

Annual Report 2019-2020

Table of Contents:

1 About the Seguin EDC

- Mission Statement
- Seguin EDC Staff
- Seguin EDC Board of Directors
- Message from Seguin EDC Board of Directors President

4 Primary Job Recruitment

- Primary Job Announcements
- Primary Job Recruitment Initiatives
- Retail Recruitment Initiatives
- New Retail Developments
- Marketing Initiatives

15 Business Retention and Expansion

- Workforce Development
- Business Retention and Expansion Efforts
- Business Retention and Expansion Grant Program
- Business Assists
- Small Business Development

22 Financial Summary*

- Revenues
- Expenditures

23 Thank You - Mayor Don Keil

*To be updated in final print version that will be distributed on 12/15/20

ABOUT THE SEGUIN EDC

The Seguin Economic Development Corporation (SEDC) was established in 1994 as a Type A Economic Development Corporation governed by Chapters 501, 502 and 504 of the Texas Local Government Code to create, attract, retain and expand business opportunities for Seguin and its residents. The SEDC's primary revenue source is a quarter-cent sales tax that is designated specifically for the SEDC. The SEDC may use Type A revenue for the funding of land, buildings, equipment, facilities expenditures, targeted infrastructure and improvements that are for the creation or retention of primary jobs. The SEDC is governed by a five-member Board of Directors comprised of community leaders that reside within the city of Seguin.



Mission

To strengthen and grow the City of Seguin's economic base and increase the standard of living for all its citizens by providing development support and resources for business attraction, retention and expansion with the ultimate goal of creating primary jobs and capital investments. This mission includes the promotion of workforce enhancement and other business development initiatives that provide economic diversification and stabilization.



Josh Schneuker Executive Director

SEGUIN EDC STAFF



Lindsay Dennis Assistant Director



Ashlynn Tovar-Read Business Retention Specialist



Brittney Watson Marketing/Admin Assistant

BOARD OF DIRECTORS



Carlos Moreno Board President



Gilbert Acuna Vice President



Drew Engelke Treasurer



Robert Meservey Assistant Secretary



Don Keil Director

On May 7, 1994, a special election was held in the City of Seguin for the purpose of adopting a 1/4th sales and use tax within the City of Seguin for economic development, pursuant to the provisions of Section 4A of the Development Corporation Act of 1979. That measure was passed by voters and on September 29, 1994, a Certificate of Incorporation was issued, creating the Seguin Economic Development Corporation.

The business and affairs of the SEDC are exercised by or under authority of the SEDC Board of Directors which is appointed by the Seguin City Council. The five member Board of Directors is composed of residents of the City of Seguin that meet the following qualifications: (1) have either served as a Chief Executive Officer of a company; or (2) served in a position of executive management of a company; or (3) have served in some level of professional capacity. The term for Directors of the SEDC is three years, and no Director is eligible to serve more than two consecutive full terms.

The Seguin Economic Development Corporation Board of Directors has played a pivotal role in the economic growth and development of Seguin. The Board typically meets at 12 PM on the first Thursday of each month in the Seguin City Council Chambers. Per the Bylaws of the SEDC, the Board of Directors must meet at least six times per year. SEDC Board Meetings are open to the public and subject to the open meeting laws of the State of Texas.

Message from Seguin EDC Board of Directors President

My name is Carlos Moreno and I have the honor to serve the Seguin community as President of the Board of Directors for the Seguin Economic Development Corporation (SEDC). It is the mission of the Seguin EDC to strengthen and grow the City of Seguin's economic base and increase the standard of living for all its citizens by providing development support and resources for business attraction, retention and expansion with the ultimate goal of creating primary jobs and capital investments. I have served on the SEDC Board of Directors since 2019 and have had the opportunity to work with Economic Development Staff, City Management, the Seguin City Council and Mayor to help fulfill the mission of the SEDC. Cooperation and leadership by all parties has resulted in rapid economic growth and has made Seguin a premier destination to live, work, and play.

