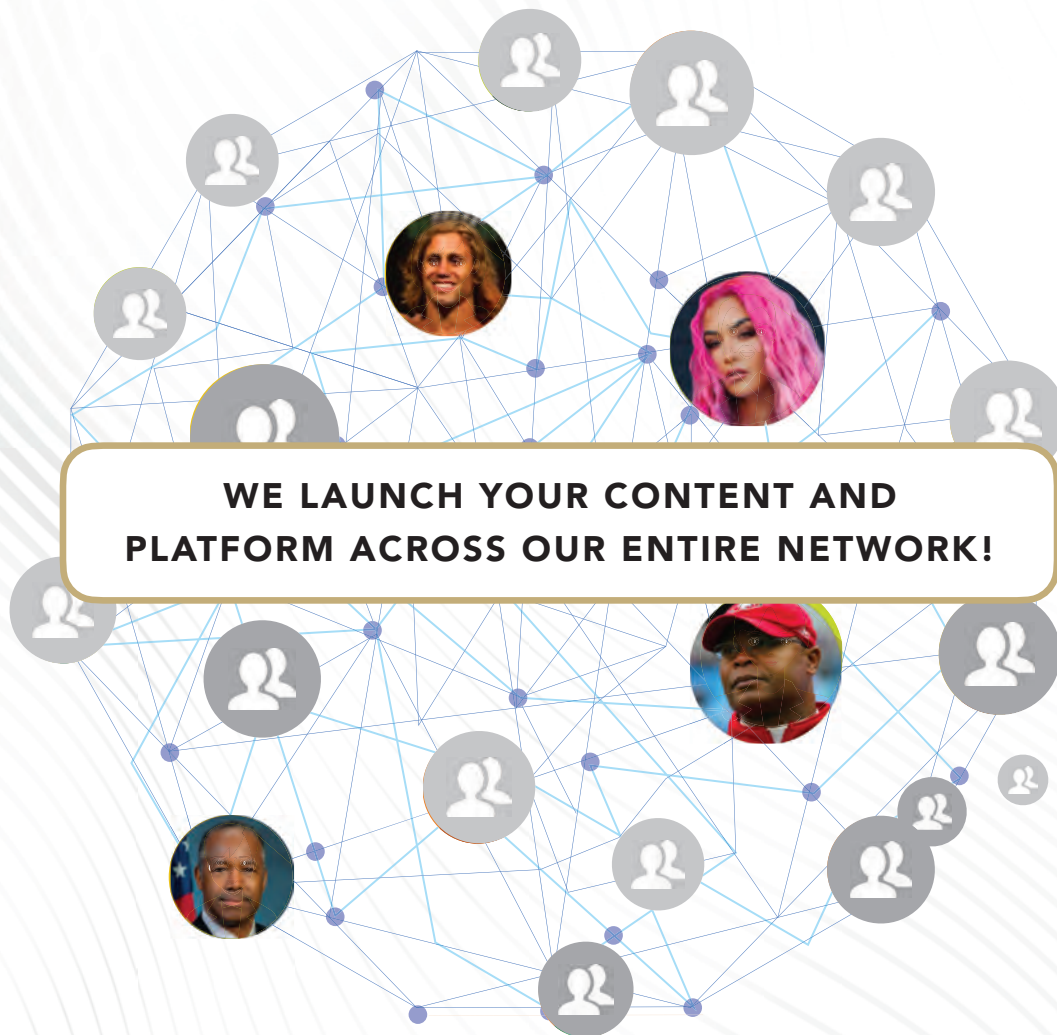
**NO NEED FOR  
A TECH TEAM**

**NO ARCHITECTURE  
OR WIREFRAMES**

**BOOST COMPANY  
VALUE**



**WE DON'T JUST LAUNCH  
YOUR PLATFORM...**



**WE BRING YOU  
ADVERTISING  
REVENUE...**



**AND GIVE YOU POWER  
TO BRING  
YOUR OWN**



# WHY WE DO IT

# WE EMPOWER COMMUNITIES TO RESTORE POWER & CHOICE

BY POSITIONING THEMSELVES FOR THE FUTURE

## DECENTRALIZATION OF

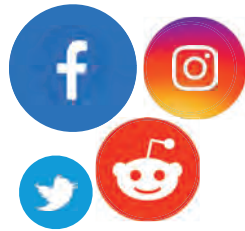
1.

CURRENCY



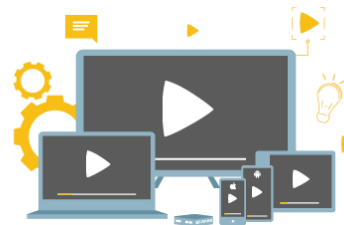
2.

SOCIAL MEDIA



3.

NEWS



4.

OBJECTS & DATA





# BIG TECH IS DECENTRALIZING

THE PUBLIC IS NOW LOOKING FOR BUSINESS FRIENDLY PLATFORMS, OWNED BY OTHER PEOPLE OF INFLUENCE THEY TRUST

## NOW

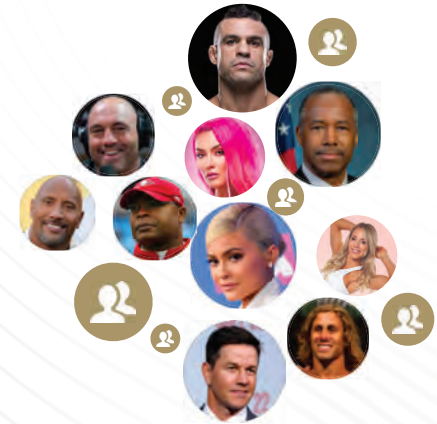


ELIMINATE NOISE



RETURN TRUST

## TRUST AGENTS



*"Over the next few years, we will witness the creation of an ecosystem which is platform and channel agnostic."*



**Vartika Malviya Hali**

Executive Director, Global Digital Intelligence, Nielsen IQ

*"The opportunity is in using different platforms to tell a more cohesive and differentiated story."*



