

**SEGUIN**  
TEXAS

ECONOMIC  
DEVELOPMENT  
CORPORATION

**SEGUIN**  
**HOME OF THE WORLD'S**  
**LARGEST PECAN**



**PLAN OF WORK**

**Fiscal Year 2022**

# Plan of Work FY 22

## Table of Contents:

---

### **1 Marketing & Recruitment**

- Primary Job
  - » Overview
  - » Marketing
  - » Goals
- Retail
- Marketing/Recruitment FY22 Campaign/Events Calendar

### **9 Business Retention and Expansion**

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



# PRIMARY JOB RECRUITMENT

## 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.

## Primary Job Recruitment Mission

Focus on goals that will lead to the creation of primary jobs with competitive wages in targeted industry sectors.

## Targeted Industries

- Chemical Manufacturing (NAICS: 325)
- Fabricated Metal Product Manufacturing (NAICS: 332)
- Food and Beverage Manufacturing (NAICS: 311 & 312)
- Machinery Manufacturing (NAICS: 333)
- Plastics and Rubber Manufacturing (NAICS: 326)

# PRIMARY JOB RECRUITMENT MARKETING ORGANIZATIONS

## **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.

## **Site Selection Partnership**

Site Location Partnership (SLP) provides economic development services to assist the SEDC with its efforts to attract new industry, investment, and jobs to Seguin, Texas. SLP provides the SEDC with opportunities to get in front of site selectors and company decision maker's in a small setting to grow that relationship.

## **GreaterSATX**

Formerly known as San Antonio Economic Development Foundation, the SAEDF recently re-branded as GreaterSATX to focus on regional economic development. The SEDC has partnered with GreaterSATX in the past. This continued partnership through regional marketing and domestic roadshows will help increase visibility for Seguin with site selectors and prospective companies leading to increase in deal flow.

# PRIMARY JOB RECRUITMENT MARKETING EFFORTS

## Primary Job Marketing and Recruitment Campaigns

Primary Job Marketing and Recruitment Campaigns KPI's	
# of Campaigns to Complete	# of Leads Generated Goal
12	75

To support the SEDC's primary job recruitment efforts, our organization has a goal to participate in at least 8 primary job recruitment campaigns. These efforts will primarily be associated to our participation with Team Texas, Site Location Partnership, and GreaterSATX. These efforts will include participation in virtual campaigns, roadshows and trade shows which will enhance our exposure to site selection consultants and prospective businesses within targeted industries, ultimately leading to the creation of primary jobs in Seguin.

## Multiplier Activity

In order to encourage new commercial, industrial and retail investment within the City of Seguin, the SEDC will arrange in-person and virtual meetings with multipliers to discuss potential opportunities within the City and promote existing growth.

### Multipliers are:

- Site Selectors
- Commercial Real Estate Brokers
- Retail Developers
- Industrial Real Estate Brokers
- Industrial Developers

Multiplier Activity KPI's	
Goal	Actual
20	

# RETAIL RECRUITMENT MARKETING EFFORTS

## Retail Recruitment Events/Marketing Campaigns

Retail recruitment events serve as a tool in the generation of leads and inquiries. During each event, staff meets with companies and real estate managers to highlight the opportunities for new retail.

- CCIM San Antonio
- Retail LIVE - Austin
- ICSC Red River
- CREW San Antonio
- ICSC Vegas
- Seguin Commercial Real Estate Luncheon

