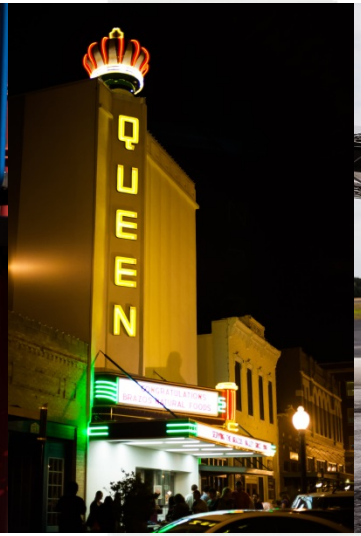
Lunch & Learn: Economic Development



“Bringing Home the Bacon”

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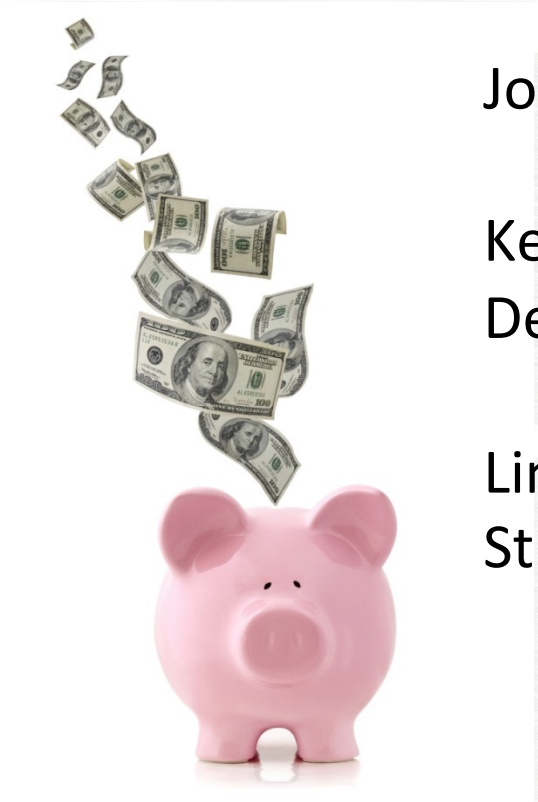
Presented by City of Bryan Economic Development



Joey Dunn, Deputy City Manager

Kevin Russell, Director of Economic Development

Lindsey Guindi, Director of Strategic Projects

Bringing Home the Bacon

Topics

- What is Economic Development and how it helps the community?
- Who are involved?
- What are the tools we utilize to make this happen?
- What are some examples?

What is Economic Development?

Policies and Programs that promote:

- Sustainable growth
- The creation of jobs
- Better job opportunities
- Tax base enhancements
- Business retention
- Economic diversification
- The improvement of quality of life

What is Economic Development? Cont.

Principles and Concepts:

- A carefully crafted mission with objectives, policies and actions
- Unique - no single catch-all formula works for every community – each has own set of challenges, opportunities, and political strengths and weaknesses
- Public + private partnerships
- Must answer the “but for” test
- Transparency
- Monitoring/Compliance

Bryan City Council Strategic Plan

Economic Development Strategic Initiative:

"**Bryan is an economically diverse and thriving community reaching out to both new and existing businesses.**"

Bryan City Council Strategic Plan Cont.

Key Results Area: City Wide Economic Development

Objectives:

- Encourage economic development opportunities in partnership with TAMU, Brazos County, RVP, BBC and St. Joseph Hospital
- Assist in the creation of new jobs
- Aid in the expansion of current business
- Encourage residential development

Bryan City Council Strategic Plan Cont.

Key Results Area: Bryan Business Council

Objectives:

- Encourage economic development opportunities within the Bryan Business Park
- Encourage economic development opportunities at Coulter Airfield
- Assist the RVP in recruitment of new industry
- Aid in the expansion of current business
- Explore opportunities to assist Texas Avenue property owners market, lease or sell their property

Bryan City Council Strategic Plan Cont.

Key Results Area: Research Valley Partnership

Objectives:

- Encourage economic development opportunities in partnership with TAMU, Brazos County, BBC, St. Joseph Hospital and the City of Bryan
- Assist in the creation of new jobs
- Assist the City increase property values
- Aid in the expansion of current business

Why Do We Need Economic Development?

- Ad hoc growth - Without an effective economic development program, our city may grow but not always in the way the community desires
- Tax base growth - Encouraging more private investment, increasing property valuation and providing more dollars to deliver high quality services (such as Police and Fire protection) and infrastructure
- Economic Development Programs allow Bryan to stay competitive with similar communities nationwide.

