

PRESENTATION TO CITY COUNCIL

FEBRUARY 11, 2020

The EDC's mission is to promote business opportunities that will strengthen and grow a vibrant and diverse economic future for Kendall County.



WHAT DOES THE EDC DO?

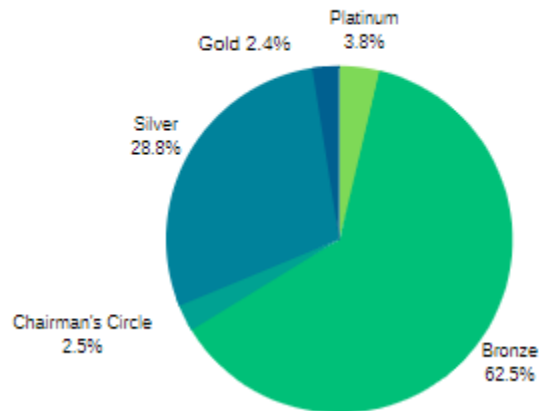
The BKCEDC works with the City, County & local business Investors to ensure the long-term economic diversity and sustainability of our economy through the attraction of quality businesses and the retention of existing businesses.

EDC PRIORITIES



2019 RECAP—FINANCIAL

INVESTORS BY LEVEL

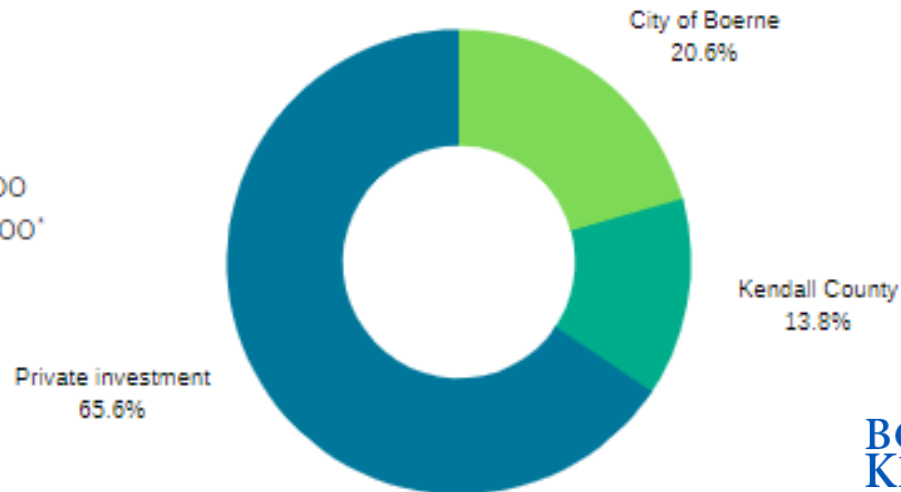


Total Budgeted Income vs. Actual Income

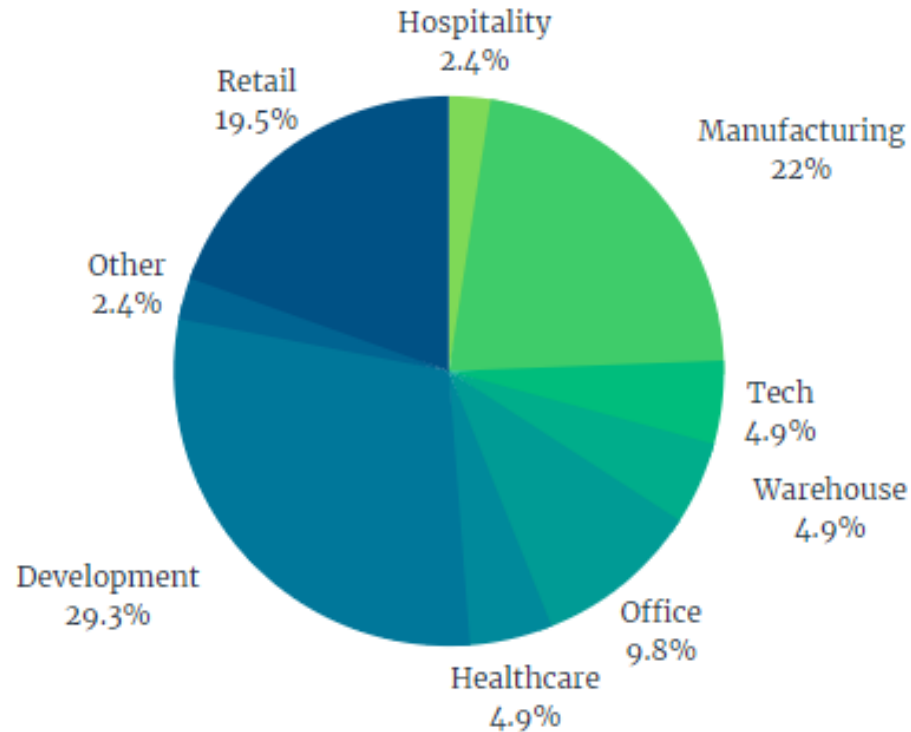


PUBLIC VS. PRIVATE INVESTMENT

City Investment: \$75,000
County Investment: \$50,000
Private Investment: \$238,500*



2019 RECAP—TOTAL PROJECTS BY INDUSTRY



40

Total Active
projects in 2019

2

Projects that
located in 2019

36

New projects set
up in 2019

2019 RECAP—ATTRACTION INITIATIVES



Produced first-ever marketing video

16,000

contacts received EDC
email marketing blast
through
ZoomProspector

- Implemented Impact Dashboard software to assist with economic impact modeling
- Business Facilities print & digital ad
- Mapping & Inventory Identification meeting to identify key development opportunities
- EDC follow up on all lead generation sources

- Engaged 2 Site Selection Partners to maximize our representation at national trade shows

2019 RECAP—BUSINESS RETENTION & EXPANSION

Our community benefits when established businesses expand locally. The EDC assists local businesses by connecting them with resources and investors. Advocating for their needs to the community minimizes the threat of companies leaving.

5

BRE
PROJECTS SET
UP IN 2019

•

9

BRE VISITS
COMPLETED
IN 2019

•

8

ACTIVE BRE
PROJECTS

2019 RECAP—STRATEGIC INITIATIVES



Applied to and selected to participate in The University of Texas' IC2 Institute's Home to Texas Intern Program to help retain talent within community



Established partnership with University of Texas' IC2 Institute for Rural Economic Development. The EDC will work with UT faculty to refine our target industries based on data obtained through the Institute

WHAT ARE OUR TARGET BUSINESSES & WHAT DO THEY CONSIDER WHEN CHOOSING A LOCATION?

Target Industries

- Light manufacturing
- Technology
- Healthcare
- Targeted retail
- Mixed-use developments
- Office space
- Small-medium corporate HQ and satellite campuses