**Ivy Esquero**

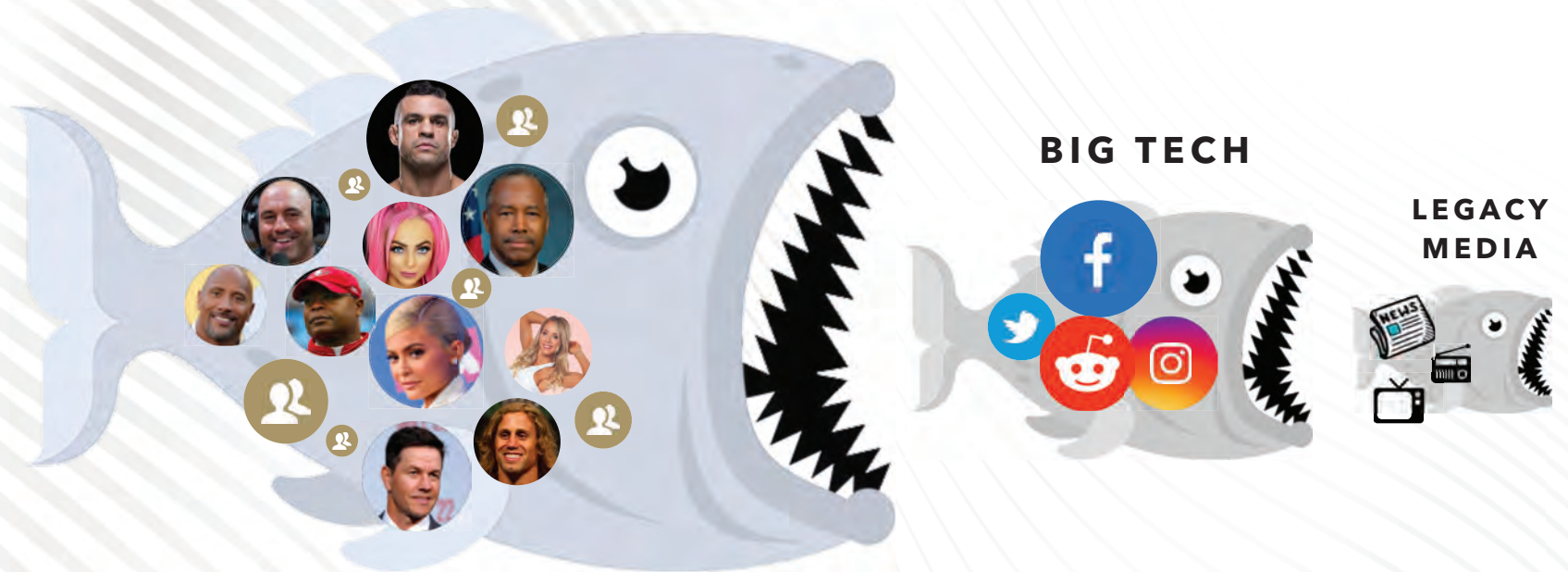
Head of Enterprise & Loyalty Marketing, Hilton APAC