Retail Recruitment Events/Campaigns
Goal
6

# MARKETING/RECRUITMENT FY21 CAMPAIGN/EVENTS CALENDAR

Dates	What	Target Industries	Where	Organizer	Who's Participating
November 8-10, 2021	Site Selectors Guild Fall Forum	Site Selectors	Dallas, TX	SEDC	Josh, Lindsay
December 5-7, 2021	ICSC Here We Go	Retail	Las Vegas, NV	SEDC	Josh, Lindsay, Steve
February 1-3, 2022	ICSC Red River States	Retail	Dallas, TX	SEDC	Josh, Lindsay
March 2-4, 2022	Site Selectors Guild Annual Conference	Site Selectors	San Diego, CA	SEDC	TBD
April 11-13, 2022	MD&M West	Manufacturing	Anaheim, CA	Team Texas	TBD
April 30-May 4, 2022	IAMC Spring Forum	Site Selectors, Industrial Brokers, Corporate Real Estate	Fort Lauderdale, FL	SEDC	Josh
May, 2022	ICSC Vegas	Retail	Las Vegas, NV	SEDC	Josh, Lindsay, Steve
June 26-29, 2022	Select USA	Foreign Direct Investment, Manufacturing	Washington, DC	Team Texas	Josh
July 18-19, 2022	Road Show	Site Selectors, Manufacturing	New York, NY	Team Texas	TBD
August, 2022 (last week)	Texas Economic Summit	Site Selectors	TBD, TX	Team Texas	TBD
September, 2022	Retail Live!	Retail	Austin, TX	SEDC	Josh, Lindsay
September 12-17, 2022	IMTS	Manufacturing	Chicago, IL	Team Texas	TBD
*Subject to change.					

# FUTURE DIGITAL AND PRINT MARKETING INITIATIVES

## Print/Digital Materials

The SEDC utilizes print marketing materials at trade shows, roadshows, and various meetings throughout the year to aid in business recruitment. These marketing materials are also saved digitally to be shared via email and as a quick resource to be downloaded from the downloads section on the SEDC website. The SEDC plans to update the marketing materials (Aerial Map and Guide, Seguin Fast Facts, and Retail Fast Facts) during FY 22 with current data. The SEDC also plans to implement a new marketing video to highlight the community and provide testimonials from stakeholders.

## Development Projects Interactive Map

Many communities are developing interactive maps of their current development projects within their cities and posting this feature to their websites. This feature allows any individual to view current development projects and the plans for each development. The SEDC will work to create an interactive map of the city of Seguin for the SEDC website.

## Newsletter

Currently, the SEDC produces a monthly newsletter that contains a feature article related to the latest major news as well as links to local, regional and national news that is related to the economy, the city of Seguin, or targeted industries. In addition, the SEDC produces a quarterly newsletter that targets commercial real estate brokers, developers, and site selectors with information about current properties within Seguin. The SEDC will monitor the effectiveness of the content of these newsletters to ensure that relevant and useful information is being sent to our audiences.

Goal	Who is Responsible	Start in Quarter	Finish in Quarter
Develop a SEDC Marketing Plan of Work that will outline marketing campaigns and initiatives.	Brittney, Josh	Q1, FY 22	Q4, FY 22
Implement a new marketing video campaign that can highlight the community and provide on tape testimonials from stakeholders.	Brittney	Q1, FY 22	Q1, FY 23
Increase traffic to website.	Brittney	Q1, FY 22	Q4, FY 22
Increase number of followers by: Facebook - 20%, Twitter - 3%, LinkedIn - 20%.	Brittney	Q1, FY 22	Q4, FY 22
Develop an interactive development map for the website.	Brittney	Q1, FY 22	Q4, FY 22



# BUSINESS RETENTION AND EXPANSION

## **Business Retention and Expansion (BRE)**

The purpose of this Business Retention and Expansion (BRE) plan is to identify primary job creating companies with opportunities for expansion, who are most at risk of leaving or closing, or who are experiencing community related problems, and to utilize every resource available through the Seguin Economic Development Corporation (SEDC) to help them succeed. Through a concentrated effort to assist primary job creating companies and the implementation of this plan, the Seguin economy will maintain its stability and continue to grow.

### **Why It Was Developed**

#### Formalized A Plan

The Business Retention and Expansion (BRE) Plan calls for activity, prioritization, resource dedication and working towards common retention goals.

#### Recognized Importance of Retention

Devoted efforts on existing Seguin business will produce stronger local economy and also accelerate the success in attracting new business to Seguin.

### **Sections of Plan**

#### Assessment

With focus only on primary job creating companies, assessment tools help determine whether companies are ready for expansions, at risk for leaving or closing, or experiencing community related problems.

#### Resources

The SEDC hosts variety of retention events throughout the year to support primary employers, build industry awareness and strengthen our talent pipeline.

#### Strategic Actions

Sets forth actions to address community wide and isolated issues to ensure Seguin remains competitive and a pro-business community.

