

TO: City of Seguin Mayor and City Council

CC: Doug Faseler, City Manager

FROM: Terry M. Treviño, Director of Economic Development
Melissa Trost, Assistant Director of Economic Development
Ashlynn Tovar, Economic Development Analyst
Karlee Scheel, Economic Development Specialist

DATE: July 21, 2015

RE: SEDC Semi-Annual Report For October 1, 2014 - March 31, 2015

1. REPORTING

In accordance with Section 4.04 of the Seguin Economic Development Corporation (SEDC) Bylaws, this semi-annual report is submitted for your review and consideration. The period covered by this report is October 1, 2014 through March 31, 2015.

2. ACCOMPLISHMENTS and ONGOING PROJECTS

Staff has continued to work with additional prospective industries. We have provided the prospective industries with supplemental information and continue to have a steady stream of communication. We will continue to present the packages to the prospects in a timely manner to isolate the prospects' interest to only the City of Seguin. We have contributed many long hours and hard work as the demand of the projects has required us to be very responsive and aggressive. We will continue to keep the board informed regarding our progress.

Tractor Supply Distribution Center

On October 21, 2014, SEDC and the City of Seguin announced Tractor Supply Company would locate a regional Distribution Center in Seguin. An incentive package was approved to help recruit the project, which will create over \$8,000,000 in new capital investment and 19 new jobs at an annual payroll of \$627,000.

Siro Group USA LLC

On October 28, 2014, SEDC and the City of Seguin announced Siro Group USA, LLC. will bring their facility and hundreds of new jobs to Seguin. An incentive package was approved and helped recruit the project, which will create over \$58.5 million in new capital investment and 212 new jobs over six years. To help Seguin gain a more competitive position, a local incentive package was utilized

which included an \$800,000 state grant from the Texas Enterprise Fund. A tax abatement from the City and County rounded out the incentive package. The project will include a factory, an R&D Centre, and a Special Employment Center.

Water Tower

In early December, Seguin's new one million gallon tank went into service and replaced a much smaller and older version. The increased capacity will serve growth on the city's north side. The project was funded from a \$1.18 million grant from the United States Department of Commerce Economic Development Administration, \$880,000 from the Seguin Economic Development Corporation and \$963,742 from the City of Seguin. The exhaustive grant selection process determined that the project will help business expansion in Seguin. The new water tower will help create and retain jobs in the community, as well as help Seguin compete regionally, nationally, and globally. The water tower features an eye-catching LED lighting system that dazzles drivers and residents with its festive colorful lights.

3. Housing

With the abundant growth Seguin is experiencing, the number of single family homes is increasing rapidly. There are over 2,000 single family homes planned for Seguin. Staff created a housing map illustrating the existing subdivisions and included the number of housing units available and planned. Staff is utilizing the map in various marketing efforts and will continue to maintain and update the map as new housing is introduced.

4. Retail

As part of SEDC's mission to diversify Seguin's retail base, increase sales tax revenues, satisfy constituents and improve overall quality of life, Staff has continued retail recruiting in a number of ways:

Buxton Training

Staff has continued to utilize Buxton Corporation for retail recruitment and retention consulting services. Staff is working with Buxton to distribute detailed retail marketing recruitment packages.

International Council of Shopping Centers (ICSC) Texas Deal Making

In November, Staff attended the ICSC Texas Deal Making conference in Dallas where staff had meetings with retailers, real estate developers, and brokers. Staff also participated in the Retail Roundtable event, during which representatives from nationally recognized companies make themselves available for introductions and meetings. Attendees wait in long lines to receive a very brief

opportunity to interest the retailer in their community or obtain information that can be used for further recruitment efforts.

NewQuest Properties

Staff continues to work with NewQuest Properties to recruit retail tenants for the Seguin Commerce Center. At RECon, Staff and NewQuest leadership partnered to aggressively recruit large retail anchors for the development. Large anchor stores will solidify verbal commitments from smaller stores already planning to locate in the center.

5. Marketing

In alignment with our 2014-2015 Work Plan, Staff worked to coordinate all communications and marketing efforts with a primary focus of promoting Seguin as an ideal community in which to live, work and play.

Aerial Video

In January, staff released two aerial videos of Seguin from footage taken in 2014. The two videos have more than 4,000 views so far. The videos have been viewed in the United States, Germany, Mexico, the United Kingdom, Canada, Russia, India, France, Iraq, Japan, Brazil, Argentina, Costa Rica, Spain, Nicaragua, Kyrgyzstan, Peru, Morocco, South Korea, Guatemala, Puerto Rico, Grenada, the United Arab Emirates, Austria, Australia, and more.

Social Media

Staff continues its use of social media in its marketing program to engage the community, publicize the positives, and paint the picture of quality of life in Seguin. Primary emphasis for social media was devoted to Facebook, Twitter, Instagram, and LinkedIn.

Instagramming for Your Business Training Event

In February, SEDC was a co-sponsor at the “Instagramming for Your Business” training event at the Seguin Coliseum with the UTSA Small Business Development Center. After extensive marketing efforts, over 30 participants registered for the training. Local businesses learned techniques and strategies to help with utilizing Instagram for their business.

Advertisements

The SEDC continues to maintain a presence with weekly ads in the Seguin Today newspaper. SEDC also purchased ad space in the Seguin Area Chamber

of Commerce Newcomers and Information Guide and the Seguin Gazette's "Welcome to Seguin" publication.