# YOU ARE BIGGER TOGETHER

ORGANIZATIONS & CREATORS ARE AWAKENING TO THEIR POWER & NUMBERS, AND DESIRE TO BE LESS DEPENDENT ON BIG TECH

**\$104.2B**

CREATOR ECONOMY



# BE SELF RELIANT WITH A SUITE OF TECH SOLUTIONS

Instantly create your full  
community engagement tool



**PLATFORMS**



**WEB 3.0**

Full web support removing  
app store dependence

Transact in a safe environment



**PAY**



**PRIVATE  
CLOUD**

Trust your community will  
remain online at all times

Earn ad revenue or advertise  
without restriction



**ADS**



**MARKET**

Sell your content in a  
marketplace of ideas

# LEAP BEYOND RAISING AWARENESS TO TRANSFORMATION WITH VRS (VALUE REINFORCEMENT SYSTEM)



**EDUCATE &  
INCREASE  
AWARENESS**



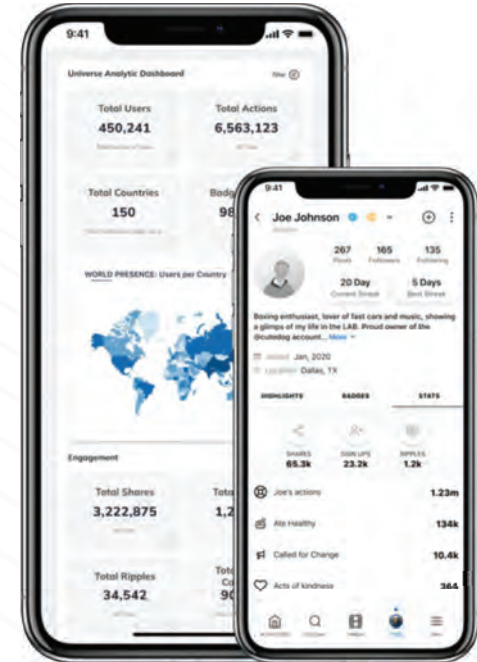
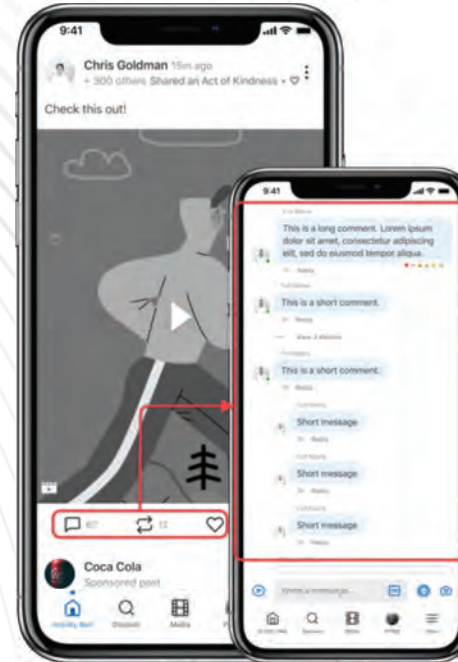
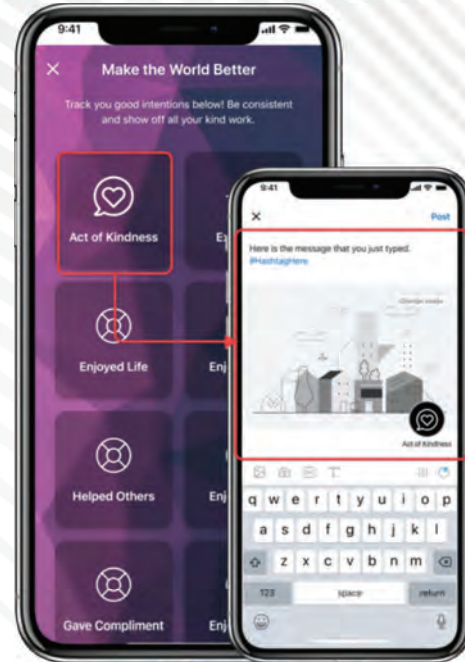
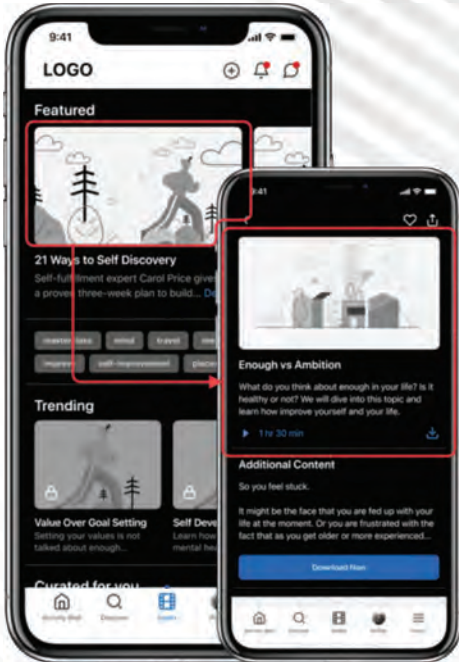
**SHAPE &  
TRACK  
BEHAVIORS**



**COMMUNITY**



**IMPACT,  
OUTCOMES &  
ANALYTICS**



# ACHIEVE TRANSPARENCY & DATA-DRIVEN OUTCOMES

FOR YOUR STAKEHOLDERS OR DONORS

STAKEHOLDERS  
& DONORS



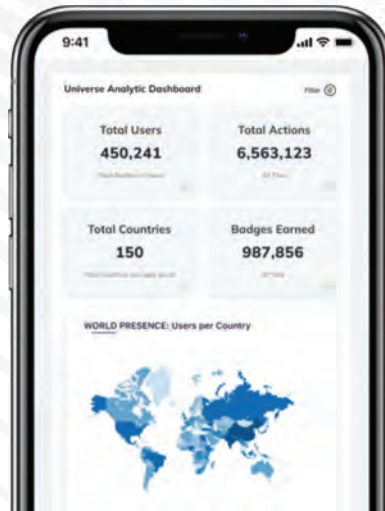
YOUR  
ORGANIZATION  
OR CHARITY

TRANSPARENT & REAL  
TIME RESULTS

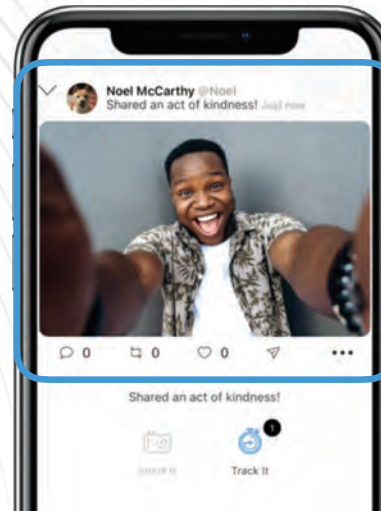
INCREASED SALES,  
AD REVENUE OR  
FUNDING



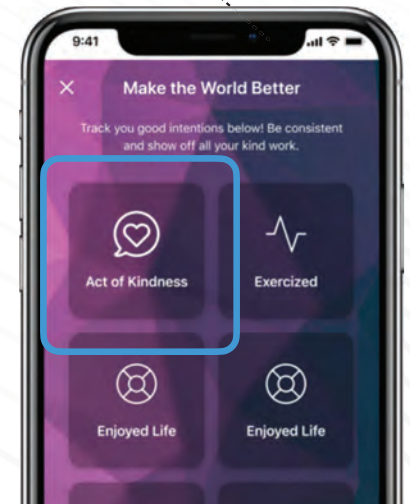
IMPACT &  
ANALYTICS



TRACK ACTIONS



CREATE  
OUTCOMES



# ANALYTICS THAT MATTER

PROVEN ACROSS MULTIPLE INDUSTRIES, AGE GROUPS & USER TYPES

## FAITH: PROMISE KEEPERS

Average age bracket: 40 - 80



LONGEST USER STREAK  
**420 DAYS**



**2K EVENTS**  
ACROSS GLOBE



**8k**  
HABITS  
TRACKED



**10k**  
LESSONS READ

## YOUTH SPORTS: CHEERLIFE

Average age bracket: 13 - 18



LONGEST USER STREAK  
**1,462 DAYS**



**45k DOWNLOADS**  
IN OVER 135 COUNTRIES



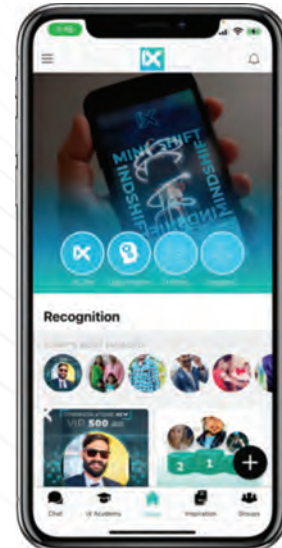
**284k**  
HABITS  
TRACKED



**16k**  
CONTENT  
COMPLETED

## DIRECT SELLING: IX GLOBAL

Average age bracket: 21 - 60



DOWNLOADS IN OVER  
**100**  
COUNTRIES



AVG SESSION TIME  
**2X**  
OF INSTAGRAM



**↑138k**  
2021 | TOTAL USERS



**↑5k**  
DAILY ACTIVE USERS

## NEXT STEPS

1. **CONTENT:** What is the content we will need to add to the platform, and who is this person?
2. **USER TYPES:** What are the user types (Staff, Donors, Center team members, volunteers, etc)?
3. **OUTCOMES:** What are the outcomes and values we want to track?
4. **DONORS:** What are donors looking for and what general info do we want to provide?
5. **BRANDING:** Send us all your digital assets and additional content or key info
6. **POINT PERSON:** Who will the point person be?

