



KAUFMAN ECONOMIC DEVELOPMENT CORPORATION
Business Plan for FY 2017

MISSION:

The Mission of the Kaufman Economic Development Corporation is to make Kaufman one of the most economically prosperous suburbs of Dallas and one of the best places to work in North Texas.

Broad Goals:

- 1) Improve the local business climate.
- 2) Continue the Business Expansion and Retention Program for primary job generators and major employers.
- 3) Attract new manufacturing, distribution, call center, headquarters, office, medical and retail jobs Kaufman.
- 4) Expand the tax base (new capital investment) and increase ad valorem tax collections through industrial development as well as commercial growth.
- 5) Increase local option sales tax receipts to the city of Kaufman.

Priorities:

Improve the town square and central business district.

Improve the local business climate through road and utility infrastructure projects deemed to have a positive impact on capital investment and job creation.

Attract light manufacturing and distribution and primary jobs to Kaufman. Assist existing industries who wish to expand locally.

Continue to promote/support the funding, right of way acquisition and construction of the \$35 million Hwy. 34 re-alignment in Kaufman.

Expand Kaufman's market center development by attracting a second big box retailer, a cinema and a second strip shopping center with the goal of increasing annual taxable sales to the \$140 million level by 2018.

**Priorities
Continued:**

Attract new health care related facilities and health care jobs to Kaufman.

Acquire more land for future community needs.

Attract new entrepreneurs to fill service and retail voids in Kaufman.

Attract mixed used developers who emphasize medium and high end single family residential development.

Specific Objectives:

A. Provide \$1.7 Million in funding for construction of the State Hwy. 34 by-pass/re-alignment in Kaufman.

B. Promote the matching grant program for site improvements, parking, driveway, sidewalk and other related improvements for buildings on the Town Square, Central Business Districts and main commercial thoroughfares.

C. Encourage local entrepreneur service and retail firms to look at Kaufman for their startups and expansions. Provide counseling; offer assistance with development of business plans and budgets; introduce prospects to the Small Business Development Center representative who offices in Kaufman intermittently; help prospects find financing alternatives; and provide them information on the Central Business District, Washington Street corridor tax abatement program and new site enhancement program.

D. Promote Kaufman to smaller national retailers. Match prospective tenants to vacancies in local shopping centers and on the town square. Introduce prospects who want to build to local developers and property owners.

E. Solicit community development proposals from organizations such as the City of Kaufman, the Kaufman Chamber of Commerce, and Kaufman Heritage Society that will tend to create significant improvement to the central business district. Give more weight to proposals offering matching grants, proposals that add more value to the tax base, proposals that increase jobs and proposals that will tend to increase taxable sales in Kaufman.

F. Continue to recruit Target, Sam's, Home Depot, Lowe's and other big box retailers to Kaufman. Provide \$1.45 million for Phase I infrastructure improvements for the market center. Continue to work on Phase II of Kings Fort Market Center.

Specific Objectives

Continued:

- G. Respond to requests for information and requests for proposals from manufacturing and distribution prospects generated by the Office of the Governor for Economic Development, the Dallas Regional Chamber, DFW Marketing Team and Onco Economic Development department.
- H. Continue to research availability of tracts of land within the city's extraterritorial jurisdiction for potential future community needs.
- I. Assist the City of Kaufman and Kaufman Chamber in attracting median and high end residential lot developers to Kaufman. Research and draft a residential incentive program for lot developers and home builders.
- J. Attract \$10 Million in new capital improvements in FY 2017.
- K. Hold one Existing Industry/Major Employer Appreciation Day in 2017.
- L. Assist investors/developers who specialize in development of medical related facilities
- M. Continue research the potential need for some type of small business incubator.
- N. Increase local option sales tax collections by 3% in FY 2017.

Incentives:

Propose incentives to higher quality projects giving more weight to higher wage jobs, jobs with health benefits, clean industries and businesses that do not put a burden on the city infrastructure.

Assertively assist prospects from existing industries that create primary jobs.

Continue to offer appropriate incentives to desirable projects for Kaufman including, but not limited to:

Cash grants	Training grants
Gifted land	Below-market priced land
Infrastructure grants	County Freeport
City Tax Abatement	County Tax Abatement
TIRZ Funding	Chapter 380 Agreements

Incentives

Continued:

Washington Street Corridor Tax Abatement
Workforce Development Assistance

College District Tax Abatement
Matching Grants

Advertising/Promotion:

Sponsor and attend the Annual DFW Marketing Team's Site Consultant Luncheon.