## **Business Visits**

Business Visits are crucial to developing long-term relationships between the City and existing Seguin businesses. Held with a company's CEO, plant manager, general manager, site leader or Human Resources manager, visits help SEDC staff gain a better understanding of the inner workings and challenges of our local industries. Through visits staff develop a clear understanding of the company's products as well as markets in which it operates, all the while listening to specific concerns related to their operations. These visits also give staff the opportunity to identify resources, share information on City and SEDC initiatives, and offer resolutions to issues impacting the Seguin business community

# BUSINESS RETENTION AND EXPANSION INITIATIVES

## Retention & Workforce Development Events

The Seguin Economic Development Corporation partners with local industry, area school districts and post-secondary 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. 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. This year, these opportunities include, Seguin Job Shadow Program (Virtual), Seguin Career Day (Virtual), Seguin Career Signing Day, Seguin Teacher Externship Tour, Seguin CTE Showcase and National Manufacturing Day Industry Tours.

Additionally, 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.

## BRE Program KPI's

	BRE Meetings & Visits	Round Tables/ Retention & Workforce Development Events	Business Support
Goal	24	15	50

## Supplemental BRE Goals

Goal	Who is Responsible	Start in Quarter	Finish in Quarter
Build out BRE Company Profiles in Hubspot	Ashlynn	Q1, FY22	Q3, FY22
BRE One Pager	Ashlynn	Q2, FY 22	Q3, FY 22
Create a BRE Resource Guide	Ashlynn, Brittney	Q2, FY22	Q4, FY 22

# FUTURE WORKFORCE DEVELOPMENT INITIATIVES

## **Career and Technical Education Showcase**

Career and Technical Education Educators from Seguin ISD, Navarro ISD and Marion ISD will invite Seguin Industry Representatives to their schools to educate them on their individual CTE Pathways. The idea of this event is to bring industry into the classroom to get a hands on feel for what curriculum is already in place.

From manufacturing, welding, nursing preparation and IT Programs, to Agriculture, Food, and Natural Resources, Architecture and Construction; Business, Management, Administration, Education and Training, Health Science and Human Services, Seguin's innovative thinkers and doers in career and technical education programs receive more than career-specific skills. Our CTE Educators want a chance to display their current curriculum to industry professionals in hopes of partnering in the future!

## **Teacher Externship Tour-Alamo STEM Workforce Coalition**

The Alamo STEM Workforce Coalition is a partnership with ATEAMS, ESC-20, P16+, SA Works, UTSA, and WSA. Our ultimate goal is to increase student awareness of careers in the Alamo region by coaching employers to provide engaging externships for educators, providing professional development and coaching for teachers to engage the future workforce with real world challenges for problem solving, and strengthen business-education partnerships that foster community economic development. Some of the strategies implemented include:

- **Employer Coaching:** The Coalition partners with local organizations to provide site visits, technical assistance, and bridging to school districts.
- **Professional Development and Coaching for Educators:** Project Based Learning, coaching, classroom support/implementation, bridging to employers, graduation/career pathways support.

# FUTURE WORKFORCE DEVELOPMENT INITIATIVES

## **TX Fame**

Texas Federation for Advanced Manufacturing Education (TX FAME) is an industry-led organization based on a successful model out of Kentucky. It is a partnership of regional manufacturers whose purpose is to implement dual-track; apprenticeship-style training that will create a pipeline of highly skilled workers. Participating companies include Caterpillar, Inc., CH Guenther, CPS Energy, H-E-B, Joyson Safety Systems, Kautex Textron, Metalsa Light Truck, Toyota Motor Manufacturing Texas, and Toyotetsu Texas.

TX FAME participates in the two-year Associate's Degree in Advanced Manufacturing Technology (AMT) Program at St. Philip's Community College Southwest Campus. That includes going to school 2 days a week and to work 3 days a week. This program is a Department of Labor registered apprenticeship and the benefit to the student is that they are earning while learning, getting their education, and building their resume all at the same time. TX FAME companies have the flexibility of upskilling incumbents through this program or interviewing and bringing on an external candidate.

