



Economic Snapshot: Poised for Growth

CITY OF EL CAMPO



About the City of El Campo

Located one hour southwest of Houston

Major corridors I69 and US Highway 71

Population just under 12,000

Largest city in Wharton County

Over 4,600 households

Median Income is \$45,500

About El Campo



About El Campo

Over 30% of our population speaks Spanish

Poised for growth, urban sprawl

Staff of 113 FTE

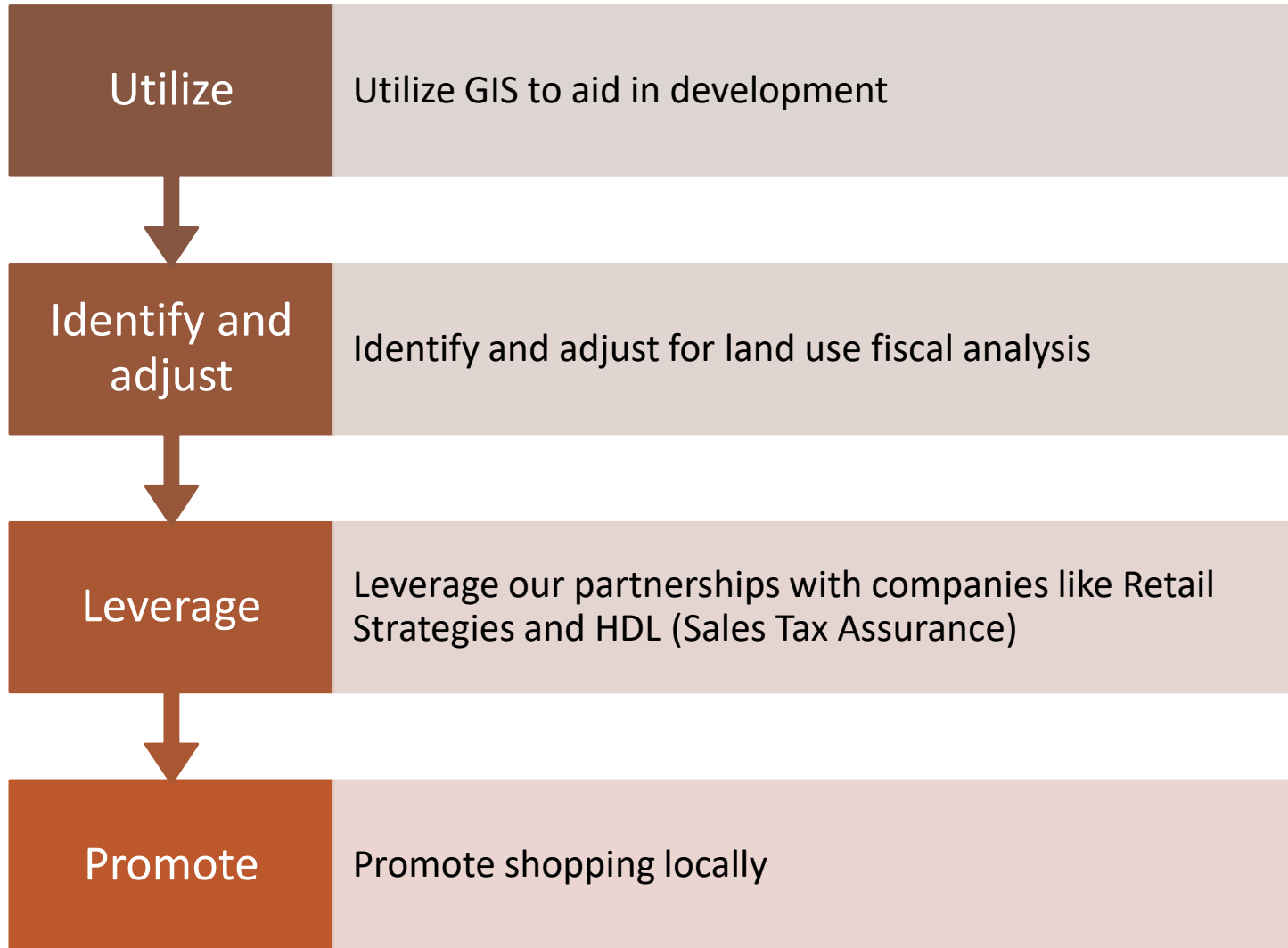
Provide Police, Fire, EMS, Waster and Sewer, Sanitation, Parks and Aquatics

New City Manager (internal candidate), May 1, 2019

New Council

Relatively new management team (EMS Director, Planning Director and Finance Director)





Tools for Growth

Strategic Plan Initiatives

To Protect and Enhance our Community Character

- Determine what needs to happen to market El Campo as a great place to live (examples: small town charm, college acceptance rates, technical trade skill development opportunities, quality of ISD, etc.)
- Understanding that rooftops follow growth, determine what goals need to be set regarding affordable housing
- Hire consultant to create a Target Business Analysis to identify what types of industry and which businesses El Campo should be pursuing to relocate