# TRUSTED BY





**DIVE DEEPER?**

# CORE FEATURES



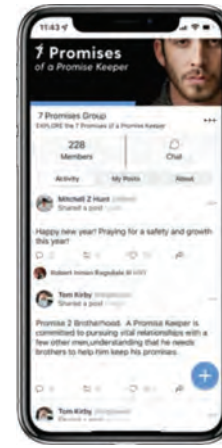
USER PROFILE



ACTIVITY WALL



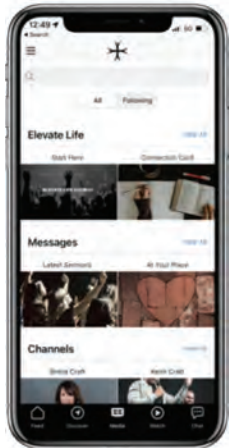
DISCOVER



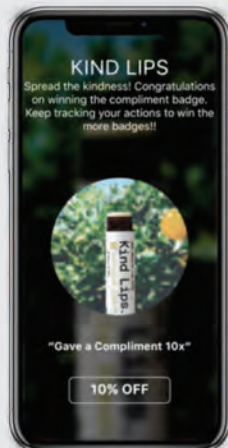
GROUPS



CHAT



CHANNELS



BADGES



PLACES



EVENTS



LIVESTREAM

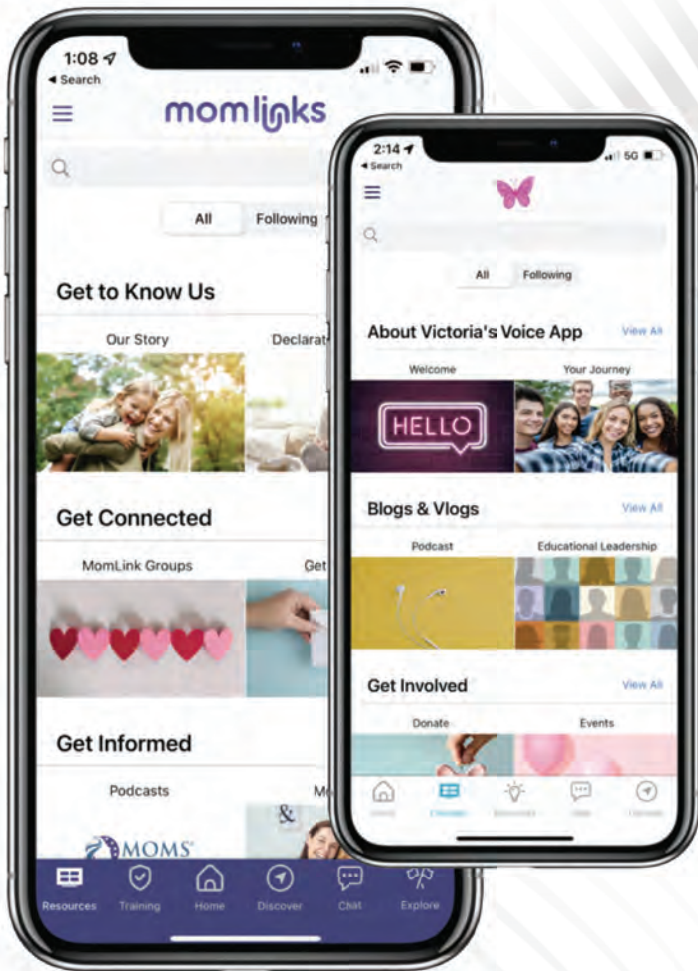


## KEY FEATURES

# YOUR APP, YOUR BRANDING

Owning your own platform means being able to fully control the branding element that tells your story.

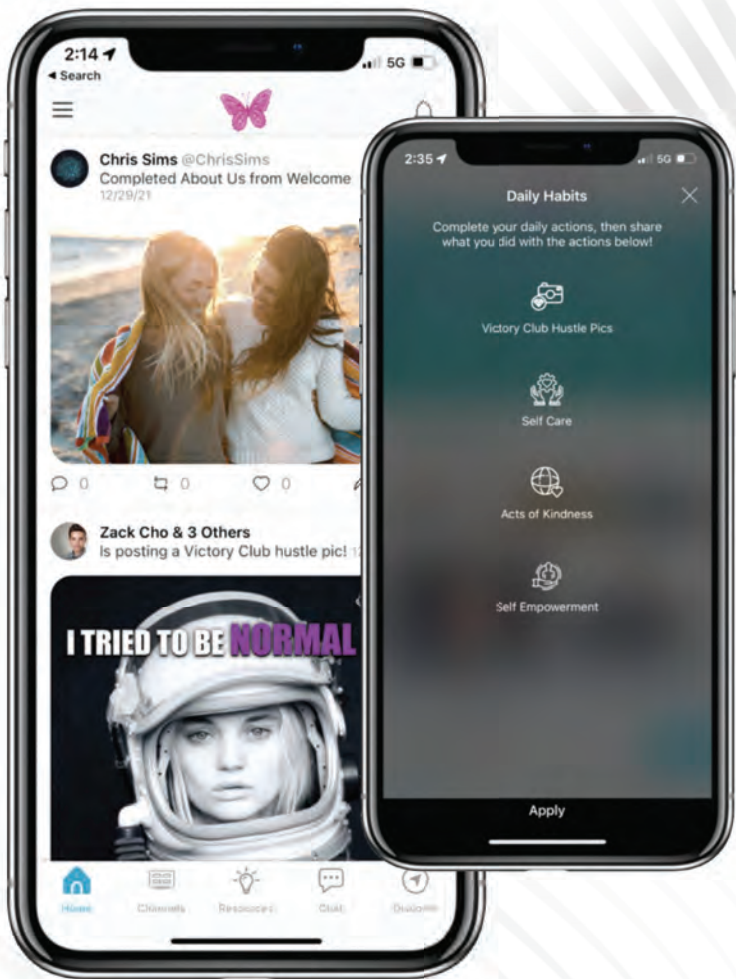
Also design your onboarding features such as phone or email login, and specify what data to collect from users.



