



ECONOMIC DEVELOPMENT

– CITY OF CONVERSE, TX –

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What is Economic Development

- BUSINESS ATTRACTION
- BUSINESS RETENTION
- BUSINESS EXPANSION
- REDEVELOPMENT
- WORKFORCE DEVELOPMENT
- INFRASTRUCTURE
- PLANNING...AND MORE

Business Attraction



THE MOST DESIRED OF STAKEHOLDERS
THE MOST RESOURCES NEEDED TO ACHIEVE
NOT ALWAYS THE LARGEST ROI



REQUIRES IDENTIFIED TARGETS
THAT FIT INTO THE COMMUNITIES' STRENGTHS
AND GOALS TO BE MOST SUCCESSFUL



CAN TAKE A SUBSTANTIAL AMOUNT OF TIME
AND RESOURCES

Business Attraction

Targeted - Relevant to your community

- Industry
- Talent/Workforce Capabilities
- Goals (is it growing a certain type of job, growing a certain type of development, or a specific industry, etc.)
- Constraints - land & space availability, workforce, zoning. . .

Business Development - Boots on the ground concerted sales efforts of targets

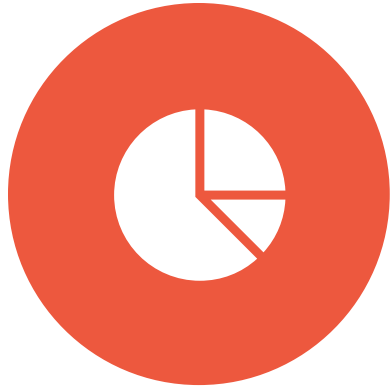
Advertising - Choosing the right outlets to tell your story

Trade shows - Related to your goals and targets

Track it! CRM to track contacts, efforts, and data.

Traditional data is Capital investment, jobs, and space. Can track just about anything.

Business Retention



HAS POTENTIAL TO BE A LARGE GENERATOR
OF JOBS AND INVESTMENT GROWTH.



TARGETED BY THE BUSINESSES IN YOUR
COMMUNITY TODAY THAT COULD SUCCEED
MORE WITH A WIDER SUPPLY CHAIN IN THEIR
BACKYARD.



IT IS ABOUT TIMING! MAKING SURE YOU STAY
IN CONSISTENT CONTACT TO KNOW PIVOTAL
MOMENTS OF CHANGE FOR YOUR
BUSINESSES.

Business Retention

BRE Program – Meet with your businesses. Get in front of them every year, two, or three. Ask the right questions to identify risks and opportunities.

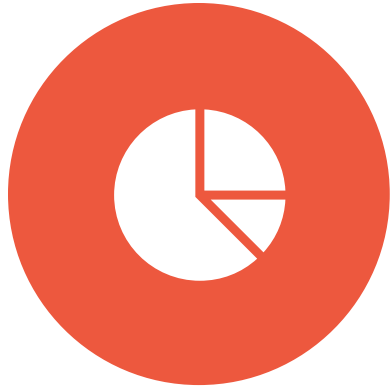
What do they need to succeed?

- Grants
- Loans
- Workforce
- City barriers (other municipal barriers)

Track it!

Do they own their building, lease it, when is the lease up. . .?

Business Expansion



HAS POTENTIAL TO BE THE LARGEST
GENERATOR OF JOBS AND INVESTMENT
GROWTH!!!



TARGETED BY THE BUSINESSES IN YOUR
COMMUNITY TODAY THAT COULD SUCCEED
MORE WITH YOUR ASSISTANCE.



IT IS ABOUT TIMING! MAKING SURE YOU STAY
IN CONSISTENT CONTACT TO KNOW PIVOTAL
MOMENTS FOR YOUR BUSINESSES.

Business Expansion

Asking your businesses the right questions to identify what is needed to help them grow their facilities in your city.