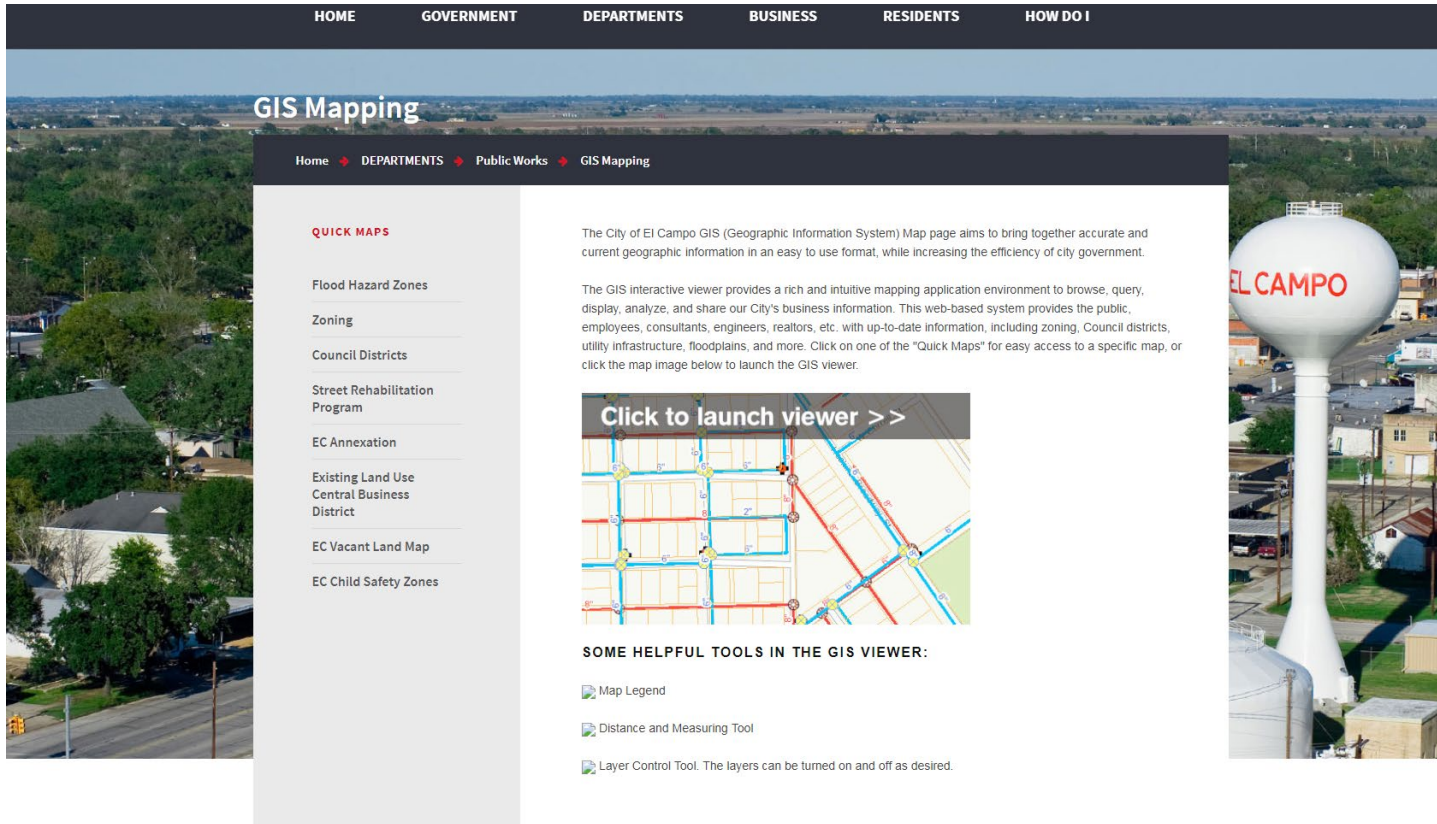
To Ensure Balanced Growth Throughout El Campo

- Create a Workforce Development Team
- Establish incentives and criteria to encourage new business or expand existing business

GIS

We have utilized GIS to further promote in-fill development and as a tool for developers, whether they are local or not. The platform provides information that would not typically be available in one site.

This has been used to facilitate growth primarily for residential, though we have seen some commercial opportunities come through.



