



Economic Development at the City of Smithville

Thursday, August 31, 2023
6:00PM, City Hall

Vision and Values Statement

Adopted by Smithville City Council on 9/4/2002



Vision

- Our vision is to maintain a small-town sense of community while encouraging positive growth and continually improved standards of living for the citizens of Smithville, Texas.

Values

- Respect, appreciation, and regard for citizens and the environment
- Open, honest communication
- Teamwork within City government and support of all community-based organizations
- Innovation and improvement

Leadership Philosophy

- Focus on the customer
- Invest in our workforce
- Meet targeted financial and administrative goals

TOP 3-5 Projects (2023-2024) – Jill:

- **ECONOMIC DEVELOPMENT PLANNING/IMPLEMENTATION:**
 - Continue to support the Smithville Workforce Training Center as Board Chair/Member of the Executive Committee to oversee strategic planning, programming, and grants
 - Assist in the efforts to plan, strategize, and develop priorities and coordinate opportunities with Economic Development organizations throughout the County and in the region
 - Coordinate grant activities specifically around Community and Economic Development
 - Seek and implement opportunities for the community to learn more about economic development
 - Develop economic packets for investors/developers & respond to requests from Opportunity Austin
 - Prepare, distribute, and analyze an update to the Economic Development Survey
 - Serve as City liaison for coordination, development, and distribution of Comprehensive Plan
- **GRANTS PROGRAM:**
 - Work with the City Department Heads, SWTC, LRAA, Chamber, and other partners to seek funds for equipment, projects, and programs to improve quality of life for all in Smithville
- **COMMUNITY OUTREACH COORDINATOR SUPERVISION:**
 - Continue to supervise the "Community Outreach Coordinator" position
 - Encourage multi-channel communication & netweaving efforts
 - Support efforts and projects as "co-created" with community members
- **CITY WEBSITE UPDATE:**
 - Manage and coordinate City Website update together with Community Outreach Coordinator

2023/24 Budget Workshop #1



Economic Development Goals and Activities



- **Goals:**
 - High Employment
 - Sustainable Growth
- **Activities:**
 - Workforce Development
 - Promotion/Marketing of the Community and Available Land
 - Business Retention and Expansion
 - Entrepreneurial and Small Business Development
 - Tourism

Economic Development Partnerships & Memberships



Leading Partnerships

- [Smithville Area Chamber of Commerce](#)
- [Smithville Workforce Training Center](#)
- [Bastrop County](#)
- B.E.S.T. Leadership Group (Bastrop, Elgin, Smithville Texas)
- Downtown Business Alliance
- Many other Partnerships make for great successes

Memberships

- [Opportunity Austin](#)
- [Texas Economic Development Connection](#)
- [Texas Economic Development Council](#)
- [Texas Downtown Association](#)
- [Texans for the Arts](#)
- [Association of Rural Communities in Texas](#)

Demographics: 2020

Source: <https://data.census.gov/profile?g=160XX00US4868456>



Populations and People

Total Population
3,922

P1 | 2020 Decennial Census



Education

Bachelor's Degree or Higher
20.8%

S1501 | 2021 American Community Survey 5-Year Estimates



Housing

Total Housing Units
1,869

H1 | 2020 Decennial Census



Health

Without Health Care Coverage
10.7%

S2701 | 2021 American Community Survey 5-Year Estimates

New Homes Permitted since 1/2021: 53

TOTAL: 1,922



Income and Poverty

Median Household Income
\$58,095

S1901 | 2021 American Community Survey 5-Year Estimates

Older Population

17.8% ± 5.2%

65 Years and Older in Smithville city, Texas

13.2% ± 0.1%

65 Years and Older in Texas

DP05 | 2021 American Community Survey 5-Year Estimates

38.7 ± 8.0

Median Age in Smithville city, Texas

35.5 ± 0.1

Median Age in Texas

SISD Demographics



SISD Statistics	2011-22	2023-24
Beginning Teachers	7.5%	10.8%
1-10 Years	50.4%	41.5%
11-20 Years	25.4%	28.5%
21+ years	16.8%	19.2%
Average Teacher Salary	\$51,666	\$55,437
Total Student Enrollment	1,746	1,828
Economically Disadvantaged Students	56.5%	54.6%
Special Education	12.4%	14.8%
Emergent Bilingual/English Learners	8.2%	8.9%