Site Selection Criteria

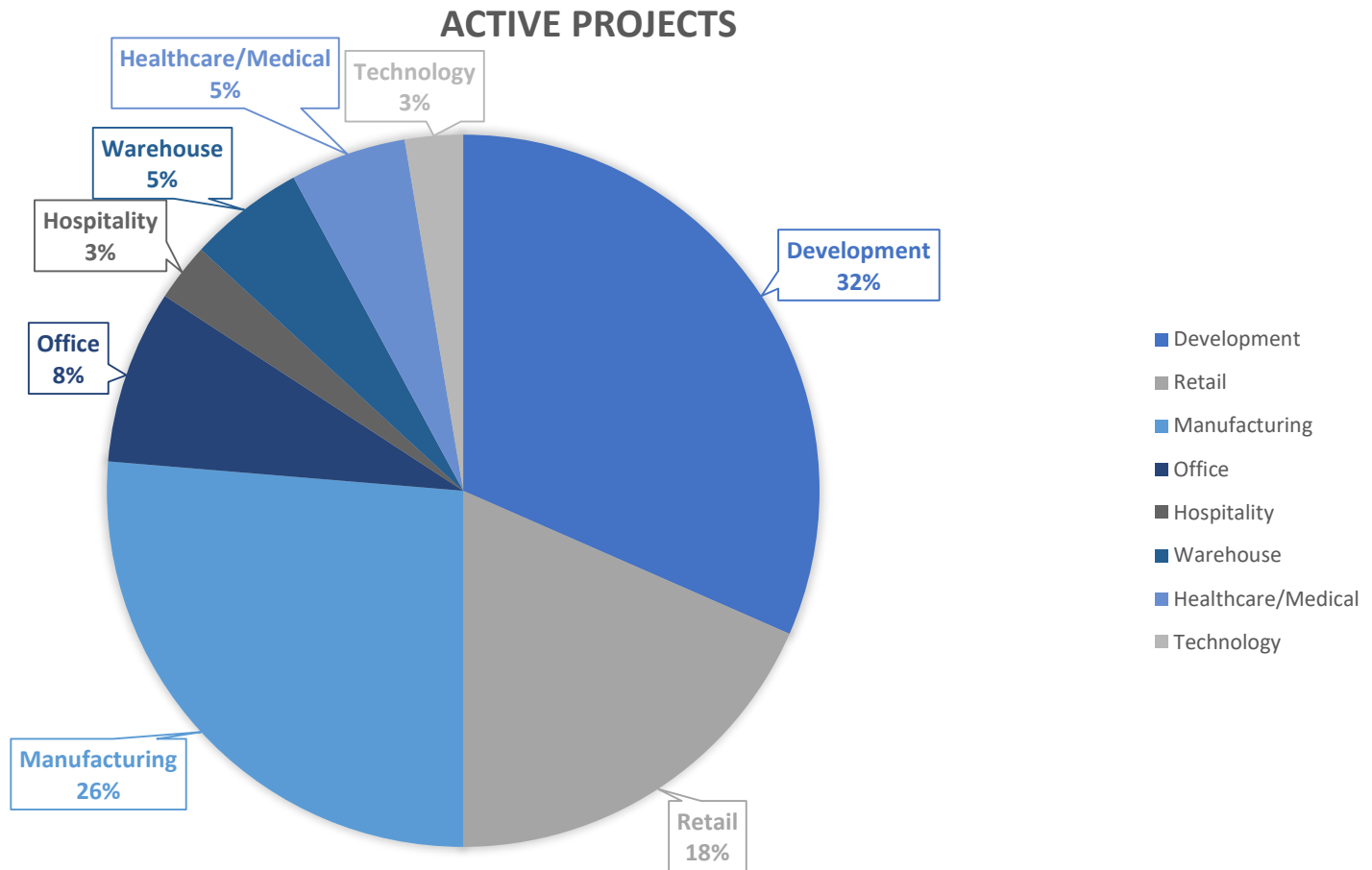
1. Availability of skilled labor
2. Labor costs
3. Highway accessibility
4. Corporate tax rate
5. Tax exemptions
6. Quality of life
7. State and local incentives
8. Energy availability and costs
9. Available buildings
10. Occupancy or construction costs
11. Available land
12. Low union profile
13. Proximity to suppliers
14. Proximity to major markets
15. Right-to-work state

*2018 Top 15 Site Selection Criteria as reported by Area Development

WHAT IS THE EDC DOING TO ATTRACT NEW BUSINESSES IN 2020?

- Providing a critical data and access to analytical tools to assist potential businesses in their evaluation of our community
- Developing and deploying promotional videos and marketing materials to specific targets, as well as utilizing advertising opportunities that provide lead generation information—"Why Boerne?" campaign to highlight what is unique & special about Boerne businesses
- Direct face-to-face contact with potential businesses that match our targeted business criteria
- Work with marketing co-op organizations, as well as site selection partners to maximize community exposure and connect with qualified projects and representation at national trade shows
- Attend site selector conferences for targeted industries
- Exploring engagement with a digital marketing company to help reach the kinds of businesses we want to attract, as well as contact those who have visited our website and/or social media

JANUARY 2020 ACTIVE PROJECTS BY INDUSTRY



WHAT IS THE EDC DOING TO RETAIN EXISTING BUSINESSES IN 2020?

- Working to alleviate impediments by actively addressing the issues such as workforce.
- Providing networking support & connection to resources for local start-up companies
- Collaborating with the Chamber and its extensive connections to identify existing businesses with expansion opportunities, as well as address any retention issues
- Assist local businesses that are expanding with incentive applications
- Ramping up social media to support local business through original and cross-posting with other partners
- Continuation of our BRE program to visit key businesses in our community to minimize any threat of the company leaving Kendall County

WHAT IS THE EDC DOING TO SUPPORT ENTREPRENEURIAL ACTIVITY?

- Working with City staff to identify highest and best use of former City Hall Building
- Hosted a dinner for an east coast Ag Tech accelerator to look at ways to enhance the tools we have to attract start ups and entrepreneurial ventures
- Analyzing the EDC's potential role in assisting with the creation of a Hill Country Angel Investing organization
- Through Planet Texas 2050, we will host an entrepreneurial roundtable to tap into existing local knowledge and resources in our community
- Benchmarking against other communities to see what types of support we could offer to emerging businesses in the future

WHAT IS THE EDC DOING FOR STRATEGIC VISIONING IN 2020?