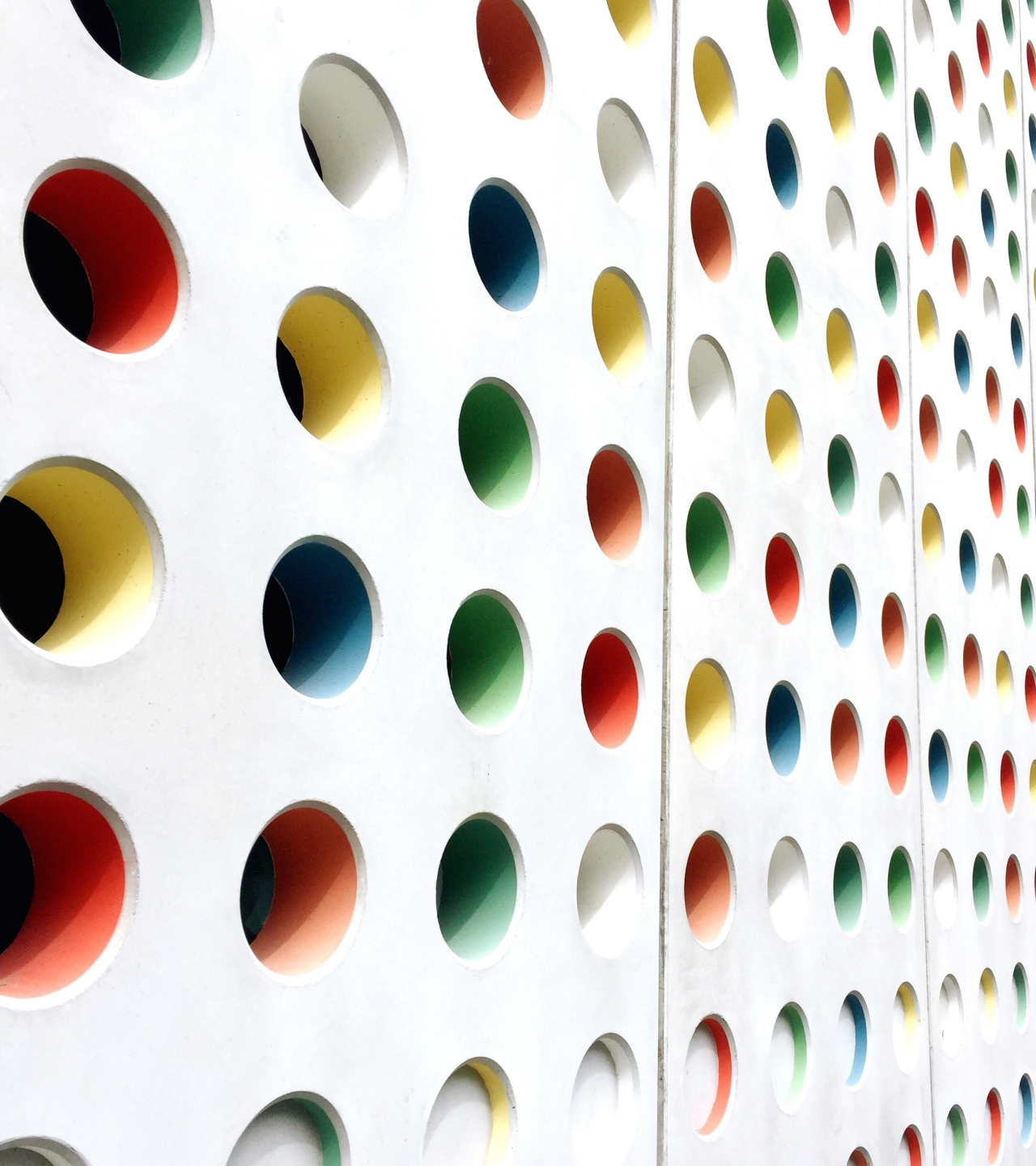
- Are their sales revenue growing too fast?
- Are they able to keep up with production?
- Is their warehousing space for products sufficient?
- Do they need more space, if so, do they have current capacity where they are?
- If they need more space, can they expand on their current land?
- Do they want to lease or own their new space? Do they want to build?

Figure out what is critical for them and assist in finding land, buildings, and such.
Help them through the process within your city's requirements (permits, zoning, etc.)