Today, the City of Seguin is approaching a population of nearly 31,000 residents, and by 2040, the City could be home to more than 50,000 people. New residential developments in Seguin are visible in every corner of the City. There are currently more than 9,000 residential lots that are either tied to a residential subdivision that is under construction or tied to a residential subdivision that is moving through the entitlement process. This ongoing residential growth is fueled by the strong economic conditions in Seguin. Manufacturing remains the heart of the City's economy. Big name corporations such as Caterpillar, Vitesco Technologies, Tyson Foods, Georgia Pacific, Niagara Bottling, Hexcel, and CMC Steel all have major manufacturing operations within the City of Seguin. In fact, there are over 4,000 manufacturing jobs just within the Seguin region; this is more than three times the national average. Our proximity to San Antonio and Austin enables our businesses to tap into a large, diverse, and skilled labor pool. We are located three hours away from the U.S. - Mexico Border via Interstate 35, and two and a half hours away from the Port of Houston. Seguin's strategic location provides businesses with great access to get materials and finished products in and out to their customers around the world.

2020 was a year unlike any other due to the COVID-19 Pandemic, creating widespread disruptions and uncertainty. Even though the pandemic and its impacts continue, the Seguin community and economy have never been stronger, and we owe that to our location, our existing industries and most importantly our people. The SEDC will build upon our recent successes to ensure that the Seguin economy continues to flourish for years to come.



CARLOS MORENO Seguin EDC Board President



PRIMARY JOB RECRUITMENT

We continue to see new jobs being created in our region despite the disruptions created by the ongoing COVID-19 Pandemic. In 2020, two notable economic development projects broke ground in Seguin, Continental Structural Plastics (CSP) and United Alloy. With operations for CSP and United Alloy expected to commence in 2021, these projects will help create over 300 new well-paying jobs within the Seguin region. In addition, in July 2020, the SEDC announced that CoffeeTech Industries selected Seguin as the future home for its company headquarters and manufacturing operations. CoffeeTech is expected to break ground on their facility in 2021 and will help create nearly 100 well-paying jobs in Seguin.

3 Recruitment Projects

> **391** New Jobs Created

\$156 MM

New Capital Investment

\$55,000 Average Annual

Salary



Company	Jobs Created	Total Capital Investment
Continental Structural Plastics	200	\$65 million
United Alloy, Inc.	100	\$35 million
CoffeeTech Industries	91	\$56 million

PRIMARY JOB RECRUITMENT ANNOUNCEMENTS

Continental Structural Plastics

On July 16, 2019, the SEDC Board of Directors and Seguin City Council authorized an economic development incentive to Continental Structural Plastics in the form of a land grant. The project was formalized through a Performance Agreement.

CSP is a global leader in composite solutions that has more than 50 years of experience as a plastics manufacturer supplying compression molded components, primarily



to the automotive and industrial industries. Some of the products that the company manufactures include Class A body panels, pickup boxes, underbody components, interior body panels and HVAC and industrial components. The company has over 4,200 employees with existing facilities in North America, Europe and Asia. The company is committed to being an outstanding corporate citizen in the communities in which they operate, engaging in regular and annual events, as well as one-off efforts to support special causes.

In an effort to successfully recruit CSP to Seguin, the Seguin Economic Development Corporation (SEDC) is provided an incentive in which the SEDC will conveyed a 50 acre site located at Interstate 10 and Rio Nogales Drive to the company at no cost. In exchange, CSP will build a new 200,000 square foot manufacturing facility, representing a total capital investment of at least \$50,000,000 and will commit to creating at least 200 new jobs at a total payroll of at least \$9,000,000 over a four year ramp up period.

Current Status: CSP is currently in the final stage of construction for its new 200,000 square foot manufacturing facility. The company is in the process of hiring several important upper level positions at the facility and anticipates that operations will commence in the Summer of 2021. CSP is on track to meet operational, employment, and payroll benchmarks that are due 12/31/2021.



PRIMARY JOB RECRUITMENT ANNOUNCEMENTS



United Alloy

On December 2, 2019, the SEDC Board of Directors and Seguin City Council authorized an economic development incentive to United Alloy in the form of a land grant. The project was formalized through a Performance Agreement.

