



# Annual Report

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Fiscal Year 2024-2025

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ECONOMIC  
DEVELOPMENT  
CORPORATION

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# 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 or its extraterritorial jurisdiction.



An aerial photograph of a river flowing through a lush green landscape. A concrete dam is visible in the lower right, with a brick building featuring a red-tiled roof situated on the right bank. The river has a small island in the middle, and a bridge is visible in the upper left. The sky is blue with scattered white clouds.

## MEET OUR STAFF



**Josh Schneuker**  
Executive Director



**Alora Wachholz,**  
CEcD, MEDP  
Deputy Director



**Jessica Dersen**  
Industry and Workforce  
Development Manager



**Brittney Watson**  
Marketing and Events  
Manager



# MEET OUR BOARD



**Don Keil**  
President



**Elaine Bennett**  
Vice President



**Tess Coody-Anders**  
Treasurer



**Robert Meservey**  
Secretary



**Eddie Davila**  
Assistant Secretary

## 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.”



# A letter from Our Board President

It is my pleasure to present the Seguin Economic Development Corporation's Annual Report for Fiscal Year 2024–2025. This year has been one of meaningful progress, strengthened partnerships, and continued momentum as we work together to shape a vibrant economic future for Seguin. Our community's steady growth is a direct reflection of the dedication of our local leaders, the resilience of our businesses, and the trust placed in us by the people we serve.

Seguin's economic landscape continues to evolve in exciting ways. The SEDC worked closely with City partners to advance infrastructure improvements, including utility expansion projects and roadway enhancements that support existing companies and future development. This foundational work ensures that our community remains competitive and well-prepared for the next wave of investment. Among the highlights of the year is the announcement that Chick-fil-A is officially coming to Seguin—an addition that reflects both strong market demand and

our commitment to supporting amenities that enhance quality of life for residents.

Throughout the year, the SEDC team remained focused on strategic, sustainable development. Workforce initiatives, business retention and expansion outreach, and community engagement efforts all played a key role in reinforcing Seguin's pro-business environment.

Looking ahead, the SEDC remains committed to fostering growth that honors Seguin's heritage while preparing for its future. With new projects underway, strengthened infrastructure, and a foundation built on collaboration, we are well-positioned to continue driving positive economic impact for our community.

On behalf of the SEDC Board of Directors, thank you for your ongoing support, engagement, and confidence. It is an honor to serve this community, and we look forward to continuing this important work together.

**DON KEIL**  
Seguin EDC Board President





# Seguin Comprehensive Economic Development Strategy (CEDS)

**Vision: Seguin is recognized throughout Texas and the US as a destination for business and talent because of its vibrant quality of life, prosperous economy and access to economic opportunity.**

In March 2023, the City of Seguin and Seguin Economic Development Corporation (Seguin EDC) engaged Ernst & Young LLP (EY) to help the City and Seguin EDC develop their first ever Comprehensive Economic Development Strategy (CEDS).

The purpose of this CEDS is to align the City, Seguin EDC, and other partners behind a shared vision of Seguin's future, and to create a cohesive action plan that ensures everyone is working collaboratively to achieve that

vision. The Plan leveraged Seguin's assets and strengths to identify areas of improvement within the local economy, all based on research and findings from stakeholder engagement. This plan serves as a guide for the next three years, not just for the City and Seguin EDC, but for all partners that contribute to overall economic development efforts in areas like business attraction, retention, and expansion, workforce development, quality of life, education and training, and more.

Goal 1: Establish a partnership-based approach to comprehensive workforce development.

Goal 2: Proactively work to recruit and retain targeted businesses to accelerate economic diversification and create accessible opportunities for Seguin residents.

Goal 3: Work with partners to enhance Seguin's quality of life by improving and marketing existing amenities, encouraging entrepreneurship and attracting targeted retail, restaurant and entertainment operations.

Goal 4: Enhance Seguin's reputation through internal efforts to improve community pride and external efforts to promote Seguin as a destination for businesses, talent, and families.





# MARKETING & RECRUITMENT

The SEDC engages in a variety of marketing activities designed to enhance our targeted industry recruitment efforts. Led by SEDC staff or conducted in collaboration with economic development marketing partners, these initiatives include both in-person and virtual out-of-market campaigns (roadshows), in-bound campaigns (FAM tours), attendance at targeted industry events and trade shows, and engagement with various site selection

organizations. These efforts significantly increase the SEDC's visibility among site selection consultants, industrial developers, industrial real estate brokers, and companies in our target industries, ultimately driving lead generation, new capital investments, and the creation of primary jobs with competitive wages within the City of Seguin.