Who are Involved?

Primary – direct involvement for Bryan:

- Bryan City Council
- Bryan Commerce and Development (BCD)
- Bryan Business Council (BBC)
- Bryan – Brazos County Economic Development Foundation (BBCEDF)
- Research Valley Partnership
- Bryan City Staff

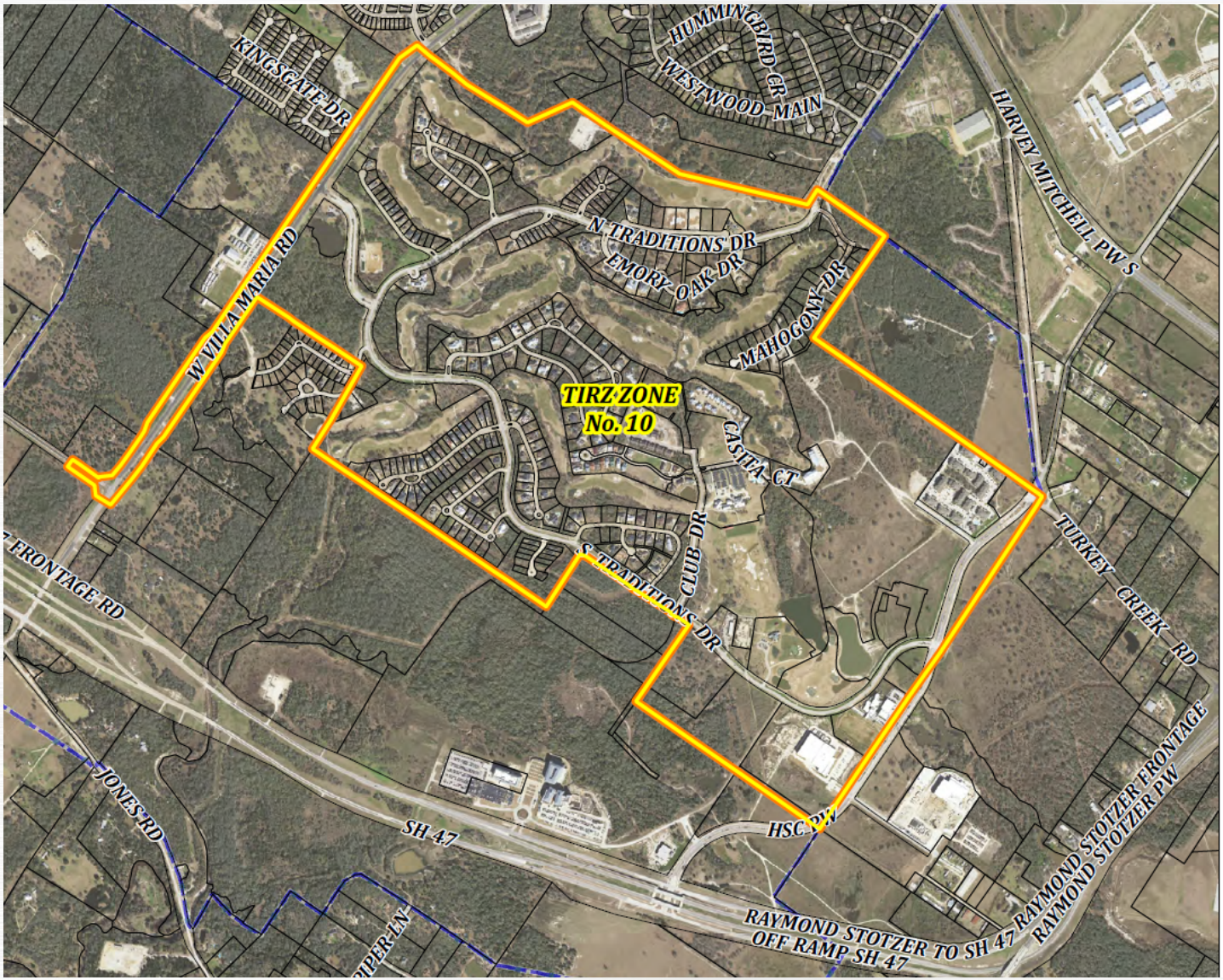
Major Partners:

- Bryan Independent School District
- Brazos County
- City of College Station
- Texas A&M University
- Blinn College

Economic Development Tools/Incentives

- Tax Increment Reinvestment Zones (TIRZ)
- Chapter 380's
- Tax Abatements
- Performance Agreements
- Other