Headquartered in Janesville, Wisconsin, United Alloy is a serial production metal fabrication and powder coating company. UA produces the highest quality leak-proof metal fuel tanks, reservoirs, skids, frames, chassis, trailers, heavy metal fabrications, and complex weldments for an extensive list of Fortune 500 OEM customers. The SEDC and UA relationship started in 2017, when the company began evaluating sites within the Seguin area to better serve one of their largest customers, Caterpillar. In early 2018, UA has maintained a small product staging operation in a 20,000 square foot warehouse off SH 123.

In 2019, the SEDC and UA began discussions about expanding their operation in Seguin to include manufacturing and large-scale production. In an effort to successfully recruit the UA expansion to Seguin, the Seguin Economic Development Corporation (SEDC) is provided an incentive in which the SEDC will conveyed a 27 acre site located along 8th Street, just south of Interstate 10 to the company at no cost. In exchange, UA committed to building a new 200,000 square foot manufacturing facility, representing a total capital investment of at least \$35,000,000 and will commit to creating at least 200 new jobs at a total payroll of at least \$9,000,000. The capital investment, job creation, and payroll benchmarks associated with the project will be phased in over a five-year period.

Current Status: UA is near the completion of construction for its 120,000 square foot manufacturing facility. The company is in the process of hiring several important upper level positions at the facility and anticipates that operations will commence before the end of 2020. CSP is on track to meet operational, employment, and payroll benchmarks that are due 12/31/2020



PRIMARY JOB RECRUITMENT ANNOUNCEMENTS



CoffeeTech Industries

CoffeeTech Industries was founded by veteran coffee industry executives with the desire and know how to build a company that applies innovative technology to disrupt the global coffee market. CTI's state-of the-art instant coffee manufacturing facility will utilize advanced processing technology and will be designed to deliver instant coffee at a quality comparable to fresh brewed. CTI will bring 13 million pounds of capacity online for the business-to-business market. CTI's future facility in Seguin will contain processing, drying, and bulk packaging operations with allowance for future capacity and capability expansion. All coffee manufacturing by-product will be re-purposed into safe,

green, and environmentally friendly products.

CoffeeTech Industries plans to build its new 112,000 square foot state-of-the-art headquarters and manufacturing facility on a 33-acre site situated between 8th Street and Guadalupe Street, just south of Interstate 10. The project will represent a total capital investment of at least \$56 million and will result in the creation of at least 91 jobs.



PRIMARY JOB RECRUITMENT



Team Texas

The SEDC continues to remain a member of Team Texas and heavily utilizes the organization for lead generation and national and global promotion. Team Texas is the member-based state business attraction program through Texas Economic Development Council, the professional association for Texas economic developers. The Team Texas mission is to create opportunities for job creation, increased investment, and economic diversification as a team of future-focused and collaborative Texas communities and partners.

During FY20, the SEDC participated in two trade shows in partnership with Team Texas. FabTech, North America's largest metal forming, fabricating, welding and finishing event, was held in November 2019. This event allowed the SEDC to meet with targeted manufacturing companies. In March 2020, the SEDC traveled to Chicago with 12 other Team Texas members on a road show to meet with site selectors, CRE brokers and prospective businesses with the intent to foster new and existing relationships.

# Of Total	# Of "Suspects"
Contacts	Generated
60	26



Site Selectors Guild Annual Conference - March 2020



The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Participation in the Guild allows for the SEDC to develop vital relationships with site selection consultants and gain valuable knowledge on corporate site selection which all helps make the City of Seguin more competitive and successful in economic development. **Targeted Industries:** Commercial and Industrial Real Estate **Target Audience:** Site Selectors

MARKETING AND RECRUITMENT

Commercial Real Estate Luncheon - December 2019

Commercial real estate professionals from across the San Antonio and Austin region attend this inaugural luncheon. Attendees hear updates from the SEDC and learn more about the growth happening in Seguin. Many of the commercial real estate professionals that attend this event, work with developers and prospective retailers. The SEDC uses this event as a way to encourage new development and investment in the city of Seguin.