Converse EDC

- MISSION: OUR MISSION IS TO CREATE AND RETAIN JOBS AND TO PROMOTE CAPITAL INVESTMENT IN CONVERSE, TX.
- FUNDED BY ¼ CENT SALES TAX
- \$800,000 PROPOSED BUDGET
- 3 FULL TIME STAFF



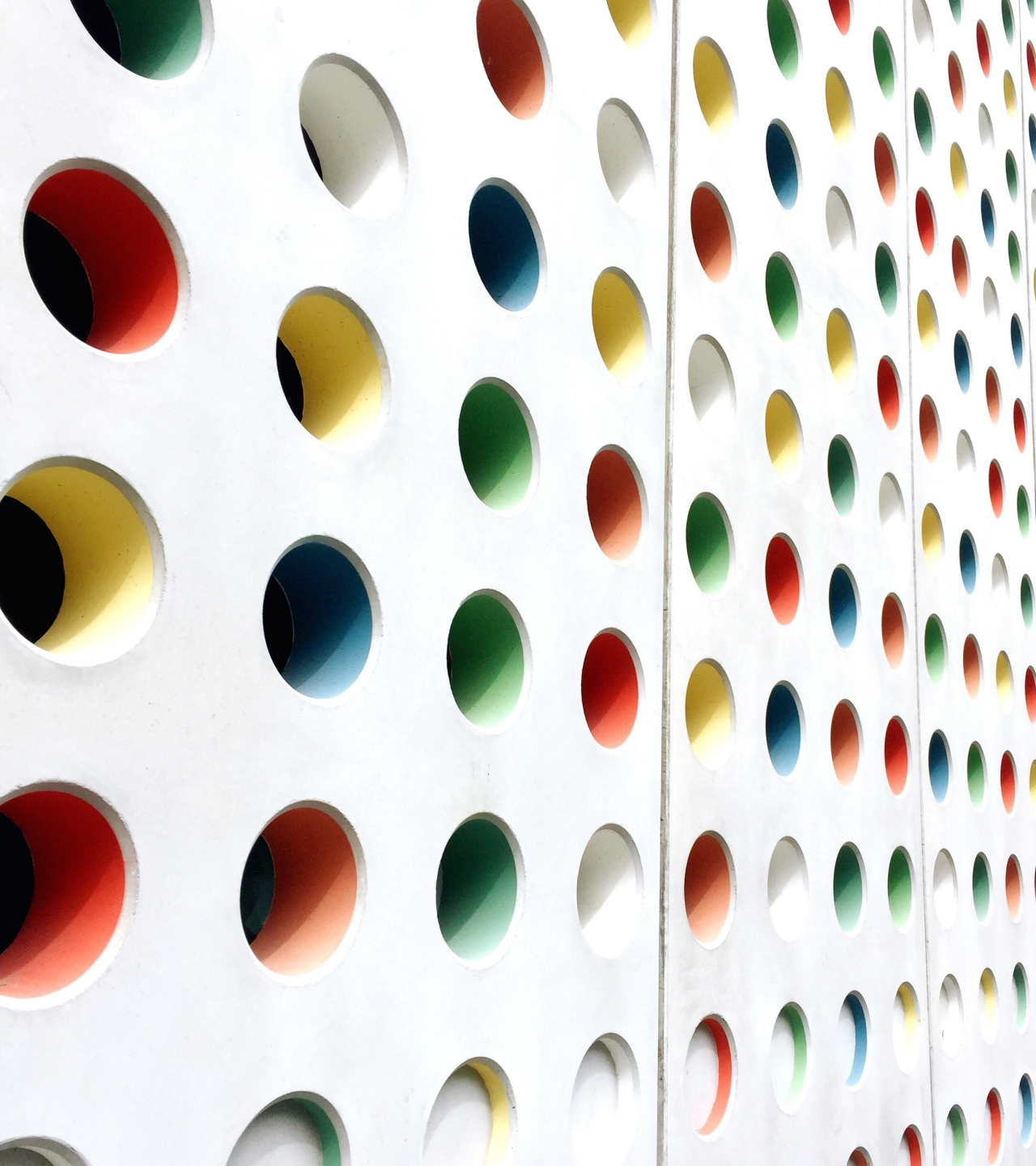
Example One

EDC PURCHASED LAND FOR
DEVELOPMENT

Center Street Properties

- Taking into consideration the City & EDC's resources and a 2014 City Bond for the expansion of on S. Seguin RD.
- To assist in the City's goal of creating a downtown corridor
- \$1.4M Bond in 2017 by EDC
- Purchase of 5 Lots on & directly off of FM 78 – commercial area
- RFP for Broker Representation to fulfill “Public Notice” of Public Entity owned land for sale
- Have sold 4 out of 5 thus far for developments that make sense to City's goal