## KEY FEATURES

# MEDIA DASHBOARD

Curate relevant content using the rich channels feature for segmenting and prioritizing the most important and digestible information for your audience.



## KEY FEATURES

# ACTIONS & VRS

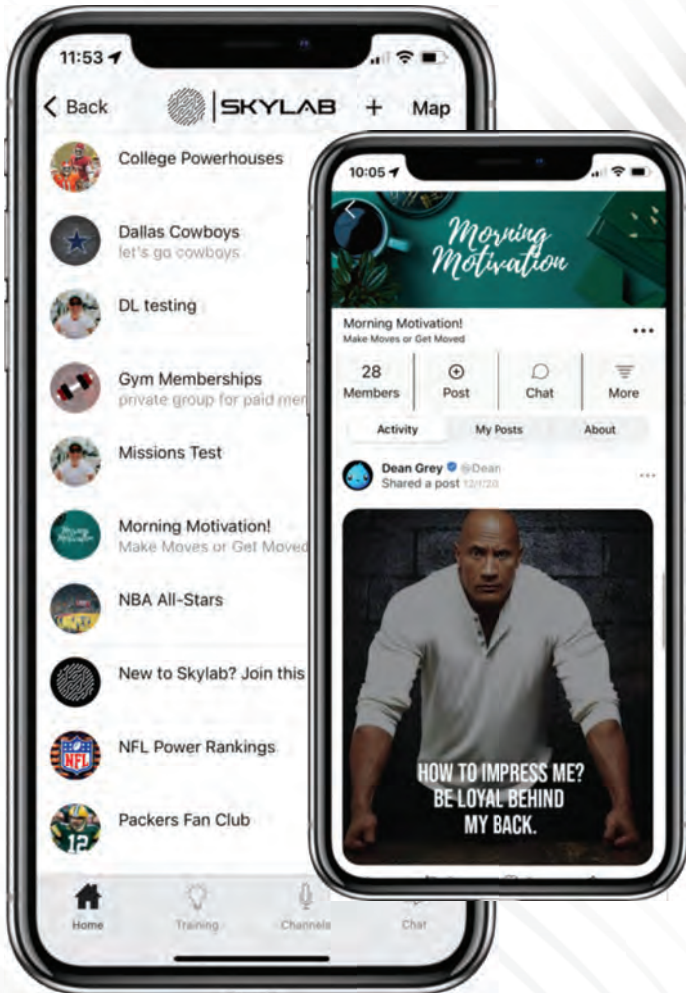
Full social media functionality as on mainstream social networks for sharing content, liking and commenting.



## KEY FEATURES

# BROADCAST CHAT

Send direct messages to your entire community, individual groups, or to specific audience types who share individual traits or targeting parameters.



## KEY FEATURES

# GROUPS

Allow groups to discuss specific topics and the issues that matter to your community. Allow neat grouping of conversations around singular themes to manage effective flow of information.

Create Private or Secret encrypted groups that aren't available to the general public.

Allow users to create their own groups, or restrict your app to your own created groups only.

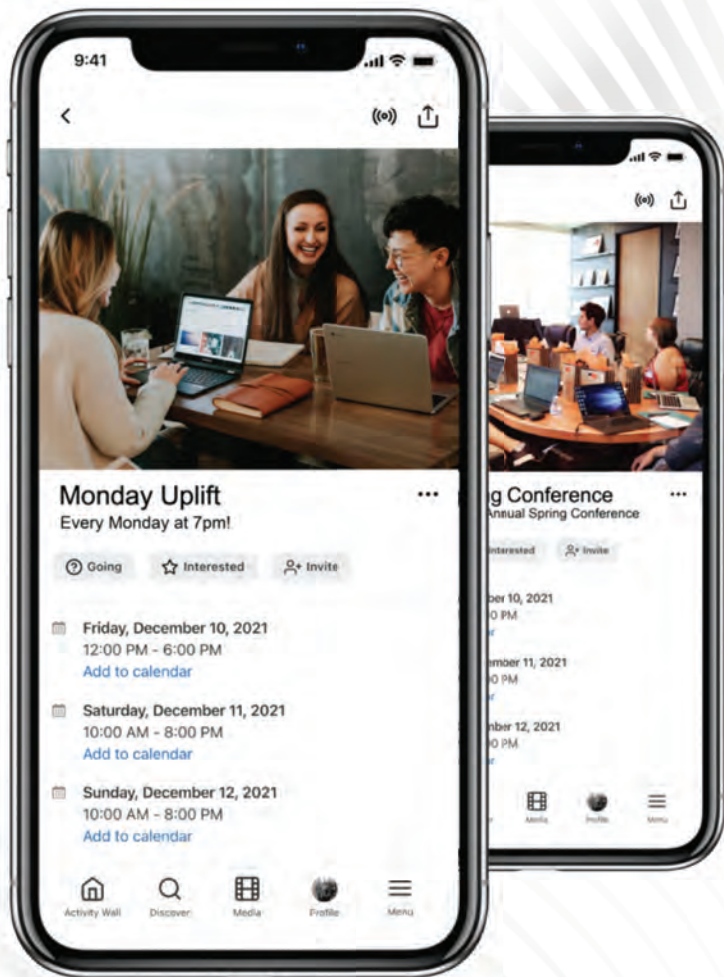


## KEY FEATURES

# BEHAVIORAL PROFILE

Profile that showcases user stats, analytics, trophy case, and all engagement and posts. Allows users to see and track their progress to improving their lives through your platform.