# Recruitment Initiatives



## CRE luncheon

The SEDC kicked off the year with a strong turnout at its annual Commercial Real Estate Luncheon in January, bringing together developers, real estate professionals, and community partners to explore Seguin's growing market.

The event was a clear success, with 123 tickets sold, 115 attendees, and overwhelmingly positive feedback.



## Area Development

San Antonio hosted an Area Development Consultants Forum Annual Workshop at the Westin Riverwalk in March. This was a boon for the region, who typically has not been invited to be a Forum host, and was largely instigated by the greater:SATX Regional Economic Partnership. Executive Director Schneuker and Deputy Director Wachholz were in attendance at the event, which was limited to 150 attendees and provided economic developers with the opportunity to connect and network with site selectors from across the nation.



## Guadalupe County Growth Summit

In February, the San Antonio Business Journal hosted the first Guadalupe County Growth Summit at the Seguin Coliseum, with the SEDC serving as Presenting Sponsor. The event brought together leaders from across the county for panel discussions on workforce, infrastructure, and economic development, showcasing Seguin as a key hub for regional collaboration and growth.



## IAMC

In March, Deputy Director Wachholz attended the Spring Forum of the Industrial Asset Management Council (IAMC) in Sacramento, California. IAMC is the leader in connecting industrial developers, site locators, brokers, and economic development partners across the U.S. in ways that educate, innovate, and help celebrate industrial projects of all kinds. More than 750 professionals attended this event and were able to learn about topics ranging from automation and innovation in industry, to tariff damage control in our modern economic climate.



## Team Texas

Team Texas is the member-based business attraction program of the Texas Economic Development Council that provides its members with valuable opportunities to connect with industry leaders and site consultants. Executive Director Josh Schneuker attended Consultant Connect, which offered a platform where economic developers and consultants can come together to share insights, build relationships, and strengthen strategies that support growth across the State.



## greater:SATX

The SEDC is a Regional partner of greater:SATX, a private-public nonprofit dedicated to growing quality jobs in the San Antonio, TX, region. Together with more than 200 private companies and municipal partners, greater:SATX continues to attract companies into the larger metro business community and grow the ones that already call it home.



## Local Presentations

The SEDC regularly presents to community and realtor groups to build strong local ambassadors who understand and support Seguin's economic development goals. Keeping these stakeholders informed about growth, infrastructure, and workforce initiatives helps spread accurate information throughout the community. This shared awareness fosters a positive business climate that strengthens company recruitment and investment.



# Recruitment Projects

## TriPoint Logistics Center



In May 2023, Ackerman & Co. acquired nearly 120 acres at the intersection of FM 464 and Interstate 10 for a speculative industrial development now known as the TriPoint Logistics Center. Ackerman plans to develop up to 1.5 million square feet of industrial space on the site. Over the past year, the company has been preparing the site for future construction by relocating several existing utilities, including a GBRA overhead electric line, a GVEC overhead electric line, and an Enterprise Products natural gas pipeline. The Seguin Economic Development Corporation (SEDC) is also collaborating closely with Ackerman to extend a new 16-inch water line to the site, with the water line project expected to break ground in early 2025. Atlanta-based Ackerman & Co. is a privately held, leading full-service commercial real estate company that provides investment,

brokerage, management, and development services.





# Industrial Real Estate Feasibility Study

## Project Overview

As outlined in the Seguin Community Economic Development Strategy (CEDS) under Goal 2, Strategy 2.3, the SEDC is committed to accelerating the development of shovel-ready industrial sites within the community in an effort to proactively recruit and retain targeted businesses, while increasing economic diversification and creating accessible opportunities for

Seguin residents.

In July 2024, the SEDC contracted Pape Dawson to assist with the Seguin Industrial Real Estate Feasibility Study that could help assist in this goal through the professional investigation of priority sites located east of Hwy 123, along Interstate 10 and SH 130, for future industrial investment.

## Scope of Work

- Phase 1: GIS Database Analysis: Includes comprehensive GIS analysis of potential sites from 100 to 1,000+ acres in size within the area of study, as well as identified Priority Sites listing.
- Phase 2: Priority Sites Evaluation: Investigates in more detail the status of each Priority Site, including existing utilities, drainage concerns, and thoroughfare considerations, then summarizes each site with a series of exhibits, concept plans, and a Critical Issues Memo to identify key

projects and associated costs. Phase I Environmental of Priority Sites eligible at this stage, if requested.

- Phase 3: Overall Summary and Action Plan: Summarizes result of feasibility study with encompassing recommendations for prioritization of strategic sites, catalytic projects, associated costs, and order of highest investment impacts for the SEDC to use in actively pursuing further opportunity to produce shovel-ready industrial sites in eastern Seguin.