Utilizing GIS

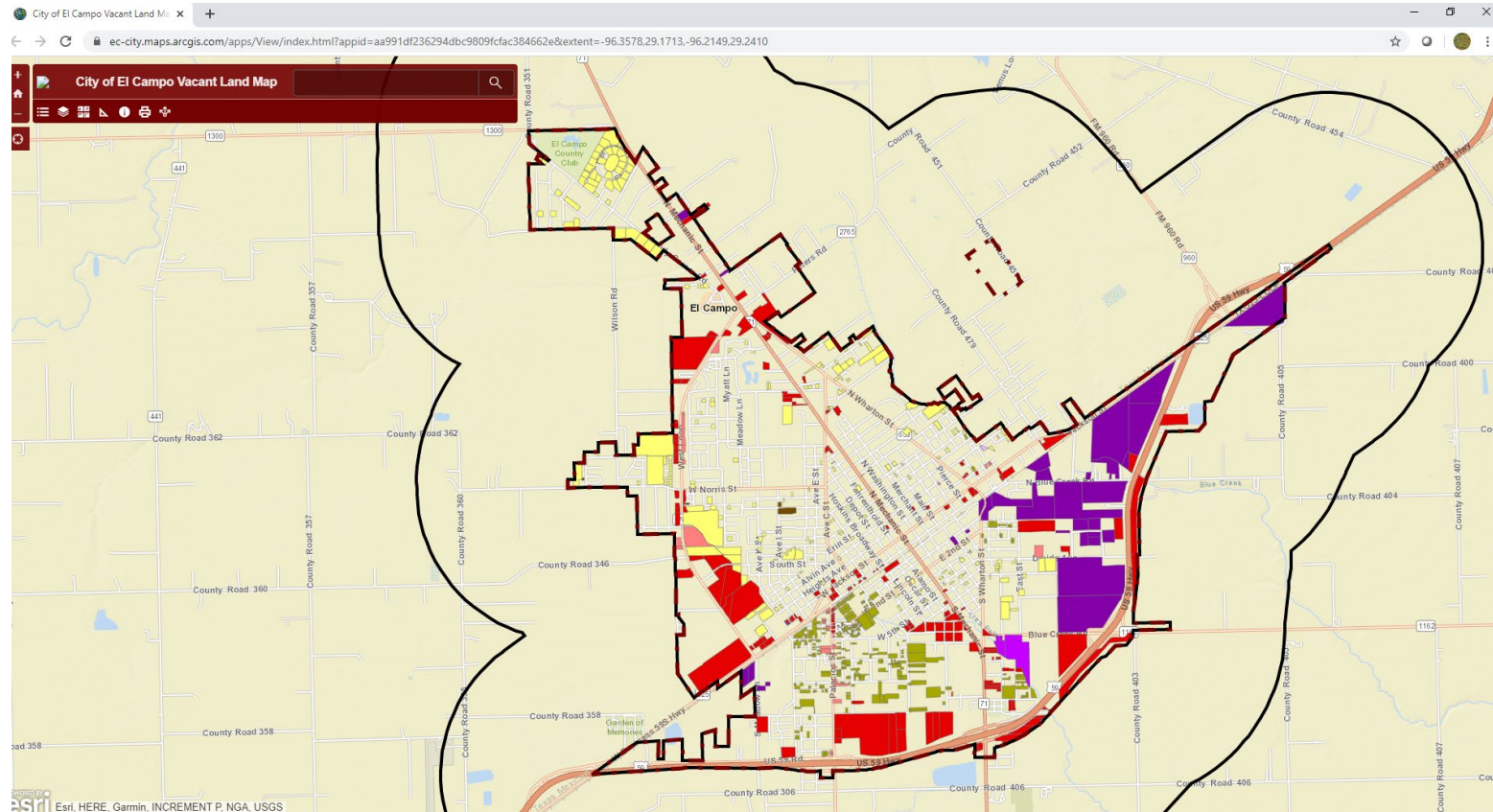
GIS Portal

Provide non-traditional maps, such as vacant land maps, child safety zones

Have reached out to high school, including AP Geography class to generate ideas for additional maps

Hosted a forum and have spoken to community groups about more maps that will provide useful information to citizens (such as mapping values, etc.)