- Partnering with Planet Texas 2050 to develop a data-based 5-year economic development Strategic Plan
- Strengthening regional relationships with Hill Country partners (participation in Hill Country Economic Development Summit in Kerrville)
- Continuation of Highway 46 Corridor partnerships & quarterly meetings

OTHER EDC FUNCTIONS

- Increased reporting to stakeholders. Monthly activity report is generated for Executive Board, as well as “Hot Topics” monthly phone calls
- Strengthening community partnerships through improved communication/monthly meetings with City Manager Partners group
- Working to continue provide value to our Investors who financially support us, as well as identify potential Investors to support our mission

CITY OF BOERNE BUSINESS DATA THROUGH ZOOM PROSPECTOR

Businesses and Jobs

Boerne has a total of 1,355 businesses. In 2019, the leading industries in Boerne were Health Care and Social Services, Retail, Public Administration, and Accommodation and Food Services.

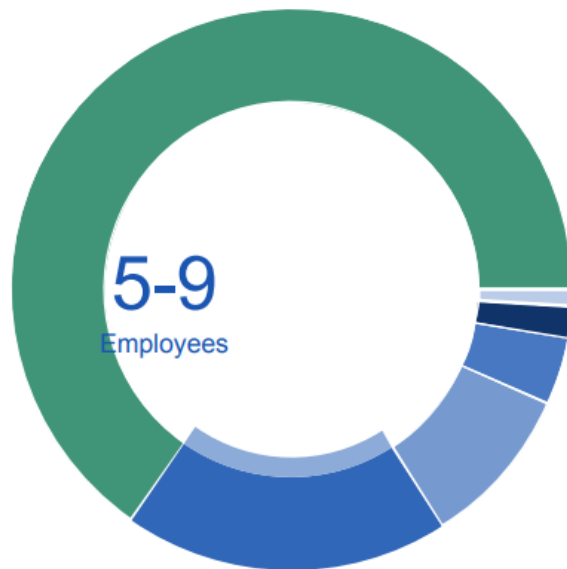
What are the top industries by jobs?



CITY OF BOERNE BUSINESS DATA THROUGH ZOOM PROSPECTOR

In the City of Boerne, nearly 94% of all businesses have fewer than 20 employees

How many employees do businesses in Boerne have?



CITY OF BOERNE WORKFORCE TALENT DATA THROUGH ZOOM PROSPECTOR

8,615

Labor Force

Talent

Where are the top jobs by occupation?

Office and
Administrative
support



14.05%

1,447

Executive,
Managers, and
Administrators



12.09%

1,245

Sales



10.96%

1,129

Education,
Training/Library



5.74%

591

Health Diagnosing
and Treating
Practitioners

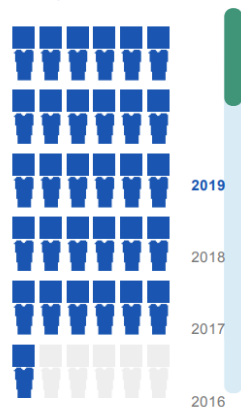


5.31%

547

Total Employees

10,298



The work distribution of total employees in Boerne is:



33%

Blue Collar



66%

White Collar

Total Establishments

1,355



CITY OF BOERNE JOB INFLOW/OUTFLOW DATA**

- 8,427 employees came to the City of Boerne for employment
- 1,211 residents of Boerne remained in the City of Boerne for employment
- 4,355 residents of the City of Boerne left the City of Boerne for employment

Inflow/Outflow Job Counts in 2017



**U.S. Census data 2017

SUMMARY OF EDC ACTION ITEMS FOR 2020

- Continue to identify new lead generation opportunities for quality projects for Kendall County and market our community to these leads
- Continue to support existing businesses in Kendall County to ensure they remain and prosper in our community
- Work to address impediments to growth and play an active role in identifying potential solutions
- Identify and facilitate strategies to encourage and enhance emerging businesses and entrepreneurial ventures in Kendall County
- Engage community members to leverage their expertise, experience and knowledge to assist the EDC with the attraction quality businesses
- Continue to work with community partners to maximize our effectiveness



— CONTACT US —

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