## KEY FEATURES

# EVENTS & PLACES

Upload locations or places as well as events natively on the app so users can get directions or register for an event all through the app.

If you choose to not use our events or places feature, we can also link to your existing URL you are using!



## KEY FEATURES

# LIVESTREAM

Allow admins to utilize our livestream on the platform. Users would get notified every time an admin goes live.

If you have a different streaming software or platform, we could embed that into your app as well.



# **CORE FEATURES BREAKDOWN**

# PLATFORM SOLUTION

Skylab helps clients launch apps faster using a no-code system. Our average client is ready to launch in 30 days.



## PLATFORMS

- ✓ Launch full-featured social networking platform in days.
- ✓ Rich monetization options
- ✓ Custom branding
- ✓ Instant App Store submission
- ✓ Ongoing Lifetime support

A rich App Creation platform, with over 1,000 individual settings for creating out of the box, full-featured social networks, from logo branding all the way to app store submission - NO CODING KNOWLEDGE NEEDED.

SIMPLY SELECT YOUR FEATURES:

- WIDGETS
- MONETIZATION
- SOCIAL FEATURES
- BADGES / GAMIFICATION

PUBLISH YOUR APP TO THE STORES:



# WEB 3.0 SOLUTION

Achieve full App Store autonomy with a fully-functional web enabled platform, on a decentralized network.



WEB 3.0

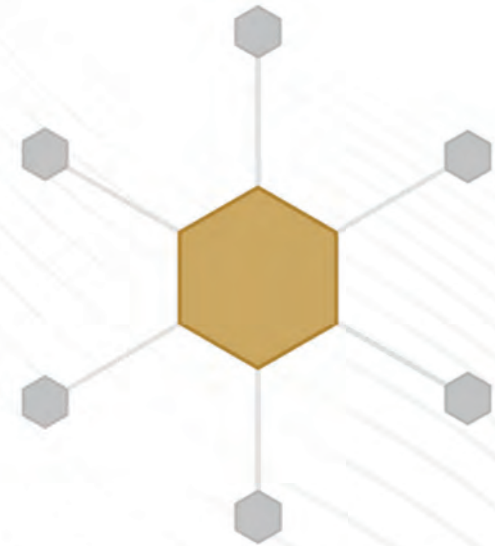
- ✓ Web 'gatekeeper' alternative
- ✓ Censorship resistant
- ✓ Data security
- ✓ No central point of failure
- ✓ App Store Autonomy

## APP STORE AUTONOMY & DECENTRALIZED LEDGER TECHNOLOGY

Our platform integrates blockchain technologies to build upon the core concepts of decentralization, openness, and greater user utility, while providing a fully functional Web 3.0 version of your platform, accessible in all major browsers.



VS



# CLOUD SOLUTION

SKYLAB is the only private company aside from Facebook utilizing this proprietary server hardware & software combination solution.

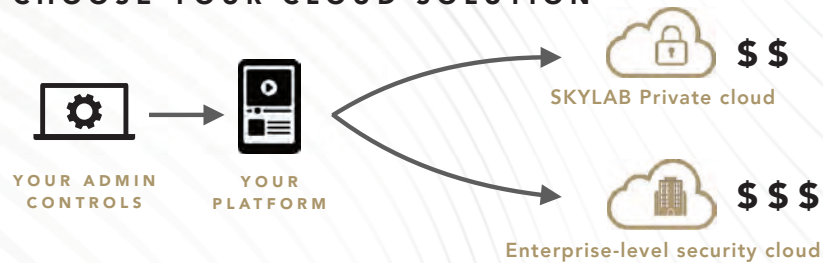


## PRIVATE CLOUD

- ✓ Niche cloud solution
- ✓ Privacy & Data protection
- ✓ Rapid Scaling
- ✓ Censorship resistant

One of a few independent Public & Private Cloud providers with proprietary hardware that undercuts mainstream alternatives on cost efficiency and speed of scale.

### CHOOSE YOUR CLOUD SOLUTION



Censorship resistant and affordable  
**WEBSITE HOSTING**

Storage, backup and  
**DISASTER RECOVERY**

Secure and efficient  
**FILE STORAGE**

Industry leading encryption and  
**DATA SECURITY**



# MARKET SOLUTION

Become your own broadcaster with instant access to the SKYLAB Public Marketplace and monetize your content



**MARKET**

- ✓ Distribute your content across the entire SKYLAB network
- ✓ Automatically pull in curated content for low or no cost
- ✓ Generous revenue shares
- ✓ Frictionless payments
- ✓ Expansive distribution

**CONTENT CREATORS**



**FOLLOWERS**




**Monetize instantly by providing content to the Public Marketplace**

Broadcast content to entire audience network for purchase and distribution



# ADS SOLUTION

Make up to **70%** vs typical **30%**.



**ADS**

- ✓ All advertiser friendly
- ✓ Unique tag-based identities
- ✓ Transparent analytics
- ✓ 20% higher performance
- ✓ 20% lower CPMs

✓ Advertisers submit their ads for distribution across the SKYLAB audience network

✓ Creators and app owners automatically generate revenue for opening up their platform to advertisers.