TIRZ 10 - Traditions



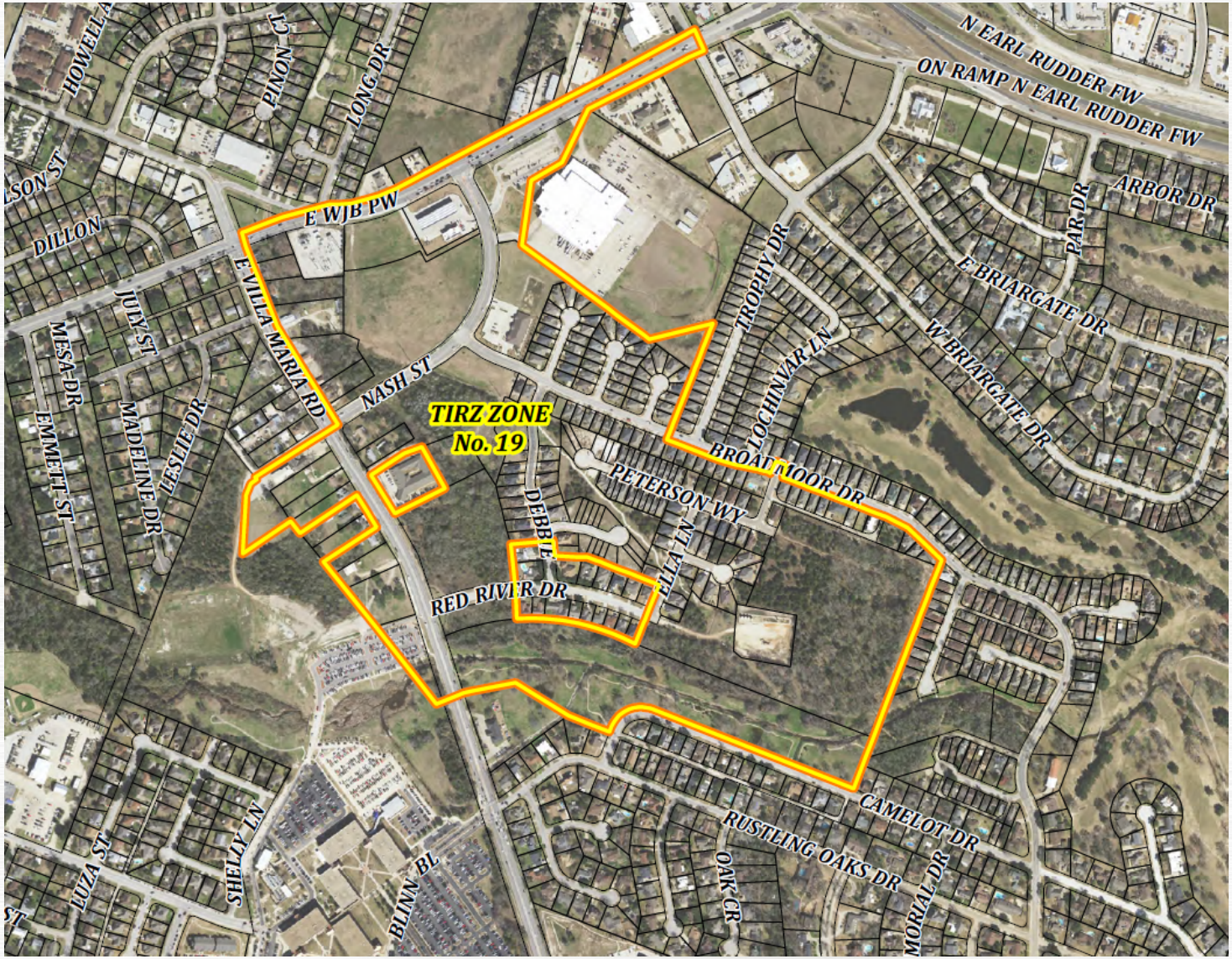
TIRZ 10 – Traditions Cont.

	FY 2015 Actuals (Unaudited)	FY 2016-25 (Forecasted)
Revenues	$2,178,423	$36,516,579
Expenditures	(2,015,815)	(24,892,417)
Chg. in Fund Balance	162,608	11,624,162
Beg. Fund Balance	18,841	181,449
End. Fund Balance	$181,449	$11,805,611

Base year 2001 taxable value: $637,640
2014 net taxable value: $178,967,116

- Principal balance outstanding at FYE: $7,965,728 – final debt payment in FY2025
- Revenue generated by TIRZ 10 in FY2025 (projected end of TIRZ 10) due to added property value is estimated to be $4,638,939.
- Fund balance in the TIRZ is projected to exceed the outstanding debt in FY2023.