Support the Workforce Training Center



- SWTC Brief History
 - Chamber Board approved Workforce Training as part of the Strategic Plan in 2019, before COVID shut everything down
 - TDA Grant of 2019 provided Plan Funds and the [2020-2025 Economic Development, Community Resiliency Strategic Plan](#)
 - COVID slowed progress, but by 2021, SDF grant provided to begin the SWTC, and additional grants have continued to support it
 - The time is right; grant award rate showcases our capable team
- Workforce IS Economic Development
 - Builds community capacity and resiliency
 - Offers education in skills leading to higher wages
 - Increases competitiveness of the region in attracting investment and new/expanding businesses

Top Employer Information

(Confirmed 2023, *2017 Employment Numbers)



- | | |
|---|--|
| 1. Smithville ISD: 278 | 6. Last Resort: 75 |
| 2. Ascension-Seton Regional Hospital: 185* | 7. Brookshire Brothers: 65 |
| 3. Towers Nursing Home: 120 | 8. Spiradrill: 55 |
| 4. City of Smithville: 85 | 9. Cen-Tex Marine Fabricators Inc: 54* |
| 5. Union Pacific RR (employed in Smithville): 75* | 10. Serenitystar Recovery: 45 |

Regional Economic Development Opportunities



- Opportunity Austin Membership since 2015
 - Networking and Educational Opportunities
 - RFI Project
- Local Efforts for a Regional Impact
 - Liquor by the Drink
 - Freeport Exemption (city and county)
 - Goods in Transit Exemptions
- Monthly BEST Breakfasts with County Leadership (over 25 years)

Opportunity Austin/ Austin Chamber



Resources

- Smithville is included in "[Community Profiles](#)"
- Monthly Regional Partners Networking Lunches
- Quarterly Luncheons
- Annual Stakeholders' Meeting
- Technical Assistance
- [Monthly Economic Indicators](#)
- Business Relocation Leads (RFI program: 2-4/week)

RFI Tally: 1/1/23 to 8/25/23

- 62 Total Business Relocation Leads
- 2 were applicable and submitted during this timeframe
- Of those that were not submitted:
 - 26 (42%) required an existing building not available here
 - 16 (26%) needed more land/acreage than available
 - 4 (6%) required utility parameters we were not able to meet
 - 15 (24%) had some other more specialized requirement

Coordinate Grant Activities (Examples of Successful Grant Applications)



Economic Development-Specific

- US Economic Development Administration -- \$1M for water & wastewater at the Industrial Triangle
- St. David's Foundation -- \$27,000 for 30 \$750 grants directly to businesses for COVID Relief
- Texas Department of Agriculture -- \$30K for Planning & \$1M for Implementation for Workforce Training & Innovation Center
- St. David's Foundation -- \$400K in total for Workforce Training Center

Community Development

- Texas Department of Housing and Community Affairs - \$1.8M (24 HOME Grant Homes)
- Good Jobs Grant -- \$5M to the region through Workforce Solutions, Rural Capital Area

SLIDE TOTAL: \$10.7M

Coordinate Grant Activities (Examples of Successful Grant Applications)



Infrastructure

- TXDOT Sidewalks -- \$4.3M
- Capital Area Metropolitan Planning Organization Surface Transportation Program- Metropolitan Mobility (CAMPO-STP-MM) – \$12.7M plus \$4.7M for Utilities Relocation per SB-1512 for SH95 Expansion
- FEMA Hazard Mitigation Grant Program (HMGP) - \$3.9M (Drainage)
- TXDOT Aviation Grants - \$2.5M (Airport Development Plan, Hangar Purchase, RAMP)
- Community Development Block Grant (CDBG) – \$2.5M (Dorothy Nichols Water Plant Expansion / MLK Water Line upgrade)
- General Land Office (GLO) – \$18.7M (Rec Center Expansion, Drainage, Comp Plan)
- Texas Water Development Board - \$200k (Flood Plain Modeling)

SLIDE TOTAL: \$51.3M

More State/Federal Grant Opportunities (Selected)



Texas Department of Agriculture

- [Rural Community Development Block Grant \(CDBG\)](#)
- [State Trade Expansion Program \(STEP\)](#)
- [Texas Rural Business Fund \(TxRBF\)](#)
- [Agricultural Development District](#)
- [Broadband Accessibility](#)
- [Trade and Business Development Regional Staff](#)
- [Rural Community Development Block Grants \(CDBG\)](#)