GIS Maps

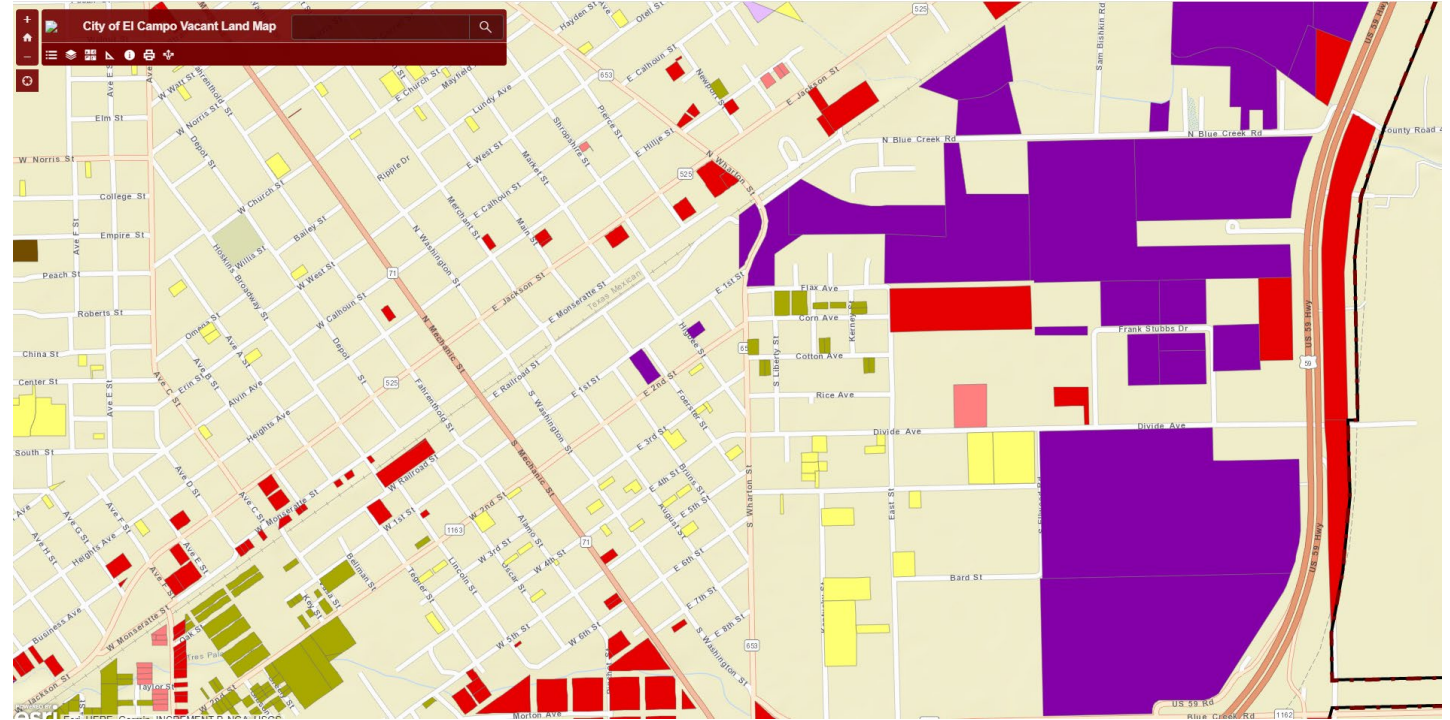


Vacant Land Use Map

Zoning is differentiated by color

Mapped by parcel

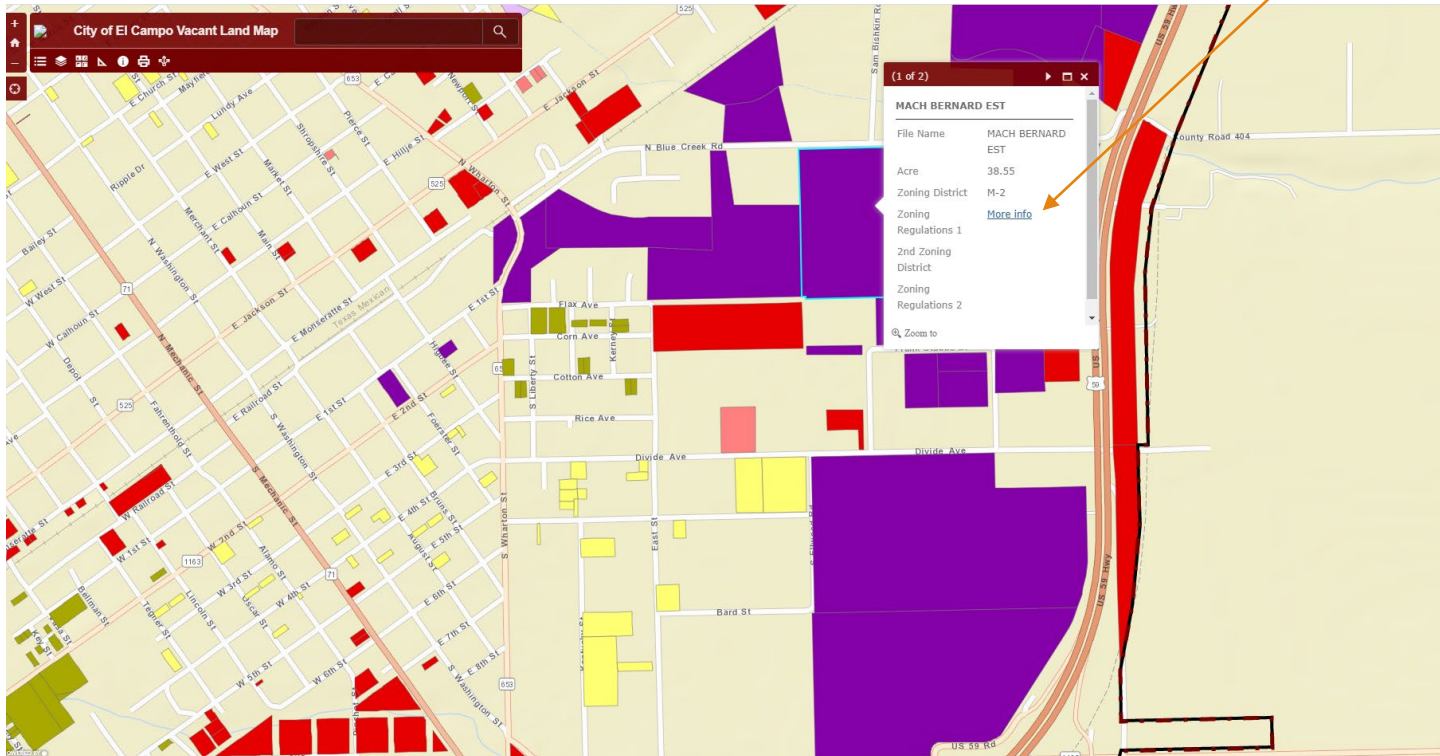
Data from Central Appraisal District



Vacant Land Use Map

Includes property information from the CAD (a link for appraised value)

Also includes zoning designation and a link of zoning regulations (what can and cannot be in that zone)



Land Use Fiscal Analysis

The City opted to take a broader look at development because we realized that our current pattern of development is not sustainable.

We hired Verdunity to perform the land use fiscal analysis, which they have completed for several cities in Texas.

Land Use Fiscal Analysis



Informs land use, annexation and growth management decisions



Creates zoning and design guidelines



Aligns development patterns



Informs infrastructure and economic development investments

Land Use Fiscal Analysis



Map current levy minus operating budget



Add projected general fund costs and unfunded street costs spread over future years