TIRZ 19 - Nash


TIRZ ZONE
No. 19
N EARL RUDDER FW
ON RAMP N EARL RUDDER FW
ARBOR DR
PAR DR
E BRIARGATE DR
W BRIARGATE DR
TROPHY DR
LOCHINVAR LN
BROADMOOR DR
PETERSON WY
ELLA LN
DEBBIE
RED RIVER DR
NASH ST
E WJB PW
E VILLA MARIA RD
DILLON
JULY ST
MESA DR
EMMETT ST
MADELINE DR
LESLIE DR
HOWELL
PINON CT
LONG DR
CAMELOT DR
RUSTLING OAKS DR
OAK CR
MORIAL DR
BLINN BL
SHELLY LN
LUZA ST

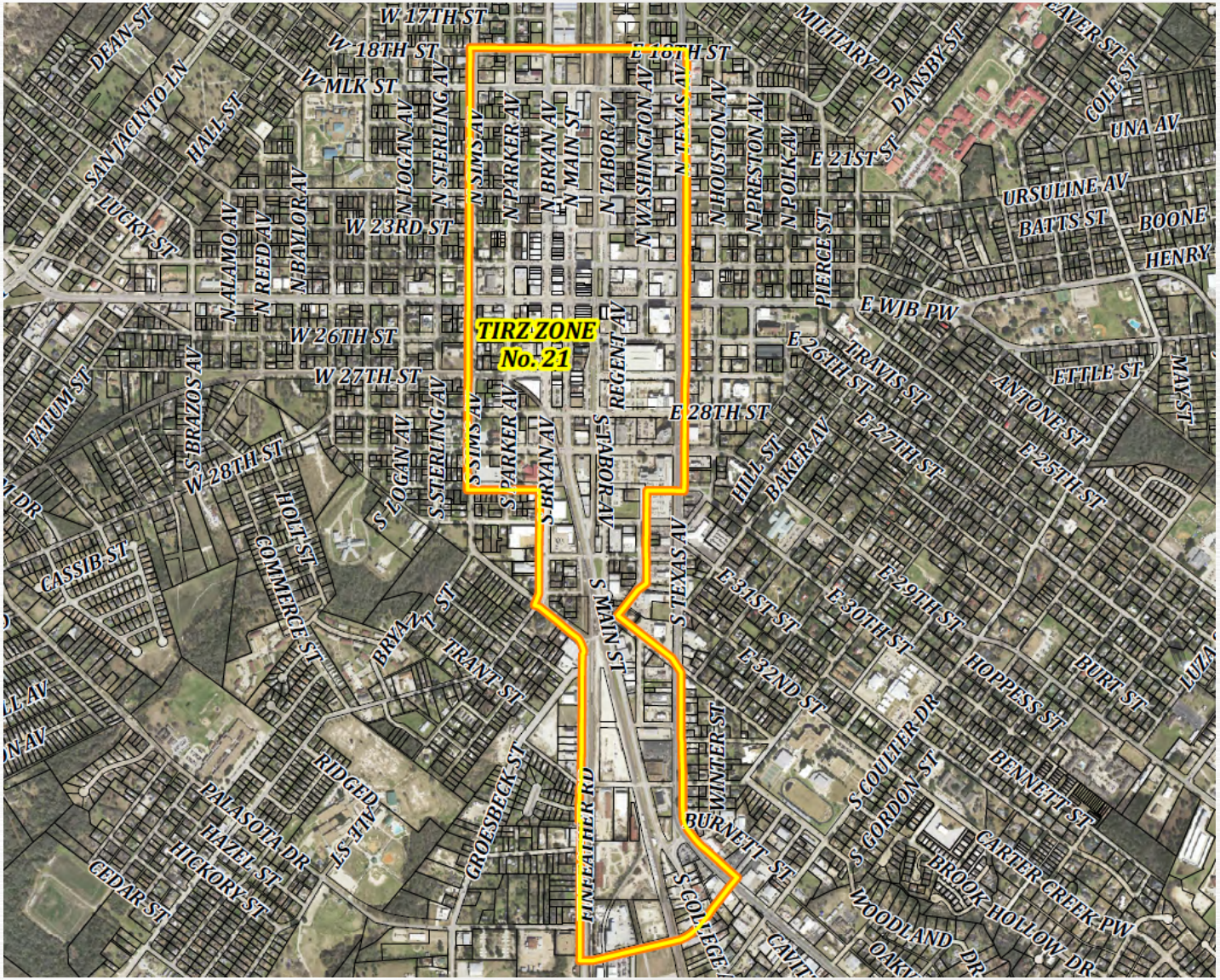
TIRZ 19 – Nash Cont.