# The Nolte Project

**“This is a visionary step forward for Seguin. We are taking control of our downtown’s future and setting the stage for a transformation that will benefit generations to come.” - Mayor Donna Dodgen**

On August 22, 2023, the City of Seguin announced a major redevelopment initiative for our downtown area, centered around the acquisition of 101 East Nolte Street, formerly occupied by Wells Fargo. Anticipating Wells Fargo’s relocation to a smaller footprint in 2025, the City purchased the property in January 2024, seizing the opportunity to revitalize this prime location.

Since the project’s kickoff in Fall 2023, Economic Development Staff have played a pivotal role, collaborating closely with TBA Douglas, City Management, and the City’s Main Street Department to ensure

the project’s success. Together, they have developed a comprehensive redevelopment plan that reflects the City’s vision for a vibrant and thriving downtown.

As of September 2025, The City of Seguin is commissioning a Feasibility Study to evaluate market demand, supportable development and program, cost and operating performance, valuation of the hotel asset, estimated economic impacts, and partnership opportunities associated with the potential new hotel and mixed-use project.

## The Nolte Building

The Nolte National Bank and Post Office Buildings at 101 East Nolte Street anchor Seguin’s historic downtown. Built around 1898, they showcase classic Richardsonian Romanesque architecture with detailed masonry, arched red sandstone features, and granite accents.





# International Council of Shopping Centers (ICSC)

The SEDC exhibits at the ICSC Red River and the ICSC Las Vegas conferences that bring together a diverse mix of developers, brokers, property managers, retailers, economic developers, and public officials to network, explore opportunities, and advance deal-making efforts.

While exhibiting and attending, SEDC staff

engaged with multiple developers, retailers, and commercial real estate brokers interested in commercial real estate opportunities in Seguin. These connections help strengthen relationships and position Seguin as a competitive market for future retail and commercial investment.

## ICSC Red River

The SEDC exhibited at the ICSC Red River Conference, held January 29-31 in Dallas, Texas. This premier regional event, organized by the International Council of Shopping Centers (ICSC), focuses on retail and real estate opportunities across Texas, Oklahoma, Arkansas, and Louisiana.

## ICSC Las Vegas

SEDC Staff, along with City Manager Parker, attended the ICSC Annual Retail Expo from May 18th through the 20th in Las Vegas, NV. With an attendance made up of approximately 25k-40k professionals across a broad spectrum of the retail and development community, this event serves as a connector between communities, tenants, brokers, developers, and more. In addition to the hundreds of drop-by visits to the SEDC's expo booth, the Seguin team had 11 one-on-one discussion meetings during the day-and-a-half event with some of the most highly sought after retailers the community has been asking for. Additional initiatives to engage with these retailers and bring them into the community are on-going.





# Retail Projects

## Seguin Crossing

On September 18, 2024, the SEDC, along with officials from the City of Seguin and Guadalupe County, proudly announced a major new retail development on a 14-acre site located at the northeast corner of the westbound Interstate 10 Frontage Road and Jay Road in Seguin, Texas. Led through a joint venture between Collett & Associates and the Alexander Family,

the project, named Seguin Crossing, represents a capital investment of at least \$25 million and will add over 135,000 square feet of new retail space to the City. Tenants include Academy Sports + Outdoors, Hobby Lobby, Five Below, James Avery, Eyemart Express, and Aspen Dental. Construction has already begun on the 14-acre site located at the northeast corner of the westbound Interstate 10 Frontage Road and Jay Road, and most tenants are slated to open by fall 2025, just in time for the holiday shopping season. As the largest new retail project in Seguin in over 30 years, Seguin Crossing stands as a symbol of the City's significant growth and expanding opportunities.



## Specs

In September 2024, the SEDC announced that Spec's Wine, Spirits & Finer Foods, a Texas-based retail chain renowned for its extensive selection of wine, liquor, beer, and gourmet foods, signed a lease for nearly 16,000 square feet in the Seguin Marketplace Shopping Center. Spec's opened the location in 2025.



## Chick-fil-A

Chick-Fil-A opened its first Seguin restaurant on a 1.6-acre site at the corner of CH Matthies Drive and the westbound Interstate 10 Frontage Road. Spanning nearly 5,000 square feet, the project represents a capital investment of at least \$2.5 million.