Use baseline model to project fiscal performance

Land Use Fiscal Analysis



IDENTIFIED GROWTH
PATTERNS



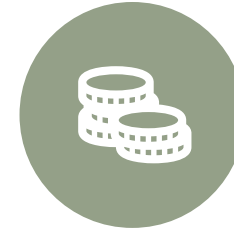
PROPERTY TAX RATE VS.
GENERAL FUND REVENUES
OVER TIME



GENERAL FUND COMPARISON
(GENERAL FUND/HOUSEHOLD)
TO AREA CITIES



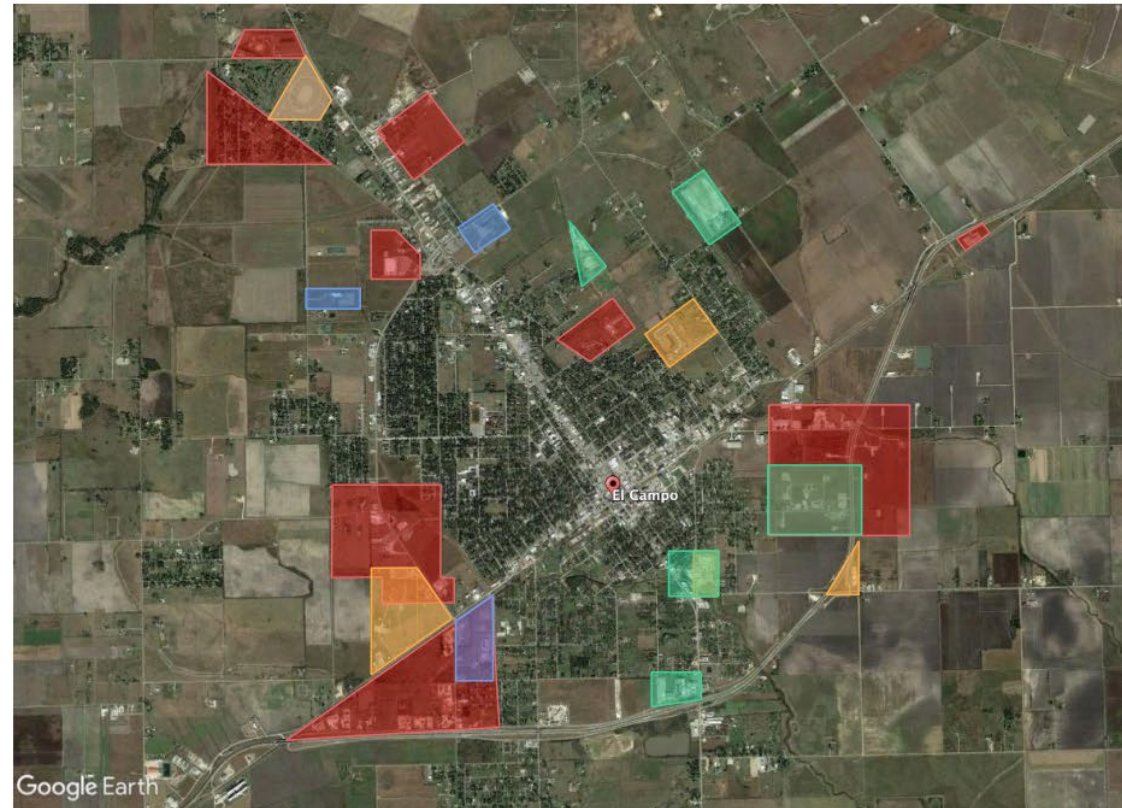
PROPERTY TAX LEVY BY
PARCEL



NET REVENUE PER ACRE

Land Use Fiscal Analysis

Growth Pattern: 2005 - 2018



Land Use Fiscal Analysis

Property Tax Rate vs. GF Revenue Over Time

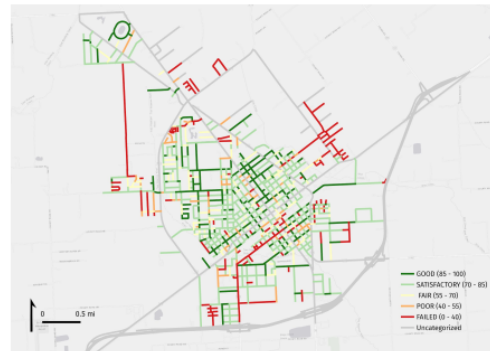


Year	Tax Rate	Revenue
2010	\$ 0.54435	\$ 2,401,196
2011	\$ 0.52797	\$ 2,632,303
2012	\$ 0.52538	\$ 2,621,552
2013	\$ 0.50728	\$ 2,632,523
2014	\$ 0.48064	\$ 2,645,687
2015	\$ 0.51058	\$ 2,516,759
2016	\$ 0.59177	\$ 2,561,737
2017	\$ 0.63000	\$ 2,713,038
2018	\$ 0.61414	\$ 3,097,597
2019	\$ 0.63218	\$ 3,008,052
2020	\$ 0.56887	\$ 3,006,690



Land Use Fiscal Analysis

Projected Street Replacement Costs

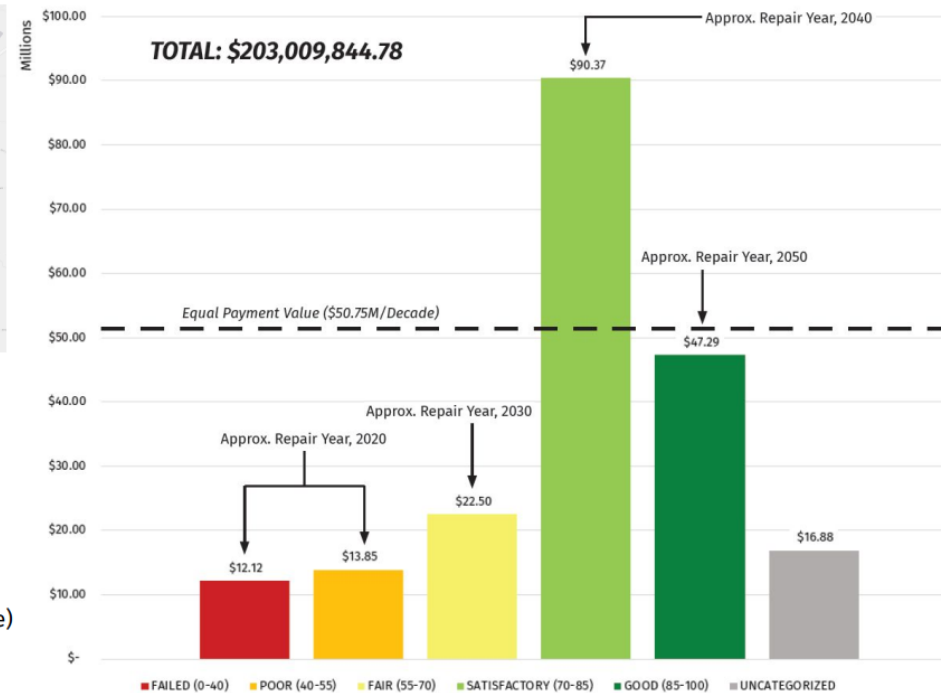


PCI

0-40 (Failed)
40-55 (Poor)
55-70 (Fair)
70-85 (Satisfactory)
85-100 (Good)

Replacement Timeframe

2020-2029
2020-2029
2030-2039
2040-2049
2050+ (use preventative
maintenance to extend life)



Leverage Our Partnerships

Retail Strategies – The City Development Corporation, the 4A Economic Development Corporation has retained Retail Strategies to recruit businesses.