	FY 2015 Actuals (Unaudited)	FY 2016-31 (Forecasted)
Revenues	$181,932	$6,443,814
Expenditures	(139,744)	(1,772,623)
Chg. In Fund Balance	42,188	4,671,191
Beg. Fund Balance	7,346	49,534
End. Fund Balance	$49,534	$4,720,725

Base year 2005 taxable value: $2,213,289
2014 net taxable value: $23,048,143

- Principal balance outstanding at FYE: $1,400,679 – final debt payment in FY2031
- Revenue generated by TIRZ 19 in FY2031 (projected end of TIRZ 19) due to added property value is estimated to be $485,590.
- Fund balance in the TIRZ is projected to exceed the outstanding debt in FY2021.

TIRZ 21 - Downtown



TIRZ 21 – Downtown Cont.

	FY 2015 Actuals (Unaudited)	FY 2016-26 (Forecasted)
Revenues	$99,745	$3,347,503
Expenditures	(88,451)	(1,379,807)
Chg. In Fund Balance	11,294	1,967,696
Beg. Fund Balance	250,755	262,049
End. Fund Balance	$262,049	$2,229,745

Base year 2006 taxable value: $41,070,995
2014 net taxable value: $56,999,200

- TIRZ 21 has no outstanding debt at FYE 2015
- Revenue generated by TIRZ 21 in FY2026 (projected end of TIRZ 21) due to added property value is estimated to be $409,807

TIRZ 22 – Target/Park Harrison

TIRZ 22 –Target/Park Harrison Cont.

	FY 2015 Actuals (Unaudited)	FY 2016-30 (Forecasted)
Revenues	$562,592	$11,398,454
Expenditures	(512,513)	(8,987,727)
Chg. In Fund Balance	50,079	2,410,727
Beg. Fund Balance	162,775	212,854
End. Fund Balance	$212,854	$2,623,581

Base year 2007 taxable value: $2,464,400
2015 net taxable value: $33,898,290

- Principal balance outstanding at FYE: $4,251,274 – final debt payment in FY2030
- Revenue generated by TIRZ 22 in FY2030 (projected end of TIRZ 22) due to added property value is estimated to be $650,008.
- Fund balance in the TIRZ is projected to exceed the outstanding debt in FY2026.

Chapter 380 Agreements

- Statutorily authorized in Chapter 380 of the Local Government Code
- Can be coupled with other mechanism to optimize desired results
- Incentivize developers, landowners and businesses to perform in a way that is of most benefit to a community.
- Many shapes and sizes (grants, tax rebates, fee waivers, sale of property, etc)

Tax Abatements

- Statutorily authorized in Chapter 312 of the Local Government Code
- Can be coupled with other mechanisms to optimize desired results
- Range from seven to ten years
- If the tax abatement is granted, the applicant must perform by meeting certain requirements that usually involve minimum improvement value, jobs and average salary

Performance Agreements

- Statutorily authorized in Chapters 501-507 of the Local Government Code
- Allows Bryan Commerce and Development (BCD) to enter into an agreement pursuant to their articles and bylaws
- Works similar to a Chapter 380 Agreement in that it allows BCD to incent individuals to perform in a way that benefits everyone

Examples

- Gunler Foods
- Pencro

- Oakmont
- Traditions
- Rudder's Landing
- Tejas Center
- Axis Pipe and Tube
- Coulter Airfield
- South College infill
- Downtown North

Gunler Foods
Axis Pipe
Coulter Airfield
Office Building Expansion
Currently shown: Nov 2007
2007
2012
Currently shown: Dec 2012
2007
2012
LOUISE MIKULIN RD
RABBIT LN
FM 2223
FM 974
DILLY SHAW TAP RD
MARINO RD
CARRABBA RD
HIDDEN TR
BRITTEN RD
SMETANA
2ND ST
4TH ST
5TH
7TH ST
AVENUE A
GOODSON BEND RD
SH 30
DEER RUN
PAILE RD
GOLDEN TR
BIRD POND RD

Downtown Bryan - Before

Trucks, Tortillas, and Tombstones (Part 2)

http://www.lylelovett.com/

Lyle Lovett and TAMU Professor Bob Rogers

Downtown Bryan - After

Downtown Bryan – After Cont.

Downtown Bryan - After Cont.

Timeline Comparison

	1990	2015
Population	55,268	82,000
Total Assessed Valuation	$1,287,258,529	$5,771,345,324
Annual Property Tax Revenue	$6,947,270	$18,807,438
Annual Sales Tax Revenue	$4,411,294	$17,396,880

Economic Development

Questions?

Contact us at 979.209.5130

economicdevelopmentweb@bryantx.gov