Targeted Industries: Commercial Real Estate **Target Audience:** CRE Brokers, CRE Managers

SEDC Dallas Site Selector Visit - February 2020



In February 2020, Staff traveled to North Texas to market the City of Seguin to site selection consultants based in the Dallas/Fort Worth region. Staff met with 8 site selectors over a 36-hour period. This marketing mission helped establish new relationships with influential site selection consultants that were not previously familiar with Seguin. Each site consultant was provided a gift basket after the meeting that offered a "Taste of Seguin" with items from Seguin Coffee Company, Gretchen Bee Ranch and Pape's Pecan House.

Targeted Industries: Commercial and Industrial Real estate **Target Audience:** Site Selectors, CRE Brokers, CRE Managers

# Of Total	# Of Meeting with
Meetings	New Contacts
9	8
•••••	••••••

RETAIL RECRUITMENT INITIATIVES

CCIM Symposium - October 2019

This annual commercial real estate event allows for the SEDC to network and interact with real estate professionals that focus in the San Antonio region. The symposium provides an update on the local real estate economy and allows an exchange of ideas, as well as provide property information to developers that are interested in the Seguin market. THE SEDC exhibited at the event for the second year in a row.



ICSC Red River Texas - January 2020



ICSC Red River States is a two day regional tradeshow providing opportunities to connect with commercial real estate brokers, developers and retailers doing business within the State of Texas. ICSC Red River provides the SEDC with the opportunity to share information on the growth Seguin is experiencing and the opportunities that exist for the new retail in our market.

# Of Total	# Of Contacts
Meetings	Generated *
10	21

Retail Live - September 2020

Retail LIVE! is a national commercial real estate networking event company that brings retailers with the industry's landlords, brokers and developers. The



SEDC attended virtually this year and met with two targeted retailers. The SEDC was able to confirm that these retailers are both still exploring the Seguin market for future growth.

*Contacts defined as a new developer, retailer, or commercial real estate contact that we followed up with or started a conversation regarding the Seguin market.





Page 10

NEW RETAIL DEVELOPMENTS

10-2019



I-10 & SH 46 Retail Area

Project Overview: In 2018, A San Antonio based group purchased a 24-acre site located at the southwest corner of SH 46 and CH Matthies Road for retail-oriented development. The site is fully entitled, has been replated, and has been improved to provide future users with adequate infrastructure and utilities. The developer is currently marketing and selling padsites to targeted national retailers. So far, the developer has sold pad sites to DaVita, Burger King, and Chicken Express.

Current Status: Construction on DaVita and Burger King are underway and is anticipated to be completed in Q2-2021. Chicken Express has not yet broken ground but is expected to do so in 2021. The developer currently has the 2.3-acre pad site located at the hard corner of SH 46 and SH Matthies under contract with 7-Eleven. The developer is currently marketing the remaining pad sites along SH 46 to target retailers, with the assistance of the SEDC.



MARKETING INITIATIVES

The Seguin EDC's recruitment initiatives are critical to ensure that Seguin is marketed to site selectors, brokers and executives across the globe. To further strengthen and support its recruitment initiatives, the Seguin EDC continues to enhance its print and digital marketing materials with the latest marketing trends.



Seguin EDC Website

Visits 44,180 Unique Visits **33,486**

Page Views

79,991

Average Page Views

1.84

The Seguin EDC website launched in May 2019 as a way for the SEDC to a tool to increase its online presence and to better inform its target audience of Seguin's growing business environment. The SEDC actively uses its website as a primary marketing tool offering information on demographics, workforce, available properties, incentives, business resources, and quality of life amenities. Additionally, visitors can find information related to the COVID-19 pandemic with links to local, state, national resources.

Heavily Trafficked SEDC Web-pages



Home Page

•••

Job Board

		•••
	-	 A.