6. Workforce Development

Staff worked with members of the Industrial Relations Committee of the Seguin Area Chamber of Commerce and area school districts to participate in the Prep for your Future event at Seguin High School. The event is designed to education local high school students and their parents about local workforce options.

Unemployment Numbers

In November, Seguin experienced a dip in the unemployment rate from 4.4% to 4.2%. This was even lower than the area average. This information was shared on social media, in the newsletter, and by other organizations in Seguin, including the Chamber of Commerce. Seguin continues to maintain lower than average unemployment numbers and shares that information with the public via social media outlets as well as through the local media and press releases.

7. Recruitment / Lead Generation / Trade Show Events

10/35 Economic Development Alliance

SEDC and Build New Braunfels (Build NB) continue their partnership in the 10/35 Economic Development Alliance. This partnership allows the two member cities to leverage marketing dollars by sharing the costs of regional marketing initiatives.

The Alliance is a member of Texas One, the marketing arm of the Governor's Office. Texas One affords the Alliance the opportunity to travel with the Office of the Governor's Economic Development Office and other economic development professionals throughout the State of Texas on business recruitment mission trips. In January, Terry Trevino represented Seguin at the Texas One event in Austin. The event celebrated Governor Greg Abbott's and Lieutenant Governor Dan Patrick's Inauguration Day.

Team Texas

SEDC participates as a member of Team Texas, a statewide marketing arm of the Texas Economic Development Council (TEDC). This program helps leverage SEDC marketing funds and allows access to premier events.

Investing in Manufacturing Communities Partnership

Seguin joined forces with the Alamo Manufacturing Partnership to pursue designation as a Manufacturing Community by the US Dept. of Commerce, which would be a positive designation in recruiting business relocations and also would

provide favored status in competition for federal grants. The partnership included UTSA's Institute for Economic Development, the City of San Antonio, Bexar County, the Southwest Research Institute, Alamo Colleges, San Antonio Manufacturing Association, and several other entities.

8. Strategic Planning

Staff continues prioritize projects in line with its three critical goals:

- Goal 1 - To attract new industries
- Goal 2 - To enhance the SEDC Business Retention & Expansion Program
- Goal 3 - To develop a robust marketing + communication strategy

Staff measures progress of these goals by summarizing business practices in the Staff Report presented monthly to the SEDC Board of Directors.

9. Staff Development

Texas Capital Fund Training

In January, Melissa Trost attended a webinar on the Texas Capital Fund. The training shared the latest information about the Texas Capital Fund for 2015. The fund supports business development, retention, and expansion by providing funds for public infrastructure, real estate development, or the elimination of deteriorated conditions.

10. Memberships / Affiliations / Public Relations

Seguin Area Chamber of Commerce

Staff participated with the Seguin Area Chamber of Commerce by attending monthly luncheons and meetings, ribbon cuttings, membership in the Industrial Relations Committee, Marketing Committee and Governmental Affairs meetings. In February, SEDC participated in the annual Seguin Area Chamber of Commerce Business Showcase event, "Rock'n Your Business" and had a booth at the event.

Seguin-Guadalupe Hispanic Chamber of Commerce

Staff continues to support the Hispanic Chamber of Commerce and communicates frequently with the Board President. SEDC was a silver level sponsor at the Hispanic Chamber of Commerce's 26th Annual Banquet "Embracing Growth" in February.

Texas Economic Development Council (TEDC)

Staff participated in quarterly conferences hosted by the TEDC. These events provide an opportunity for professional development by attending seminars on economic development best practices, industry trends, and networking with economic development professionals from throughout the state.

In December, some staff, board members, and elected officials attended the TEDC's Economic Development Sales Tax Workshop in Austin. The workshop is designed specifically for economic development board members and local elected officials and includes information about economic and community development in general, plus changes to the Economic Development Sales Tax Law.

Legislative Conference

In February, Terry Trevino and Melissa Trost attended the 2015 TEDC Legislative Conference. The event featured numerous sessions on economic development topics and trends and an overview of the upcoming legislative session, two Peer Group Roundtables, a legislative panel discussion, and networking opportunities.

Public Relations Outreach

In December, Staff delivered holiday gifts of Seguin pecans to state legislators and key government offices in Austin.

Staff also participates in the Central Texas Technology Center Advisory Board meetings, the Center for Entrepreneurship Board meetings, various community civic organizations, City Council meetings, and continuous meetings with prospective developers and industries.

Other key public relations activities have included meeting with executive staff of local industries to discuss future expansion in the community.

Property Home Tours

Throughout January and February, SEDC participated in the local property tours sponsored by the Seguin Board of Realtors. These important events help SEDC promote Seguin as a great place to live, work, and play.

Seguin Noon Lion's Club

In November, Terry Trevino presented at the Seguin Noon Lion's Club. The presentation provided members information about the role of the SEDC in our community and updates on SEDC's latest developments.

Saint Anne's Circle Presentation

In February, Terry Trevino presented at the Saint Anne's Circle group at Saint James Catholic Church. The presentation provided members information about the role of SEDC in our community and updates on SEDC's latest developments.

11. Recognition

Constant Contact All-Star Award

In February, SEDC was awarded the 2014 Constant Contact All Star Award for consistently demonstrating exemplary engagement with our audience. We consistently have high average open (typically more than 25%) and click through rates, low bounce rates, and regular communication with our audience. Only 10% of Constant Contact users receive this annual award.