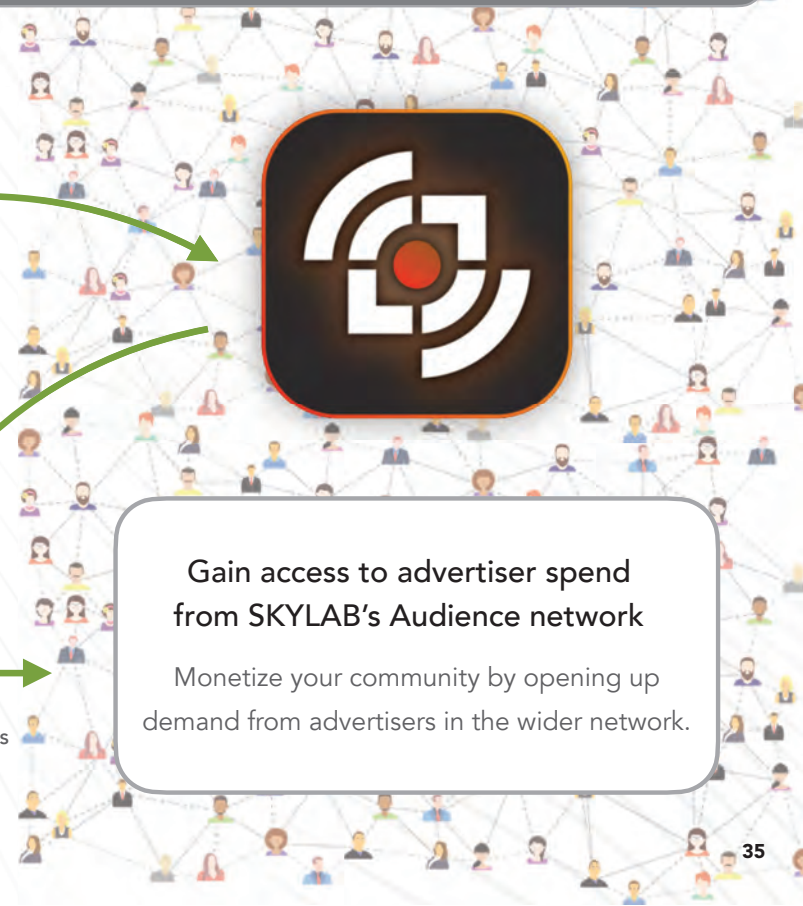
APP OWNERS / CREATORS

\$\$\$

\$\$

\$

Available to app owners / creators to advertise also



Gain access to advertiser spend from SKYLAB's Audience network

Monetize your community by opening up demand from advertisers in the wider network.





# PAY SOLUTION

Competitive processing rates lower than many mainstream processors.

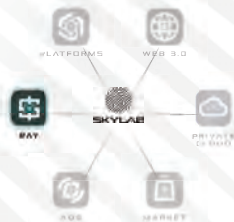
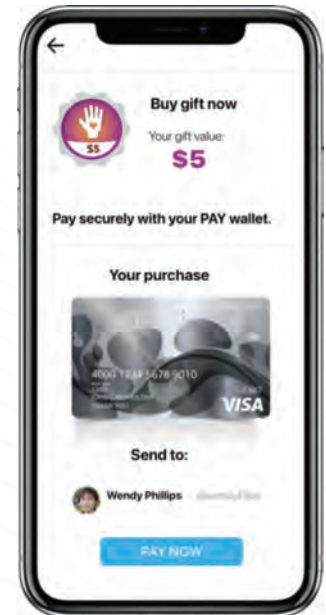


PAY

- ✓ Alternative payment processor
- ✓ Turnkey solution
- ✓ Censorship resistant

Omni-channel payment gateway and bank integration for private and secure payments at scale.

- Monetize content easily with frictionless payments.
- Offer lower fees for maximized profitability.
- Work with Financial Service Companies that share your values.
- Offer higher levels of privacy and protection from ideologically oriented banks and processors.



# SUPPORT PACKAGES & THE TEAM THEY INCLUDE



## SERVER & HOSTING

- Starting at \$100 per month
- Approx. \$500 per additional 20k total users per month

Our team will help you automatically update your software, maintain your platform and help you make regular changes to your app.

Inquire with us on your 1-time set up pricing for building your platform



## MONTHLY LICENSE & SUPPORT

- Starting at \$1,200 per month.

## LAUNCH & SUPPORT TEAM



KYLE MCCARTHY



ALEX MCCARTHY



MITCH HUNT



GRACE SIMS

## ACCELERATION TEAM



### DAVID SCHIEFFELIN

Developed media assets for News Corp., generating billions in sales, sourcing the latest innovation in crypto and payment solutions for you.

# 2021 PRESS MENTIONS

[linktr.ee/SKYLABappsPR](https://linktr.ee/SKYLABappsPR)



Newsweek



The New York Times

AXIOS



The Washington Times

ARAB NEWS

The Economist



GIZMODO

BUSINESS INSIDER



NEWSmaxTV



yahoo! finance

## WHAT OUR CLIENTS SAY

"Through Skylab's Value Reinforcement System and other features, we were able to create a Christ-centered application for people to take their spiritual growth to the next level. Skylab's Genesis and Success Teams have been amazing during our journey, from consulting on best ways to utilize the platform, launch strategy, and ongoing support."



**Bobbie Cox**  
Founder of Branch to Hope

"We first chose Skylab for the Blended Festival Platform because we wanted to have a place for festival-goers to share their experience about going to one of our festivals. After consulting with the Skylab team, we were able to do that and much more! After the success we had in 2021 and the ability to prove our success through the Blended Festival Platform, we are gearing up for massive growth in 2022."



**Sean Evans**  
CEO of Blended

"Skylab's innovative technology allowed us to create FreeSpace Social in a matter of days. We've amassed users across 176 countries, been featured in top newspaper publications globally including UK Telegraph, Jerusalem Post, Newsweek, Wall Street Journal and Axios while appearing on several national news networks including Newsmax, Americas Voice and The Blaze TV"



**Jon Willis**  
CEO of FreeSpace Social

"Through the Skylab Platform, we were able to host our virtual marriage summit on our application and received over 8,000 downloads from one course alone!"



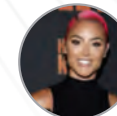
**Nicole Stark**  
VP Marketing & Operations  
of Promise Keepers

"The Skylab platform is without a doubt the most incredible platform I've ever seen. It is the 'WordPress' of platforms! The features are mind blowing yet incredibly simple to use. I can see that this will be the biggest needle-mover in anyone's online business."