# INFRASTRUCTURE

The SEDC actively invests in infrastructure improvement projects across the City of Seguin, ensuring the community has the foundational assets needed to attract and retain quality employers. These expenditures, approved by the Board of Directors, are determined to be necessary or suitable for supporting new or expanding business enterprises and may include enhancements to streets and roads, rail spurs, water and sewer systems, electric and gas utilities, drainage, site

development, telecommunications, and internet infrastructure. Through these targeted investments, the SEDC helps create a business-ready environment that supports long-term growth and economic opportunity.



# Infrastructure Projects

## I-10 and FM 464 Water Line Extension Project

The SEDC has engaged Trihydro Corp. for design and engineering services related to a water line extension project consisting of 7,600 linear feet of a new 16-inch water line adjacent to US 90 and US 90-A that will serve the Ackerman industrial site located at Interstate 10 and FM 464.

Current Status:

- The City of Seguin's Real Estate Department has completed almost all easement acquisitions for the project.
- Construction is expected to begin the last week in September 2025 and will span 210 consecutive calendar days

## NewQuest Water Line Design

The SEDC engaged TRC Engineers for the design of a water line extension that would connect the Ackerman property to the NewQuest Property, located between I-10 and FM 78. Current Status:

- The design plans for the 16-inch water main segment through the Ackerman Tract (crossing I-10 and terminating at the NewQuest site), as well as the 8-inch

water line through the Caterpillar Tract to provide system redundancy, were submitted to City staff in January 2025. The plans have been reviewed by the City, and final signed and sealed plans were issued upon completion of an archaeological investigation at the site.







# Lawson Street Reconstruction

**“The Lawson Street Reconstruction Project is a prime example of how strategic partnerships between the public and private sectors can create lasting benefits for our community.” - Josh Schneuker, SEDC Executive Director**

The Lawson Street Reconstruction Project is a critical infrastructure initiative aimed at improving transportation and accessibility near the Tyson Foods’ Seguin facility, which recently underwent a \$60 million expansion, adding 40,000 square feet of production space and creating over 40 new jobs. The roadway improvements will not only benefit Tyson Foods, but will also serve a neighboring property poised for industrial development.

The project, completed in July 2025 included:

- Constructing 1,091 linear feet of new concrete pavement, curbs, sidewalks, ramps, and drainage systems.
- Relocating water and sewer utilities to accommodate increased traffic and future growth.

The project was funded by a \$1 million Texas Department of Agriculture Rural Business Fund grant, with additional contributions from the City of Seguin, SEDC, and Tyson Foods. The total project cost was \$1.9 million and was constructed by E-Z Bel Construction, LLC.

## Impact

The project is expected to significantly improve the infrastructure surrounding Tyson Foods’ facility, while creating new opportunities for the development of adjacent properties and enhancing the overall quality of life in Seguin.







# BRE & WORKFORCE DEVELOPMENT

The purpose of the Business Retention and Expansion (BRE) Program is to strengthen the long-term success of Seguin's existing primary job-creating companies. Through proactive outreach and ongoing communication, the program works to understand the needs, challenges, and opportunities facing local businesses. BRE efforts focus on supporting companies

as they grow—whether through facility expansion or relocation, workforce recruitment and training, operational improvements, or access to resources and partnerships. By helping employers remain competitive and positioned for future success, the program plays a critical role in sustaining jobs, encouraging reinvestment, and maintaining a thriving local economy.



# Workforce Development Events

The SEDC is dedicated to serving local businesses by providing opportunities to attract and retain a strong workforce. To support this initiative, the SEDC partners with Seguin businesses, area school districts, and post-secondary schools to provide opportunities for students to learn about career opportunities within the community that keep area students local after graduation.



## Made in Seguin: Manufacturing Tour

OCTOBER

National Manufacturing Day addresses common misconceptions about modern manufacturing careers by giving local companies an opportunity to open their doors and showcase what the industry is—and what it isn't. This initiative helps to address the skilled labor shortage by allowing

manufacturers to take charge of the public image of modern production careers. In doing so, it also supports long-term workforce development by introducing future talent to high-skill, high-demand opportunities.

To celebrate National Manufacturing Day, the Seguin EDC coordinates tours of local manufacturing facilities for **three school districts** and **one charter school**, giving **240 students** a first-hand look at what manufacturing today looks like in Seguin, Texas.

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## Seguin Youth Career Expo

NOVEMBER

The SEDC hosted the 3rd Annual Seguin Youth Career Expo at the Seguin Events Complex. Over **800 eighth-grade students** from **Marion ISD, Navarro ISD, Seguin ISD, and Southwest Preparatory School** attended the event to explore a wide range of career and educational pathways available in Seguin. As students are required to select their high school endorsements during the spring semester, this expo offered valuable insights into the programs of study that align with their interests and future goals. The event featured **31 businesses** exhibiting opportunities from various industries, including agriculture, business, cosmetology, healthcare, finance, manufacturing, and more.





