

MEMORANDUM

TO: Mayor Don Keil and Seguin City Council Members

CC: Doug Faseler, City Manager

FROM: Terry M. Trevino, Director of Economic Development

DATE: May 10, 2016

RE: Certified Retirement Community Certification Presentation

The Texas Certified Retirement Community (CRC) Program is an initiative from the Texas Department of Agriculture (TDA) to help rural Texas communities encourage retirees and potential retirees to make their homes in Texas communities that have met the criteria for certification by the department as a Texas Certified Retirement Community. The Mission of the CRC Program is to promote Texas as a retirement destination to retirees and potential retirees both in and outside Texas; encourage tourism to Texas as a desirable retirement location and for the visitation of those who have chosen to retire in this state; establish a certification program that is user friendly and informative; and maintain a certification program that is reliable and trusted.

Over the past few years, the Seguin Economic Development Corporation staff has worked diligently to complete the detailed application designating Seguin as a Certified Retirement Community. The application included a Retiree Desirability Assessment (Analysis of Demographics; Tax Structure; Local Housing Availability, Opportunity and Cost; Personal Safety, Security, and Crime Statistics; Employment and Volunteer Opportunities; Availability of Health Care Services; Availability of Emergency Medical Services; Public Transportation and Major Highways; Continuing Education; Leisure Living; Recreational Areas and Facilities; Performing Arts; Festivals and Events; Sports at all Levels) Marketing Plan, and Long-Term Plan and Letters of Evidence/Support.

In summary, the largest benefits cited for participation are 1.) Large requests for visitor/relocation information for participating cities. 2.) Better cohesion within the community to serve the retirement community. 3.) Developers are motivated by the certification. Additional benefits to being designated a CRC include a statewide marketing campaign to attract retirees and tourists (GO TEXAN marketing campaign); positive economic and social impact to the community; requires no tax abatements or incentives; a relocating couple has an economic impact of 3.7 factory jobs; and creates wealth of brainpower available for community service and part-time employment.

We completed work on the CRC Program Application on Tuesday, March 1, 2016. The CRC Program Application was picked up by Jami McCool, our direct representative from the Texas Department of Agriculture on Thursday March 3, 2016. Mrs. McCool submitted the application to the Texas Department of Agriculture on our behalf. Richard De Los Santos

with the Texas Department of Agriculture notified us of approval on April 8, 2016 stating that our application was “very well put together and very complete, and that the application passed with flying colors.” Additionally, Texas Agriculture Commissioner, Sid Miller will present Seguin’s Certified Retirement Community certification to the Mayor and the City Council at the Seguin City Council meeting on May 17, 2016.