Challenge

El Campo, Texas has a mission of providing fiscally responsible public services and public safety in support of quality of life, community character and economic opportunity for all residents. Part of the focus of quality of life and economic opportunity for their residents and business owners is building a **thriving retail sector.**

This city of 11,600 residents located just southwest of Houston, Texas has a Type A Sales Tax Funded economic development corporation. The economic development team is very limited in what they can do with retail recruitment, so the City of El Campo and City Development Corporation (CDC) of El Campo decided to hire an outside partner to help with retail development.

“ *The real difference is the team at Retail Strategies. Having their team recruiting on our behalf is wonderful. It isn't just another tool in the toolbox.* ”

CAROLYN GIBSON

Retail Strategies

Results

The quantitative data was presented to Palais Royale and it was the information they needed to make the decision to expand their footprint in El Campo. The retailer had debated for years if they should expand and with Retail Strategies information given to the tenant and the landlord, a deal was struck with Palais Royale to expand into an adjacent 6,000 sq. ft. former Blockbuster building.

The shopping center owner updated the exterior of the entire center, a vacant retail space was filled, and the city gained tax revenue.

"The *real difference* is the team at Retail Strategies. Having their team recruiting on our behalf is wonderful. It isn't just another tool in the toolbox," finished Gibson.

Other retail and restaurants that have opened include Taco Bell, Stripes, Sears Home Center and Domino's. An estimated **141 jobs** have been created and an **estimated annual sales tax of \$497,118** are generated due to the city's success with Retail Strategies.