News Feed



COVID-19 Resources

SEDC Website Top Industry Visitors

Industries	Percentage of Visitors
Manufacturing and Machinery	15.80%
Government and Political Organizations	15.50%
IT and Computing	10.11%
Logistics and Transportation Services	5.89%
Construction and Maintenance	5.52%

Albuquerque

MARKETING INITIATIVES

Little Rock

Dallas 35 AUS Houston 10 3 Intermodal Terminal SAT Austin 目 New Orleans 3 Houston 300 500 10010 MILES **AILES** MILES Ŧ Port of 90 GUIN <u>San Antònio</u> Ξ Houston San Intermoda Terminàl Antonio 35 🚯 Port of Ħ **Corpus Christi** MEXICO Laredo Corpus Intermodal Terminal Christi

Print Marketing

The Seguin EDC is committed to providing its target audience with clean, eye-catching marketing materials that reflect Seguin's current and accurate statistics. Below are a few marketing materials that were updated during this fiscal year. These brochures are utilized during trade shows, roadshows and various meeting throughout the year to aid in company recruitment. Digital copies of the handouts, can also be found and downloaded from the SEDC's website.



MARKETING INITIATIVES

Targeted Ad Campaign

The SEDC placed targeted ads in front of people on their favorite site around the Web, based on who they are. These ads were placed in front of visitors who are in the discovering stage. The goal was to foster brand awareness and get viewers interested in learning more about Seguin. Once a viewer had familiarized themselves with the SEDC brand and offerings, another ad was placed in front of them to ensure Seguin stayed top of mind.



Neon Cloud Productions

The Seguin EDC contracted Neon Cloud to produce a marketing video, some social media clips and twenty high resolution photos. The video shows a sweeping overview of Seguin and is used to show that targeted industry and retail companies can flourish in Seguin. The marketing clips are used to help grab attention on social media and drive traffic to the SEDC website and landing pages. The photos are use on social media, print materials, and the SEDC website.





BUSINESS RETENTION AND EXPANSION

The purpose of the Business Retention and Expansion (BRE) Program focuses on retaining and expanding local primary job creating companies through a variety of business support initiatives. These initiatives help to address the following business needs:

- Expansion or relocation of facilities
- Workforce and training needs
- Facility and operation needs



3	
Incentivized	
Expansions	
2	
Business	

Assists

2 Workforce Development Events

5 Small Business Webinars

Business Retention & Expansion Initiatives	FY20 Total	FY20 Goal	
Business Visits	7	24	29%
Industry Roundtable	18	7	257%
Job Fairs, Retention & Workforce Development Events	10	8	125%
Business Support	59	50	118%

Page 15

WORKFORCE DEVELOPMENT

The Seguin Economic Development Corporation partners with local industry, area school districts and postsecondary schools in an effort to keep area students local after graduation by providing opportunities for students to learn about local career opportunities, while in turn, developing a strong, local workforce. This year, these opportunities included National Manufacturing Day Industry Tours and Seguin Job Shadow Program. These initiatives have helped identify skills gaps, created new educational partnerships between schools and industry and increased industry awareness with the next generation of workers in Seguin.

National Manufacturing Day Industry Tours

Held annually on the first Friday in October, Manufacturing Day helps show the reality of modern manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders. In observance of Manufacturing Day, the SEDC organizes a Bus Tour that connects 180+ students from Marion High School, Navarro High School, and Seguin High School with nine different manufacturing companies in the city. Participating manufactures for the 2019 Bus Tour included Alamo Group, Niagara Bottling, Continental Automotive, Caterpillar, Minigrip, The Koehler Company, Central States Manufacturing



and CMC Steel Texas. Participating students are provided tours of the different manufacturing facilities and learn more about the career pathways that are available in Seguin regardless if the student is college bound or not.



Job Shadow Day

The SEDC, in partnership with the Seguin Area Chamber of Commerce, organized a Job Shadow Day event that connected local students with area businesses to get a firsthand look at some of the career opportunities available in the Seguin area. More than 70 students from Seguin, Navarro and Marion high schools participated in the program and spent the entire day assigned to one of several local companies that participated in the new program.