## Seguin Job Shadow Day

FEBRUARY

We launched our 5th Annual Seguin Job Shadow Program in partnership with the Seguin Chamber of Commerce, **Seguin ISD, Navarro ISD, Marion ISD, and Southwest Preparatory School**. The program provides high school students with immersive, real-world learning experiences in high-demand industries to better align educational pathways with evolving workforce needs. The program served **139 students** and **21 companies** this year.



## Seguin Career Day

MARCH

Seguin Career Day connects Seguin-area high school students with local businesses to explore career opportunities and learn about in-demand skills. On March 26, **27 employers** showcased available positions, career pathways, and the education or training needed for future employment or post-secondary options. With a primary focus on high school juniors looking for internships and seniors preparing to enter the

workforce or pursue additional training, this event equips students to link their interests with real-world professional opportunities.

## CTE Advisory Committee

APRIL

On April 20, 2025, the SEDC, in partnership with **Seguin ISD, Navarro ISD, and Marion ISD**, hosted the Career and Technical Education (CTE) Regional Advisory Committee Meeting at the Seguin Coliseum. The CTE Regional Advisory Committee Meeting is a dynamic forum designed to foster collaboration between CTE pathway professionals and industry experts. The primary goal of the meeting was to facilitate connections and partnerships that enhance the success of CTE programs by aligning them with industry needs and trends. The meeting included breakout sessions focused on specific CTE pathways, allowing participants to delve deeply into the unique challenges and opportunities within each field.







## Seguin Industry Signing Day

**MAY**

SEDC proudly hosted the fifth annual Seguin Industry Signing Day, a two-day celebration honoring high school Career and Technical Education (CTE) seniors from Navarro ISD and Seguin ISD who are entering the workforce or pursuing career education after graduation. Held on May 13 and 14, the event recognized **27 students from Navarro ISD** and **19 from Seguin ISD** for their commitment to careers and education in

high-demand industries. Modeled after athletic signing days, students signed letters of intent for job offers, apprenticeships, technical training, or post-secondary education aligned with their CTE pathway. This event underscores the vital role of Career and Technical Education in building a skilled local workforce for Seguin.

## Educator Externship Program

**JUNE**

This summer, we participated for the first time in the A-Teams Educator Externship Program hosted by Workforce Solutions Alamo. **Four teachers** toured local employers—including Caterpillar, GBRA, Rave Gears, CMC Steel, and the City of Seguin Engineering Department—gaining insight into the skills and career pathways shaping Seguin's workforce. Each teacher completed a lesson plan and received a stipend from WSA.



## Regional Job Fairs

**QUARTERLY**

Comal and Guadalupe counties have experienced rapid economic and employment growth, adding more than 13,400 jobs and 879 new establishments since 2021, driven by major industry expansions such as Caterpillar, Continental Autonomous Mobility, and TaskUs. In response, the Cibolo EDC, Greater New Braunfels Chamber of Commerce, Schertz EDC, and Seguin EDC formed a regional workforce partnership to host quarterly rotating

job fairs that connect local talent with high-demand, high-wage employers. Since launching in 2023, these job fairs have served over 1,000 job seekers and nearly 100 businesses, with **record participation of 700+ job seekers in Spring 2024**, and continue to grow in both attendance and hiring outcomes. Supported by joint marketing, shared costs, and post-event surveys that track applications, interviews, and hires, this collaborative effort has become a key regional strategy for strengthening the labor pipeline and meeting the workforce needs of a rapidly expanding economy.





## INDUSTRY WORKGROUPS

The Seguin Industry Workgroups were established to proactively address high-demand workforce needs emerging in healthcare, skilled trades, and manufacturing. Through strategic convenings of employers, educators, and training partners, these workgroups identify challenges, share insights, and strengthen alignment between industry expectations and regional education pipelines—ultimately enhancing access, training, and career exposure for our local workforce.

### Healthcare

Our Healthcare Industry Workgroups brought together CTE Health Science teachers, Northeast Lakeview College, Texas State Technical College, CTE directors, Guadalupe Regional Medical Center, and local healthcare providers to address regional workforce needs. Through these discussions, we identified shared challenges, including students entering healthcare pathways without fully understanding the profession's physical and emotional expectations—such as compassion, stamina for long shifts, and comfort working around blood. The workgroups also highlighted several high-demand occupations, including RNs, LVNs, radiology technicians, CNAs, and patient care technicians. These findings will help us align education and industry efforts to better prepare students for successful healthcare careers.

