

# Economic Development Corporation

**STRATEGIC PLANNING RESULTS**

**FEBRUARY 15, 2022**

# STRATEGIES FOR PATH FORWARD...



Asset  
Development



Execute  
Effectively



Entrepreneurial  
Development



Communicate  
the Brand

## EDC ALSO RECOMMENDED NEW SUGGESTIONS...



Asset  
Development

## **ACTION 1:**

**Conduct a feasibility analysis to determine the optimal locations in the City for a new business park development.**

**START**

**STOP**

**MAYBE**

**Staff directed to move forward with identifying possible firms and to bring pricing to the EDC for a feasibility study.**



Asset  
Development

## **ACTION 2:**

**Grow retail options through a professional retail recruitment effort.**

**START**

**STOP**

**MAYBE**

**The group discussed incoming residential development and elected to hold off on recruitment, pending natural retail growth following residential. The City will continue to partner with the Chamber to reach current retail partners.**



Asset  
Development

### **ACTION 3:**

**Conduct a community-wide, comprehensive aesthetics plan that includes branding, wayfinding signage and streetscapes.**

**START**

**STOP**

**MAYBE**

**Given the extensive process involved, staff was directed to begin by reviewing existing streetscape / wayfinding efforts and continuing branding in partnership with Communications.**



Execute  
Effectively

## **ACTION 1:**

**Add one additional staff member to the City's economic development department.**

**START**

**STOP**

**MAYBE**

**Staff directed add an additional Project Manager to the economic development team during FY 2023.**



Execute  
Effectively

## **ACTION 2:**

**Invest in professional development for the economic development staff.**

**START**

**STOP**

**MAYBE**

**Staff presented professional development and networking opportunities with the Texas Economic Development Corporation and others. Received the go-ahead to participate regularly (2x/total per year).**



Execute  
Effectively

### **ACTION 3:**

**Create/develop a cadre of economic development ambassadors.**

**START**

**STOP**

**MAYBE**

**TCLM Chamber CEO Tim Culp and staff discussed working together to provide Chamber ambassadors with up-to-date City information at regular meetings.**



Entrepreneurial  
Development

## **ACTION 1:**

**Create an Entrepreneurial Center on 6<sup>th</sup> Street that would include a small business incubator and makerspace.**

**START**

**STOP**

**MAYBE**

**Staff was directed to begin studying feasibility and making recommendations this year, and to budget for the project in FY24.**



Entrepreneurial  
Development

## **ACTION 2:**

**Create and promote an annual “Texas City Entrepreneurs Pitch” with startup grants and space in the Entrepreneurial Center.**

**START**

**STOP**

**MAYBE**

**Staff was directed to hold on this action, contingent on the results/feasibility of the Business Incubator.**



Communicate  
the Brand

## **ACTION 1:**

### **Business Attraction:**

**Business decision-makers in target audiences, site-selection consultants**

### **Livability and Tourism:**

**Current and regional residents**

**START**

**STOP**

**MAYBE**

**Staff directed to begin Year 1 goals.**

## **NEW SUGGESTIONS**

- 1. Pursue leads in the Medical sector and market existing assets, i.e. four-year nursing program at College of the Mainland**
- 2. Develop a Regional Park to promote Quality of Place**
- 3. Pursue leads in the Aerospace Industry**
- 4. Investigate costs associated with industry partnerships  
(Bay Area Houston Economic Partnership, Bay Area Houston CVB, Around Houston)**

# QUESTIONS/COMMENTS?



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