High Demand Job Training Grant

The High Demand Job Training Grant is intended to support Boards in partnering with local EDCs that use their local economic development sales taxes for high-demand job training. The Seguin EDC, in partnership with Workforce Solutions Alamo, sponsored an IT Academy at both Seguin ISD and Navarro ISD. This IT Academy will help to build the foundation for careers in Computer Networking, Computer Analysts and various Web Development careers.



BUSINESS RETENTION & EXPANSION EFFORTS

COVID-19 Manufacturers Updates

COVID-19 changed the business landscape drastically. To ensure that all lines of communication stayed open for Seguin's essential employers, the Seguin EDC implemented a weekly COVID-19 Virtual Update that transitioned into bi-weekly updates as the pandemic progressed. The SEDC hosted a total of 15 COVID-19 virtual meetings for the city's manufacturers.

COVID-19 Virtual Manufacturer Updates

15

Attendees during each Update

40+

Participation included the City of Seguin, Guadalupe County and Guadalupe Regional Medical Center. Guest Speakers included: State of Texas, Seguin's School Districts, US Dept of Health, and Workforce Solutions Alamo.



HR, CEO & Workforce Development Roundtables

The SEDC hosts BRE roundtables throughout the year to build relationships, identify challenges and allow businesses to share best practices with one another. Over the past year, roundtables hosted by the SEDC have fostered dialogue between Seguin manufacturing executives, HR managers and Career and Technical Education Professionals.

"Resilience" - Virtual Business Appreciation & Economic Outlook Event

Each year, the SEDC hosts a Business Appreciation Luncheon as a way of saying "thank-you" to the businesses that invest in our community. This was the 8th year in a row that the SEDC hosted this event. This year, the event was held virtually to ensure the safety of the attendees during the COVID-19 pandemic. The theme was "Resilience", showcasing Seguin's collective efforts through COVID-19. Kate McEnroe with McEnroe Consulting served as the keynote speaker. Six businesses were recognized for their outstanding efforts. Over 50 people attended virtually.





Seguin Virtual Job Fairs

With many traditional job fairs restricted due to COVID-19 and numerous essential businesses needing to hire, the Seguin Economic Development Corporation turned to hosting a series of virtual job fairs through Zoom. Over 80 job seekers were reached, and 7 local companies participated. Participating employers included Tyson Foods, CMC Steel Texas, City of Seguin, Vitesco Technologies, Guadalupe Regional Medical Center, Caterpillar and EPMP Ltd.

BUSINESS RETENTION & EXPANSION GRANT PROGRAM

In 2019, the SEDC established the Business Retentions and Expansion (BRE) Grant Program. \$75,000 was allocated to help create the grant program that is aimed to assist qualified existing Seguin businesses grow and remain in Seguin. Grants provided through the program will be formalized through a performance agreement and will result in the creation or retention of primary jobs in Seguin.

Coastal Ag Supply

Coastal Agriculture Supply, Inc. (Coastal Ag) is a family owned wholesale distributor that supports the farm, pet and hardware store industry. The Company distributes products to their customers across the State of Texas. In 1999 the company expanded operations in Seguin, moving all warehousing and sales operations to their existing 35,000 square foot facility located at 1908 N. King Street. Coastal Ag has seen tremendous growth over the past several years and needed to expand their facility in Seguin. In an effort to assist Coastal Ag with this expansion, the SEDC provided a \$15,000 BRE Grant. In exchange,



Coastal Ag committed to a retaining at least 25 full-time jobs at a total annual payroll of at least \$1,100,000. In addition, they added a 12,000 square foot warehouse at their current site to increase warehouse capacity for storage of dry inventory on pallet racks. The expansion represented a capital investment of at least \$500,000 by the Company.



BUSINESS RETENTION & EXPANSION GRANT PROGRAM



Seguin Fabricators Ltd.