FAME USA's third chapter in the state of Texas is now located in our region! The TX FAME Southcentral Chapter is currently in the RFP process required to choose the education provider that will teach the FAME program scheduled to start in August 2022. Currently there are nine company sponsors. The Southcentral Board and Seguin EDC staff is also beginning to schedule meetings with the surrounding school districts to raise awareness and start the recruitment process.

# BUSINESS RETENTION & EXPANSION EVENTS

Dates	What	Target Audience	Location
Oct. 2021	National Manufacturing Month Workforce Development Activities	High School Students (Seguin ISD, Navarro ISD, Marion ISD)	Plant Tours Proclamations
Dec. 16, 2021	Seguin Human Resources Executive Roundtable	Human Resource Executives in Manufacturing Industry	Virtual
Jan. 13, 2022	CEO Manufacturers Executive Roundtable	Plant Managers and CEO's in Manufacturing Industry	Utility Operations Center
Jan. 20, 2022	Seguin Youth Career Expo	8th Grade Students (All Industries) (Seguin ISD, Navarro ISD, Marion ISD)	Seguin Coliseum
Jan. 27, 2022	Made in Seguin Tour (National Manufacturing Month Tour Rescheduled)	High School Students (Seguin ISD, Navarro ISD, Marion ISD)	Nine Manufacturing Companies
Feb. 23, 2022	Seguin Job Shadow Program	High School/ All Industries	Out in the Field
Mar. 8, 2022	Workforce Development Committee Meeting	All Industry Representatives including WSA, TWC, Etc	Utility Operations Center
Mar. 15, 2022	Seguin Human Resources Executive Roundtable	Human Resource Executives in Manufacturing Industry	Utility Operations Center
Mar, 30, 2022	Seguin Career Day Hiring Fair	High School Seniors	Seguin Coliseum
Apr. 6, 2022	Spring Regional Job Fair	All Industries & Job Seekers	Mckenna Events Center
Apr. 21, 2022	CEO Manufacturers Executive Roundtable	Plant Managers and CEO's in Manufacturing Industry	Utility Operations Center
Apr. 25-29, 2022	Seguin Industry Signing Day	High School Seniors	"High School (Seguin ISD, Navarro ISD, Marion ISD) "



# BUSINESS RETENTION & EXPANSION EVENTS CONT.

Dates	What	Target Audience	Location
June 14, 2022	Seguin Human Resources Executive Roundtable	Human Resource Executives in Manufacturing Industry	Utility Operations Center
June 2022	Teacher Externship Tour	All Industries	Seguin, Texas
July 13, 2022	Summer Regional Job Fair	All Industries & Job Seekers	Seguin Coliseum
July 21, 2022	CEO Manufacturers Executive Roundtable	Plant Managers and CEO's in Manufacturing Industry	Utility Operations Center
Aug. 18, 2022	10th Annual Business Appreciation & Economic Outlook Luncheon	All Industries	Soel Venue
Aug. 2022	TX Fame Southcentral-1st Cohort	Manufacturing	Central Texas Technology Center
Sept. 2022	Career & Technical Education Showcase	All Industries	TBD

# SMALL BUSINESS DEVELOPMENT INITIATIVES

## **Small Business Development**

Seguin's small businesses are a critical component and major contributor to the strength of our local economy for numerous reasons. They support local events, the business community, teams/organizations and make up the heart of Seguin's community.

Starting and operating a small business is a big decision with a lot of risk. However, the SEDC wants to help make that leap a little less daunting by connecting Seguin's small businesses to resources that will help them flourish. The SEDC will work to share training webinars and information relevant to Seguin's small businesses its social media channels and via newsletters.



**ECONOMIC  
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CORPORATION**

205 N River Street Seguin, TX 78155 | (830) 401-2476 | [Seguinedc.com](http://Seguinedc.com)  
[economicdevelopment@seguintexas.gov](mailto:economicdevelopment@seguintexas.gov)

[Twitter.com/seguatedc](https://twitter.com/seguatedc) | [Facebook.com/seguatedc](https://facebook.com/seguatedc)  
[Linkedin.com/company/seguin-economic-development-corporation](https://linkedin.com/company/seguin-economic-development-corporation)