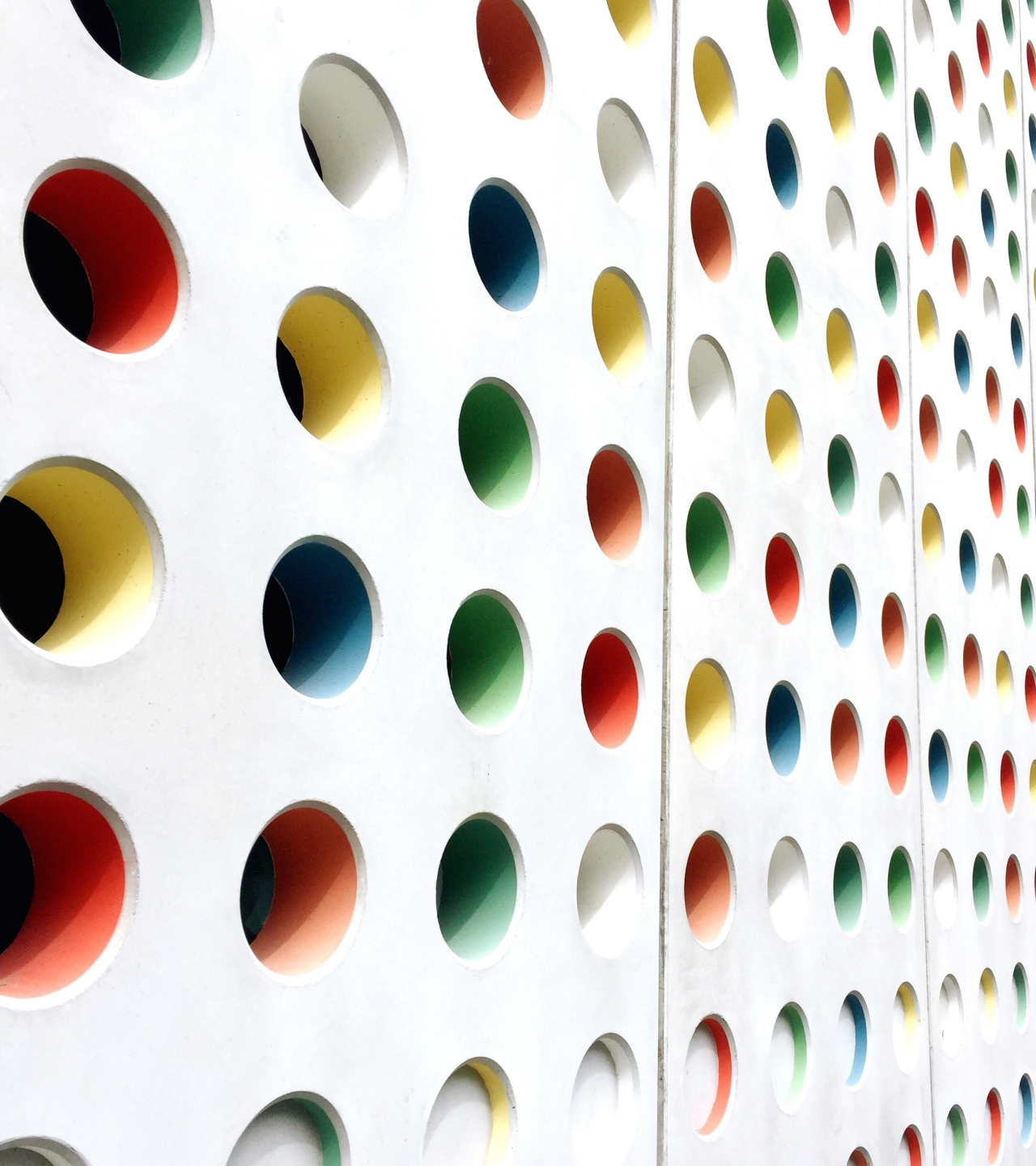
Example Two

EDC PURCHASED LAND FOR
INFRASTRUCTURE

Hilltop & Toepperwein

- Infrastructure Goal - Road Expansion and Rerouting
- Before and while the EDC was formed in 2000; the City identified the need to improve a secondary thoroughfare for Converse and beyond, connecting IH 35 to IH 10 in addition to Loop 1604.
- The EDC worked for the next 15 years acquiring land identified by the road plans
- Time, several plans, collecting and planning the funding to complete Phase 1 took many years
- Phase 2 is currently under planning phase in hopes to launch in next several years
- Due to the plans & route needing to change, the EDC will need to do leg work of the remaining parcels for future development to serve the new thoroughfare and rapidly growing community.
 - Surveys
 - Rezoning
 - Plans
 - Broker Representation





Example Three

REDEVELOPMENT
OPPORTUNITY

Old Fire Station

- A Triple Play!
- City swapped buildings for EDC land
- EDC spent several years looking for the right end user
- Taking the asset and the City's plans & roads into account
- Due diligence work – inspections, repairs, vacate, etc.