Seguin Fabricators, Ltd. (Seguin Fab) is an established steel fabrication business that serves the industry in water and wastewater treatment plants. Since 1974, Seguin Fabricators has provided steel fabrication on more than 1600 plant-related projects. Seguin Fabricators currently operates out of a facility located at 779 W. Court Street, however, due to continued growth, they have since outgrown their current facility and needed to

expand their operations at a newer and larger facility. In an effort to assist Seguin Fab with this expansion, the SEDC provided a \$15,000 BRE Grant. In exchange, Seguin Fab committed to purchasing and improving the facility located at 1001 Schriewer Road. Improvements to the new facility would represent a capital investment of at least \$500,000. In addition, the company also committed to retaining at least 30 full-time jobs at a total annual payroll of at least \$1,600,000. The future home for Seguin Fab sits on 9.38 acres with an existing building that is 65,700 square feet. The new facility will enable Seguin Fabricators to meet the growing demand from their customers.

Cone Bioproducts

Founded in 2008, Cone Bioproducts (CBP) is a manufacturer of high-quality in vitro diagnostics (IVD) products, including processed serum, controls, calibrators, albumin and other proteins. The original company was founded in 1978 by Robert Cone, grandfather to current Cone Bioproducts president Will Cone. The Cone family and Cone Bioproducts have played a very **C**O**NE** BIOPRODUCTS

instrumental role in growing the biotech sector in Seguin. Cone Bioproducts is currently operating in 9,000 square feet of office, warehouse and production space in two facilities at 1012 N. Austin Street and 1008 River Street. After experiencing rapid growth over the last five years, Cone Bio Products recently purchased the former Pin Twist bowling alley in Seguin. CBP plans to improve the facility and make it the new home for all of the company's operations. To assist CBP with this expansion, the SEDC has agreed to provide CBP with a \$40,000 BRE Grant. In exchange for the grant, CBP has committed to investing at least \$1.3 Million in improvements to the facility. CBP has also committed to creating 6 additional jobs and \$253,000 in additional payroll by December 31, 2021. This will bring total employment to at least 32 with a total annual payroll of at least \$1,555,900. CBP's future home is a 29,000 square foot facility is built on 5.7 acres of land on State Highway 46, just south of Court Street. The new facility will enable Seguin Fabricators to meet the growing demand from their customers.

BUSINESS ASSISTS

Part of the Business Retention and Expansion Program is acting as a resource for our companies whenever they experience an issue within the city, county or state. It is imperative that these issues are resolved as quickly and as efficiently as possible for our companies to resume focus on business operations. For this reason, the Seguin EDC provides assistance to local Seguin companies to resolve the issue they are experiencing, allowing them to re-focus their energy back on operations. The business assist categories range in a varetiy of different topics such as: Data Request, Development Assistance, Grant Assistance, Hiring Assistance, Infrastructure Assistance, Utility Assistance, Workforce Development and More.

Niagara Bottling, LLC

The City of Seguin has a rapidly growing industrial sector. Our newest industrial park is located along IH-10. This area has experienced rapid growth and has a high concentration of manufacturing companies that utilize eighteen wheelers to transport supplies and finished products from their facilities along Eighth Street. In the past year there has been an increase in waste/debris located along the street such as tires, paper products and plastic. In hopes of mitigating this issue the Seguin EDC staff immediately connected with the Police Department



to up security along that street to provide tickets to those drivers who were illegally parked in hopes of minimizing waste build up. Furthermore, SEDC staff funded a scheduled waste clean-up by the city's contractor. This has made a significant difference in added waste to the street.

Rave Gears

Rave Gears and Machining expanded their operations by adding on a 20,000 sq. ft. facility. In doing so this brought on several issues, one of which involved their water meter sufficiency. The Seguin EDC staff worked with the City's planning department to find a resolution for Rave Gears to ultimately be awarded their Certificate of Occupancy.



SMALL BUSINESS DEVELOPMENT

Small Business Webinar Series

The Seguin Economic Development Corporation and Seguin Main Street hosted their annual Small Business Resource Fair with a twist. This year, the resource fair was held virtually as a free, week-long event, which featured one hour long segments each day designed to bring relevant topics to current and future small business owner. The topics covered were: Disaster Relief, Social Media, Negotiating Your Lease, The Future of Small Business and Experiential Retail.