### Skilled Trades/Construction

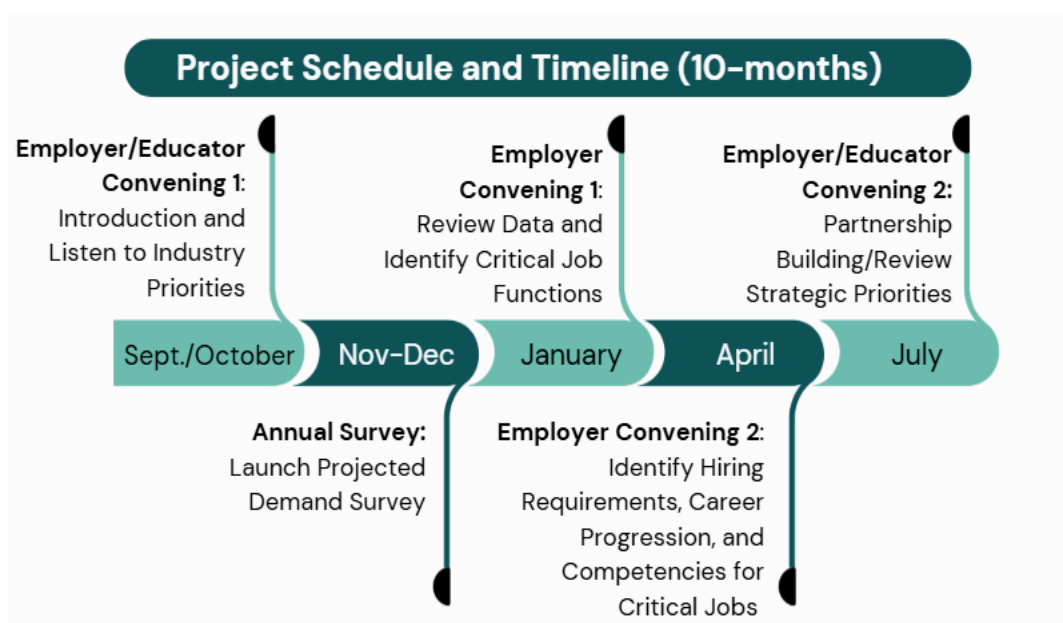
Our Skilled Trades Industry Workgroup brought together CTE directors, CTE teachers, and industry leaders from the Construction Trades Booster Club to address workforce needs in the skilled trades sector. Initial discussions focused on high-growth occupations such as electricians, plumbers, and facilities maintenance technicians, emphasizing the urgent demand for a trained pipeline of workers. At the second meeting, Jenn Weddle, Secretary of the Seguin Construction Trades Booster Club and Community Engagement Coordinator with Masters Electrical Services LTD, shared her “secret sauce” for engaging high school students and preparing them for careers in the electrical industry. These insights will help strengthen partnerships and enhance career exposure for students interested in construction and skilled trades pathways.



# TALENT PIPELINE MANAGEMENT (TPM) ADVANCED MANUFACTURING COLLABORATIVE



The SEDC launched its first Talent Pipeline Management (TPM) Collaborative for Advanced Manufacturing in September 2024, through a 10-month process through the following year, to address critical workforce challenges in the sector. We applied the Talent Pipeline Management (TPM) framework to guide collaborative meetings, tailoring it to fit local needs while maintaining alignment with the core principles of the TPM model. To ensure our efforts stayed on track, we contracted with a local TPM consultant, Christopher Mammen of CM Strategic Partners, whose extensive experience facilitating TPM initiatives with manufacturers in the Greater San Antonio region provided valuable insights and guidance throughout our process. Jessica Dersen also completed the on-demand TPM Academy to understand TPM's six-strategy process.







## Texas State Technical College Expansion

After working closely with the property owner of approximately 130-acres at the southeast corner of SH 46 and Cordova Road, the City of Seguin officially purchased the tract of farmland that will be donated to Texas State Technical College (TSTC) for a new campus to serve the growing needs

of Seguin and New Braunfels. Funding for the campus construction, in the form of a state endowment, will be presented on the November ballot under Proposition 1 this year and will be the next major milestone for this exciting opportunity.

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## TX FAME Lone Star Chapter

On May 2, 2025, ten students from the TX FAME Lone Star Chapter's inaugural class walked the stage after having completed the competitive, two-year Associate of Applied Science degree in Advanced Manufacturing Technology (AMT) from Texas State Technical College (TSTC). The Chapter's third cohort, consisting of 14 students sponsored by five companies, began classes

in August.