**Glen Ledwell**  
CEO of Mind Movies

"When I first met with Skylab, I was blown away by the innovative technology that would allow me to monetize, reward and grow my community. The NEM app is a great tool for you to have access to workouts, stay motivated, and interact with others in a global community all powered by the amazing team and tech at Skylab."



**Natalie Eva Marie**  
WWE Superstar, Model, and Actress

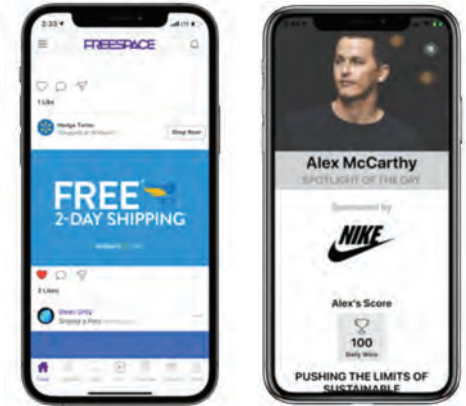
## POWER OF OWNING YOUR OWN AD PLATFORM

Fairly distributing ad revenues into the hands of content creators and businesses.

\* Estimated CPM: \$4.50 (mid-range on industry benchmark)

\*\* Our apps average 2-3x the market average daily impressions per user

\*\*\* Daily ad frequency estimate of 9 impressions per day per user



Total users	20,000	50,000	100,000	250,000	500,000
Daily Active Users (DAU)	2,000	5,000	10,000	25,000	50,000
Monthly IMPDAU (impressions per DAU)	540,000	1,350,000	2,700,000	6,750,000	13,500,000
Net annual Ad Revenue (\$4.50 CPM)	\$9,160	\$52,900	\$125,800	\$324,500	\$649,000
<b>Client Revenue Share (@70%)</b>	<b>\$6,412</b>	<b>\$37,030</b>	<b>\$88,060</b>	<b>\$227,150</b>	<b>\$454,300</b>



**SKYLAB**

**SPEAK WITH OUR TEAM AND GET  
THE BEST STRATEGIES FOR YOU TO**

**GET STARTED TODAY**

**JEREMY WONG**

Executive Vice President

[jeremy@skylab.world](mailto:jeremy@skylab.world)

# CROSS ROADS MDD

## AGENDA BRIEFING SHEET

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Meeting Date:

March 7, 2023

Agenda Item:

Discuss and consider direction received from the Town Council at their January 2023 Retreat.

Prepared by:

Kristi Gilbert, Town Administrator

Description:

The Town Council held a retreat the last weekend of January to discuss the projects and direction of the various boards, commissions and committees of the Town. A memo was sent to the Municipal Development District (MDD) members on February 7, 2023, outlining the directives from the Council (see attached).

Specific instructions include:

- The utilization of Mundo & Associates for MDD projects. This cost of this will be dependent on projects the board wants to proceed with.
- Funding of a digital sign to be located at the Police Department. Staff needs to obtain estimates for this project. Early projections are approximately \$50,000.
- Certain Park Improvements requested by the Parks Board. These could include assistance with the restroom facility and/or playground.
- Discontinuing pursuit of a mobile app and focusing on business retention projects. Staff would recommend soliciting assistance from Mundo & Associates for this.
- Funding a portion of the Communications Coordinator position. Currently, the Town has budgeted \$12,150 annually which covers 12 hours per week from the General Fund. Staff had initially requested funding in the amount of 33% of the position for the FY 2023 Fiscal Year due to the strong emphasis the MDD was placing on communications and website updates. This was not approved by the MDD. Funding at 33% would equate to \$4,010.
- Funding increased Administrative Staff time. Currently, the MDD pays 7% of the Town Administrator and Town Secretary's time which equates to approximately 12 hours per month. The Accounts Payable Technician is budgeted at 5%, which is just shy of 9 hours per month. After the preparation of Board Packets, attendance at meetings, preparation of financial reports and invoices, this leaves little time to work on other MDD related projects. Staff is requesting an increase to 10% of the Town Administrator and Town Secretary's time and continuing with the 5% of the Accounts Payable Technician's position. This would result in an increase of \$6,700.

Staff can prepare a budget amendment based on input from the MDD.

Attachments:

Memo to MDD Dated February 7, 2023



FEBRUARY 7, 2023

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**TO:** JOHN KNOX, CHAIRPERSON  
GREG GAALEMA, COUNCIL LIAISON

**FROM:** DAVE MEEK, MAYOR PRO TEM  
T. LYNN TOMPKINS, JR., MAYOR  
KRISTI GILBERT, TOWN ADMINISTRATOR

**SUBJECT:** REPORT ON JANUARY 2023 COUNCIL RETREAT

**CC:** MDD BOARD MEMBERS  
TOWN COUNCIL MEMBERS

---

As you are aware, the Town Council conducted a planning retreat the last weekend of January. During that retreat, the Council had an opportunity to discuss projects and challenges each of the Town's boards are facing. First, I want to let you know that the Council expressed their gratitude for having volunteers standing in service to the Town, ready to help grow our economy. The commitment of the board is certainly appreciated.

The Council came to a consensus with regard to items of interest to the Municipal Development District (MDD). The Mayor has committed to meet with the Council Liaison and Chairperson on a monthly basis to assist in moving projects forward.

The Town Council is committed to using Pam Mundo with Mundo & Associates for various projects on behalf of the Council and the Planning and Zoning Commission. The MDD is expected to utilize the services of Ms. Mundo as well in order to provide continuity.

The Council is not supportive of the proposed Mobile App and would like work regarding the app to be discontinued and focus moved to business retention.

The Council is requesting the MDD fund the following items:

- A digital sign to be located at the Police Department;
- Certain Park Improvements requested by the Parks Board;
- A grant writer for various Town projects;
- A portion of the current Communications Coordinator position; and,
- Additional Administrative Staff time increased from the current 7% for the Town Administrator and Town Secretary and 5% from the Accounts Payable Technician