Seguin Strong Stimulus Program (SSSP)

The Seguin Strong Stimulus Program (SSSP) was a small business emergency grant program that aimed to assist small businesses within the city limits during the COVID-19 pandemic. The SSSP provided a total of \$250,000 in grants through a review committee partnership between the City of Seguin, the Seguin Economic Development Corporation, and the Seguin Main Street & CVB. Small Seguin businesses that are independently owned and operated with between 2-75 employees that had experienced or were projected to experience a decline in revenue were encouraged to apply.

Round 1 Applicants	45	Round 2 Applicants	17
Ineligible	5	Ineligible	3
\$5,000 Grant	35	\$5,000 Grant	9
\$2,5000 Grant	5	\$2,5000 Grant	5

UTSA Small Business Development Center Events

The UTSA SBDC provides free or low-cost training workshops geared towards small business owners to help them start, grow and manage their business. The training topics range from basic start up knowledge to technical financial assistance, strategic planning, leadership, marketing and more. These seminars transitioned from in-person training workshops to virtual webinars at the start of the COVID-19 pandemic.



FINANCIAL SUMMARY

FY 2019-20 | Financial Summary - Revenues

Economic Development Sales Tax (quarter cent)	\$
Investment Pools Interest Earnings	\$
Lease-Ewald House(3031 N. Austin St)	\$
Principal/Interest-Tucker/Davis (aka Roll Masters)	\$
Principal/Interest-Pure & Gentle	\$
Miscellaneous Revenue	\$
Restricted Cash	\$
Total Fiscal Year Revenues	\$

FY 2019-20 | Financial Summary - Expenditures

Annual Audit	\$
Attorney Fees	\$
BRE and Workforce Development	\$
Economic Development Services	\$
Infrastructure Development	\$
Marketing and Promotion	\$
Operating Supplies	\$
Professional Development	\$
Professional Services	\$
Project Development	\$
Property Maintenance	\$
Small Business Development	\$
Debt Service	\$
Total Fiscal Year Revenues	\$

To be updated in final print version that will be distributed on 12/15/20



THANK YOU MAYOR DON KEIL "Gosh, I love this town!"

Over the past eight years the City of Seguin has seen tremendous growth and made substantial economic gains. The City is currently at the start of a substantial housing boom with over 9,000 residential lots proposed. The population growth rate has increased from around 1% annually from 1970 to 2010, to over 2% from 2010 to 2018. That growth rate is projected to continue for the foreseeable future with the City's population estimate to be around 50,000 by 2040. New businesses are flocking to the area creating new jobs that provide living-wages and are above average wage rates for our region. In just the past 18 months, three new economic development projects have been announced that will collectively help create over 400 new jobs in Seguin. Many of these positive changes occurred under the leadership of Mayor Don Keil.

Mayor Keil is a dedicated public servant, serving as Mayor of Seguin for eight years, and prior to that he served six years on City Council. As Mayor he was champion for economic development, supporting positive economic development policy, encouraged new growth, advocated for new and existing businesses. Mayor Keil performed his duties with extraordinary insight and rare decorum.

On November 17, 2020, Mr. Keil's tenure as Mayor came to an end, and the City of Seguin welcomed our new Mayor, former Councilwoman Donna Dodgen. Though he no longer Mayor, Mr. Keil will continue to remain involved in the Seguin Community, specifically with the Seguin Economic Development Corporation. Mayor Keil was appointed to the SEDC Board of Directors on December 1, 2020. His first official term as a board member will begin on January 1, 2021. On behalf of the Seguin Economic Development Corporation Board and Staff, we would like to thank Mayor Keil for all of the positive contribution he made in the City of Seguin during is tenure as Mayor. We are excited that you will be joining our team and look forward to your future contributions as an SEDC Board Member.



205 N River Street Seguin, TX 78155 | (830) 401-2476 | Seguinedc.com economicdevelopment@seguintexas.gov

Twitter.com/seguinedc | Facebook.com/seguinedc Linkedin.com/company/seguin-economic-development-corporation