The SEDC continues to serve as the official Hub of the Texas FAME Lone Star Chapter, a role it assumed through an MOU on August 1, 2024. By maintaining this hub responsibility, the SEDC provides ongoing administrative and financial support, allowing Chapter leadership to remain focused on program goals and long-term planning.



# Business, Retention, Expansion Initiatives

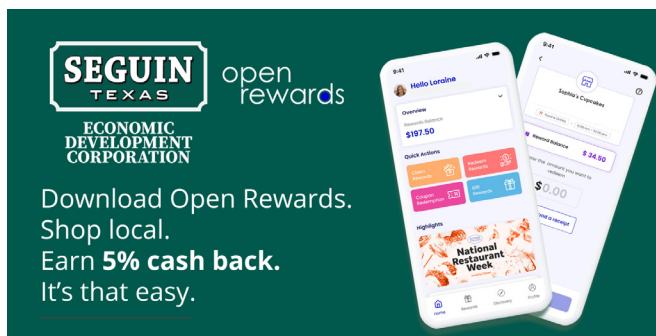
## HR Roundtable QUARTERLY

As part of our Business Retention and Expansion efforts, the SEDC hosts a quarterly Human Resources Roundtable, bringing together HR and talent acquisition professionals from across the city. These sessions provide opportunities to learn about emerging workforce trends, upcoming HR law changes, and connect directly with resource providers who support talent development and retention. Through this collaborative forum, we equip local employers with the tools and insights needed to strengthen their workforce and remain competitive in our growing regional economy.



## Bludot Open Rewards NOVEMBER

The SEDC partnered with Bludot to introduce a small business rewards program for the 2024 holiday season. The Bludot Open Rewards Program is designed to drive community spending by offering customers cash back at participating local businesses, which can then be redeemed at other participating stores. This initiative aimed to boost local spending, foster community connections, and enhance visibility for local businesses and the SEDC's support of our small businesses. During the program, users earned **\$674.27 in total cash rewards**.



## Small Business Resource Fair MAY

As part of Seguin's Small Business Week Celebration, SEDC, Seguin Area Chamber of Commerce, and Seguin Main Street hosted a Small Business Resource Fair, a free event that featured **28 exhibitors** showcasing the wide array of services and support available to small businesses. The event also featured a panel discussion of three small business owners who shared insights, challenges, and success stories from their entrepreneurial journeys as well as a presentation on social media best practices from TLU's Marketing Creative Director.

The program transitioned into the Seguin Area Chamber of Commerce's May Luncheon and featured a keynote address that energized and motivated business owners from Chris Larson, owner of Blue Horizon Media.





**MEGS envisions a unified community of industry leaders that are dedicated to fostering innovation, overcoming common challenges, and advancing the collective success of the local manufacturing industry through collaboration and shared knowledge.**

# Manufacturing Executives Guild of Seguin (MEGS)

The Manufacturing Executives Guild of Seguin (MEGS) was established in 2024 as a collaborative initiative between the Seguin Economic Development Corporation (SEDC) and the Seguin Chamber of Commerce. Both organizations aimed to create a space where local manufacturing leaders could connect, share best practices, and work toward common industry goals.

Each quarter the SEDC and the Seguin Chamber invite company leaders to attend a breakfast meeting to discuss key topics relevant to the manufacturing sector and to hear from subject matter experts.

Guided by a mission focused on actionable goals, MEGS seeks to drive meaningful change in the Seguin region. Its objectives range from promoting affordable and diverse local housing and improving childcare access for workers to advocating for industry-specific policies, including support for power and critical infrastructure expansion.







# Government Industry Tours (GIT)

Government Industry Tours (GIT) offer local leaders a hands-on opportunity to stay closely connected with the industries powering Seguin's economy. Through guided facility tours and direct conversations with company leaders, GIT provides an inside look at the innovative products made in Seguin and the people behind them. These tours strengthen understanding, build relationships, and help ensure that policies and community initiatives continue to support a strong, successful business environment.

## Premium Waters

On Friday, April 4th, the SEDC hosted their first Government Industry Tour (GIT) at the new Premium Waters bottled water manufacturing plant here in Seguin. The initial tour included 15 attendees and was led by Plant Manager James Linton. Attendees learned about the company, the new Seguin plant's experience with the city and workforce, and saw first hand the process of producing a personal water bottle from start to finish.

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## CMC Steel Texas

On Friday, May 16th, the SEDC hosted a second Government Industry Tour (GIT) at the CMC Steel Texas plant in Seguin. The 17 attendees at the event met with the leadership of CMC, learned about its long history within Seguin and across the U.S., and then took a detailed tour that spanned from melting furnace to final rebar and billet production, research and testing, and much more. Special thanks to CMC Plant Manager Chris Welfel, Director of Transformation Bill VanderWaal, and Workforce Partnerships Manager Jason Dinscore, for hosting.