PALAIS ROYAL



SEARS

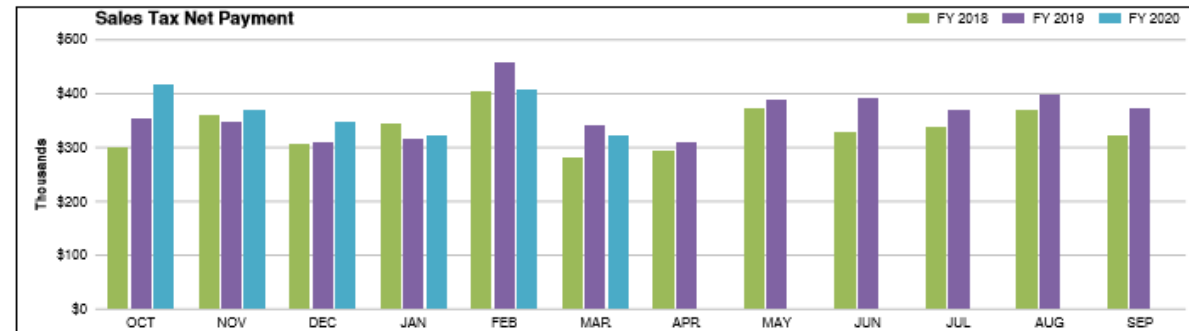


HDL – Sales Tax Assurance

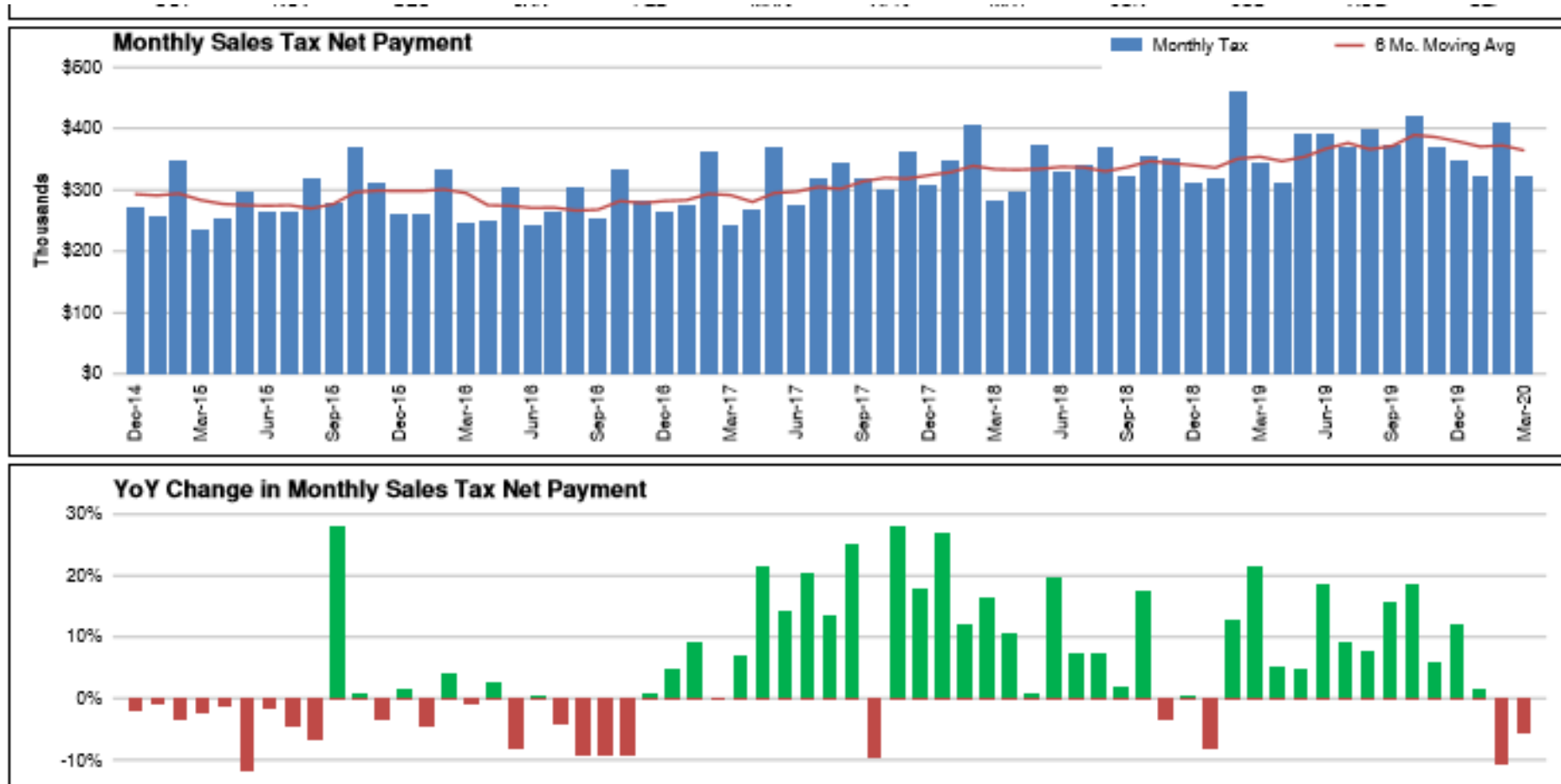
Hdl Companies
El Campo - Sales Tax Net Payment Trend

	FISCAL YEAR				
	2016	2017	2018	2019	2020
Oct	\$ 366,262	\$ 332,507	\$ 300,315	\$ 352,838	\$ 418,469
Nov	\$ 311,210	\$ 282,145	\$ 361,475	\$ 349,112	\$ 369,449
Dec	\$ 259,076	\$ 261,177	\$ 307,785	\$ 308,423	\$ 345,756
Jan	\$ 259,530	\$ 271,621	\$ 344,920	\$ 315,865	\$ 320,950
Feb	\$ 331,236	\$ 361,581	\$ 405,821	\$ 457,581	\$ 408,320
Mar	\$ 242,628	\$ 242,240	\$ 281,735	\$ 342,115	\$ 322,259
Apr	\$ 248,448	\$ 265,405	\$ 293,949	\$ 309,033	
May	\$ 303,752	\$ 368,954	\$ 371,446	\$ 389,097	
Jun	\$ 239,942	\$ 274,488	\$ 328,492	\$ 390,127	
Jul	\$ 262,174	\$ 315,741	\$ 338,522	\$ 369,889	
Aug	\$ 302,387	\$ 343,145	\$ 368,627	\$ 396,833	
Sep	\$ 252,170	\$ 315,996	\$ 322,263	\$ 373,222	
YEAR	\$ 3,378,815	\$ 3,635,001	\$ 4,025,349	\$ 4,354,135	\$ 2,185,203
YoY Change		7.6%	10.7%	8.2%	na

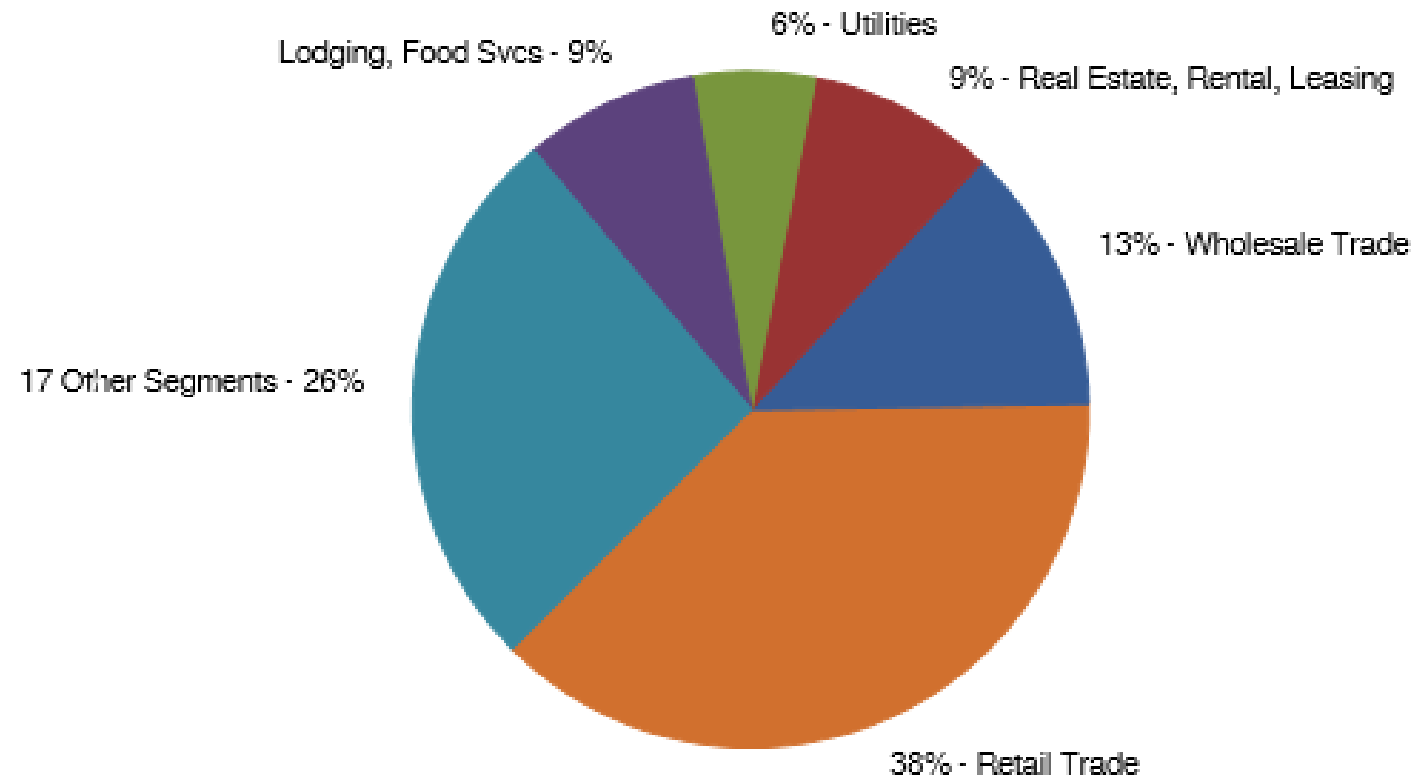
Change: FY '20/'19			
Month		Year-to-Date	
\$	%	\$	YTD %
\$ 65,631	18.6%	\$ 65,631	18.6%
\$ 20,337	5.8%	\$ 85,968	12.2%
\$ 37,333	12.1%	\$ 123,300	12.2%
\$ 5,085	1.6%	\$ 128,386	9.7%
\$ (49,262)	-10.8%	\$ 79,124	4.4%
\$ (19,855)	-5.8%	\$ 59,268	2.8%