Continue with the cooperative advertising effort through the Kaufman County Leadership Council to promote Kaufman and Kaufman County as a desirable place to live, work and do business.

Sponsor/co-sponsor projects and events with the Kaufman Chamber, Texas Health Kaufman, Kaufman County Day in Austin and Trinity Valley Community College.

Continue to support/sponsor fixed route transit efforts in the Kaufman area by Star Transit.

Continue to produce brochures, packets, community profiles, demographics, etc. Use these materials to respond to prospects and to develop leads and prospects.

Develop a new aerial map for Kaufman in 2017.

Work various tradeshows like FabTech, Food Processors Expo, Wind Energy and Plastics Expo to develop manufacturing leads and prospects.

Actively participate in the International Council of Shopping Centers to position Kaufman as an attractive community for large and small national retail projects. Attend the ICSC Texas Deal Making Conference in October. Participate in at least one North Texas Chapter functions. Attend and work the ICSC National Deal Making Conference in the spring of 2016.

Partnerships:

Continue as an active member of the Dallas/Ft. Worth Marketing Team. Actively participate in the Texas Economic Development Council's government affairs committee and forward planning committee. Attend spring and summer meetings as well as the annual meeting in the fall.

Consider asking city council to call for elections to fund infrastructure and other improvements for Type B Sales Tax city projects, such as Vietnam Memorial Wall of Texas, a town square destination park, civic centers, education-wellness centers when appropriate.

Partnerships Continued:

Workforce Development: Partner with the Kaufman Chamber to devise projects to attract and retain qualified workers in Kaufman. Consider new programs such as advertising and screening for prospective manufacturing employees. Consider partnering with the Texas Workforce Commission on a “hiring day” project. Develop innovative programs to retain workers at our existing major employers who seem to have chronic turnover of key employees. Hire a consultant if needed to address specific problems with specific businesses. Continue to propose a Workforce Development (vocational-technical training) Campus for Kaufman.

Continue to improve the EDC’s/Chamber of Commerce’s Business Retention and Expansion efforts including making multiple visits to local industries and holding at least one existing industry appreciation day outing in 2016.

Actively participate in the Community Leadership Council. Encourage participation by members of the EDC board, Mayor and city manager, KISD Trustees and Chamber Executive Committee.

Research/Planning/Communications:

By September put together a request for proposals for a consulting team to organize a community-wide comprehensive economic development planning initiative for Kaufman. Effort should involve entire KEDC Board plus volunteer representatives from Kaufman Planning and Zoning, Kaufman City Council, Kaufman Chamber of Commerce and Kaufman ISD.

Collect and provide demographics. Order and pay for latest available traffic counts and aerial maps, site layouts and topographic maps when needed. Update ICSC Flyer regularly.

Develop cost-benefit/economic impact analysis for major proposed projects seeking significant incentives from the Kaufman EDC or the city of Kaufman.

Continue to revise the Kaufman Community Profile that includes population, climate, transportation, wages, taxes, utility information, incentives, major employers, etc.

Attend desired and required training for EDC staff, EDC Board Members and EDC counsel. Examples of training include Basic Economic Development, Sales Tax Training for EDC’s, Open Meetings Act and Public Information Act training.

Report KEDC activities semi-annually to the city council. Provide news releases when appropriate to city and county print and electronic media.

Community Relations:

Support Kaufman ISD and Presbyterian Hospital's efforts to provide exemplary education and health care, respectively in the Kaufman area.

Assist local and out of area residential developers with their needs in Kaufman.

Work with the Chamber of Commerce to organize groundbreaking, grand openings and ribbon cuttings for new businesses and new developments.

Staff is encouraged to continue to volunteer with community organizations and support and sponsor certain entities such as Texas Health Resources Kaufman, Star Transit, Kaufman Chamber of Commerce, Kaufman County Leadership Council, Kaufman County Day in Austin and the Lions Club of Kaufman.

Prairie Creek Crossings Business and Industry Park:

Re-plat lots when needed, to meet the needs of prospective tenants.

Provide gas and electric utilities and sewer taps to lot purchasers who require them.

Construct a new entrance and street in to Prairie Creek Crossing.

Finances:

The KEDC will contract with city of Kaufman to write checks, make deposits, perform monthly bank account reconciliation's, provide monthly financial reports, invest idle funds at direction of Executive Director and cause to be prepared an annual financial audit for KEDC.

Allow EDC board members to review monthly bank account reconciliations. Staff and Board Chairman will review and approve such reconciliations.

Annual Audit will be performed by Yeldell, Wilson and Co., P.C.