# Awards and Recognition



## Juan Seguin Award

For his impact to the community, the Seguin Hispanic Chamber of Commerce presented the Juan Seguin Award to SEDC Executive Director Josh Schneuker during the Chamber's 36th Annual Awards banquet.



## South Texas Power Players

Josh Schneuker was recognized as one of the 2025 South Texas Power Players by the San Antonio Business Journal. This curated list highlights the people whose decisions, vision, and influence are steering the economy, building community, and redefining what leadership looks like across South Texas.



## Leadership Seguin

After completing a nine-month leadership and community education course through the Seguin Area Chamber of Commerce, Jessica Dersen graduated from the 2025 Leadership Seguin program in May. For the program's community project, her cohort designed and built a new picnic pavilion at Manuel C. Castilla Park.



## Guadalupe County Rising Stars

Brittney Watson and Jessica Dersen were recognized as Rising Stars of Guadalupe County by the Seguin Area Chamber of Commerce Young Professionals in August. During the Seguin Chamber Annual Awards Banquet in September, Jessica was named the Top Rising Star of Professional Leadership.

## Other Notable Achievements

- Jessica Dersen completed Texas Basic Economic Development Course in November
- Josh Schneuker was appointed to the Workforce Solutions Alamo (WSA) Board of Directors in December
- In April, Jessica Dersen received the JobsEQ FIT certification from Chmura Economics, endorsing her as an expert in using data for economic development and workforce planning.
- Jessica Dersen completed her first session at Oklahoma University's Economic Development Institute in May.





# 13th Annual Business Appreciation Luncheon

The SEDC hosted its 13th Annual Business Appreciation Luncheon on August 21, 2025. This celebratory event honors the contributions of local businesses and individuals driving Seguin's economic success. More than a celebration, it serves as a strategic platform to strengthen community ties, promote engagement, and showcase the city's thriving business ecosystem. The 2025 luncheon featured a Small Business Pop Up Shop with ten local entrepreneurs and a keynote address from A.J. Rodriguez, Executive Vice President of Texas 2036.

In keeping with Seguin's identity as the "Home of the World's Largest Pecan," the locally themed "Pecanie Awards" recognized businesses as the "Workforce Champion," biggest "Economic Impact," and biggest

"Community Impact." A strong emphasis was placed on supporting local vendors throughout the event. Guests enjoyed a meal from Burnt Bean Company, locally made cupcakes, and locally sourced items in gift bags. Attendance reached 174 guests in 2025, up from 145 the previous year, which reflected growing community interest and engagement.

By combining thoughtful recognition, local promotion, and future-focused dialogue all in a singular event, the luncheon not only celebrated Seguin's progress but also reaffirmed the City's commitment to nurturing long-term economic growth. The SEDC remains deeply grateful for the businesses that continue to invest in, and contribute to, the vitality of our community.

## Pecanie Award Winners

- **Economic Impact Award:** Seguin Crossing Retail Development
- **Workforce Champion Award:** Mary Batch (accepting the award on her behalf was her son, Mike Crowley, and her Caterpillar team)
- **Community Impact Award:** Dr. James C. Lee (accepting the award on his behalf was his wife Janice Lee, his daughters Crystal Baker and Cynthia Lee Franson, and his sons-in-law Keith Wilson and Bret Franson)







# FY 2024-25 FINANCIAL SUMMARY (UNAUDITED)

## FY 2024-25 | Financial Summary - Revenues

Economic Development Sales Tax (quarter cent).....	\$	2,393,400
Investment Pools Interest Earnings.....	\$	191,232
Restricted Cash .....	\$	120
Principal/Interest - Pure & Gentle .....	\$	50
Miscellaneous Revenue.....	\$	3,925
Proceeds of Debt Financing.....	\$	7,373,775
<b>Total Fiscal Year Revenues</b>		<b>\$ 9,962,502</b>

## FY 2024-25 | Financial Summary - Expenditures

Annual Audit .....	\$	4,887
Attorney Fees.....	\$	14,266
Board of Directors.....	\$	3,960
BRE and Workforce Development.....	\$	63,245
Economic Development Services.....	\$	576,526
Marketing and Promotion.....	\$	183,231
Operating Supplies.....	\$	12,903
Principal/Interest Payments.....	\$	672,929
Professional Development.....	\$	20,712
Professional Services.....	\$	108,561
Property Maintenance .....	\$	250
<b>Total Fiscal Year Expenditures</b>		<b>\$ 1,661,469</b>





ECONOMIC  
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