Sales Tax Analysis



Sales Tax Analysis



Shop Local Campaign

**NOW MORE THAN EVER
PLEASE
SHOP
LOCAL!**

OUR BUSINESSES NEED YOU!

 **EL CAMPO**
TEXAS

Dedicated to helping El Campo grow and prosper
City Development Corporation of El Campo • www.elcampoeco.org
FIND OUT HOW WE CAN HELP:
979-320-7727 • CGIBSON@ELCAMPOECO.ORG

Shop Local Campaign

SALES TAX REVENUE
SALES TAX REVENUE
SALES TAX REVENUE
Sales Tax Revenue

Sales Tax Revenue
Sales Tax Revenue
Sales Tax Revenue



It's Growing El Campo. Why? Because You:

SHOP LOCAL!

KEEP IT UP! YOU ARE MAKING A DIFFERENCE!

THIS MESSAGE BROUGHT TO YOU BY: THE CITY DEVELOPMENT CORPORATION OF EL CAMPO
WE'RE SERIOUS ABOUT EL CAMPO'S FUTURE.
THANK YOU FOR HELPING THE CITY GROW!

www.elcampoeco.org • 707 Fahrenthold • El Campo, TX 77437



Shop Local Campaign



Shopping Local

CDC of EC SALES TAX RECEIVED COMPARISON
FYE SEPT 2010 THRU FYE SEP 2019

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	% Incr
October	32,126.78	36,952.01	42,437.68	48,010.07	46,149.19	46,160.29	61,372.85	55,756.25	50,410.78	59,144.06	117.32%
November	36,014.35	39,864.33	45,013.99	47,262.62	51,780.49	51,781.73	52,208.32	47,364.56	60,588.41	58,543.66	96.63%
December	34,503.47	35,548.64	44,454.96	44,955.31	54,766.28	54,756.43	43,518.91	43,869.63	51,649.62	51,759.50	100.21%
January	32,813.50	35,323.54	43,691.96	44,311.67	43,883.32	43,921.17	43,606.86	45,610.78	57,824.81	52,987.04	91.63%
February	38,612.57	46,981.17	52,200.59	54,690.94	58,866.52	58,875.09	55,526.81	60,602.01	67,988.81	76,611.64	112.68%
March	27,627.14	36,107.71	40,994.27	42,668.35	40,545.75	29,675.23	40,788.91	40,714.97	47,308.83	57,367.71	121.26%
April	30,130.25	32,048.79	42,567.72	43,749.75	43,137.96	42,178.13	41,752.74	44,583.69	49,345.08	51,852.42	105.08%
May	41,281.54	42,914.40	62,453.50	51,767.81	50,297.51	49,670.51	50,960.65	61,831.70	62,256.08	65,185.94	104.71%
June	35,361.94	37,446.98	44,466.77	45,937.68	49,674.86	43,873.90	40,312.52	46,101.10	55,104.53	65,357.78	118.61%
July	36,939.63	38,983.64	49,507.29	55,709.59	44,608.64	43,886.86	44,045.73	52,981.15	56,777.35	61,998.10	109.20%
August	41,790.73	48,159.36	47,541.31	55,021.35	55,431.36	52,901.10	50,750.43	57,547.39	61,792.97	66,500.34	107.62%
September	36,241.75	39,882.77	44,511.38	44,959.16	50,093.33	46,669.65	42,373.05	53,009.86	54,063.87	62,549.66	115.70%
Total	423,443.65	470,213.34	559,841.42	579,044.30	589,235.21	564,350.09	567,217.78	609,973.09	675,111.14	729,857.85	108.11%





Thank You

Courtney Sladek

City Manager

City of El Campo

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