- BRE relationship with local company
- 4th generation company looking for space throughout county
- Sold to Northeast Air Conditioning, they sold their building to COIL
- Example of: Business Retention, which allowed for Business Expansion, and ended with Business Attraction – Triple Play!





Ancillary

- POLICY SETTING STATE & FEDERAL
- SUPPLY CHAIN DEVELOPMENT
- ENTREPRENEURIAL/INCUBATOR
- QUALITY OF LIFE ATTRIBUTES
- COMMUNITY DEVELOPMENT



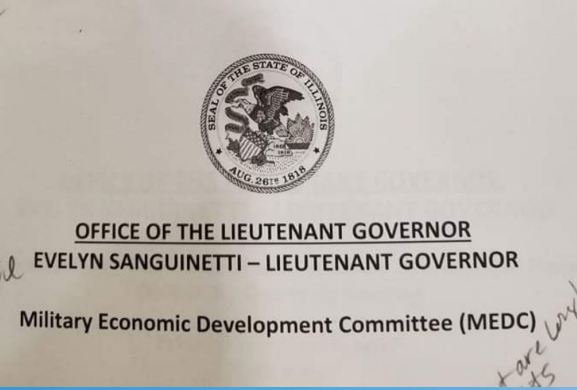
PARIS AEROSPACE
TRADE SHOW



CHICAGO
MANUFACTURING
TRADE SHOW



←
TOURING EMPLOYERS
FACILITIES



TELLING
OUR
STORY

DEFENSE PROJECTS



ECONOMIC
DEVELOPMENT
PROFESSIONAL
REQUIRES...

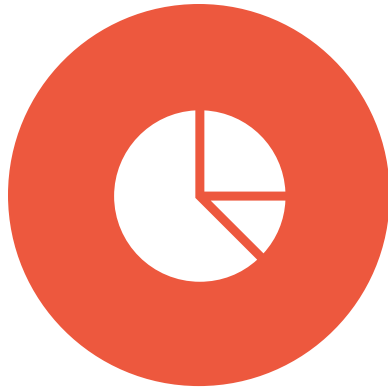
NEW DEVELOPMENTS



MAYU GROUP

- Passion
- Planning
- Business Development
- Partnerships...

What is Your Economic Development Plan?



WEIGH RESOURCES
DO YOUR RESEARCH
PRIORITIZE



PLAN APPROPRIATELY
SET GOALS
TRACK YOUR EFFORTS



PATIENCE . . . CHANGE TAKES DEDICATION
AND CONCERTED EFFORT OVER TIME!

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CONVERSE

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