US Department of Agriculture (USDA)

Rural Development Business Programs

- Business and Industry Loan Guarantees
- Energy Programs

US Economic Development Administration (EDA)

- [Re-compete Pilot Program](#)
- Disaster Recovery
- [Build to Scale](#)

Educational Opportunities



- Training Opportunities
 - International Economic Development Council Basic Training Course and Conferences
 - Texas Economic Development Council Conferences
 - Texas Municipal League
 - Texas Downtown Association
- Educating & Engaging the Community
 - Public Meetings
 - Reports and Surveys
 - Workshops
 - Community Engagement Coordinator
 - Lorie Vincent Economic Development Series



Economic Development Educational Activities



Lorie Vincent -- Eco Devo/Workforce Meetings -- Schedule

#	Date	Time	Location	Topic
Kickoff	3/18/2023	5-6PM	City Hall	Council Workshop: Introduction
1	4/18/2023	6-7PM	SCG	Hot Topic Huddle (HTH): Retail
2	4/25/2023	11A-1:30P	FNB	Bank/Finance Organization Lunch & Learn
3	5/16/2023	11A-1:30P	Fat Cat	Telling Your Story Lunch & Learn
4	6/20/2023	6-7PM	Rec Ctr	HTH: Attainable, diversified, workforce housing
5	7/18/2023	6-7PM	Rec Ctr	HTH: Workforce/Talent Development
6	8/8/2023	6-7PM	FNB	HTH: Tourism/Parks/Recreation
7	Oct. TBD	5:30-7PM	City Hall	Council Workshop: Downtown Renaissance
8	11/13/2023	6:00PM	City Hall	Council Report: Wrap Up/Lessons Learned/Next Steps

Links: [Videos of Workshops](#) and [Lorie's Resources](#)

Business Packets for Investors & Developers



Site and Community Information
Smithville Industrial Park
 Smithville, Bastrop County, Texas
 734 NW Loop 230 * 30.029526, -97.163489

For more information
 Jill Strube, Ph.D., Director of Economic Development & Grants Administration
jstrube@ci.smithville.tx.us
 512-257-5282 x 2109 (office)
 512-789-8413 (cell)

NOTES

- All dimensions are subject to change.
- All on-site dimensions are approximate.
- Topography shown is for general information only.
- Topography shown is based on Bastrop County data.

Smithville Code of Ordinances: Chapter 14, Exhibit A: Zoning Ordinances
<https://www.ci.smithville.tx.us/14>

6.2 Master Table of Uses

Use	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
1. Single-Family Residential																			
2. Two-Family Residential																			
3. Multi-Family Residential																			
4. Commercial																			
5. Industrial																			
6. Office																			
7. Retail																			
8. Entertainment																			
9. Public Use																			
10. Agricultural																			
11. Forest Land																			
12. Wetlands																			
13. Other																			

Marketing Activities



- Electronic Billboard
 - Businesses are encouraged to take advantage of a discounted rate through the City program
- Opportunity Austin
 - Lead Submissions
 - Community Profile
- Texas Economic Development Connection
 - Partner Profile
- Association of Rural Communities in Texas
- Texas Downtown Association



Community Surveys

- 2013-14 Basic Economic Development Survey
- 2018 Culture and Arts Eco Devo Survey
- Intention to survey the community periodically, focusing on different elements of Economic Development
- 2023-24 Return to Basic Survey and Establish Simplified Formats for focus area surveys for the future



Comprehensive Plan

- GLO Funding available Fall 2023
- Community members to attend workshops focusing on various components of the plan including:
 - Demographic & Land Use Analysis
 - Business and Economic Development
 - Historic Preservation
 - Sustainability and Environmental Issues
 - Volunteer Development
 - Parks and Recreation
 - Education & Workforce Development
 - Housing
 - Transportation
- Planning process will take about 18-24 months

Review of Previous Planning

(Selected)



- Comprehensive Plans
 - COS 2007 Comp Plan
 - [COS 2011-12 Comp Plan](#)
 - Upcoming FY 2023-24
- [2020-2025 Economic Development, Community Resiliency Strategic Plan](#)
- [2016 Airport Development Plan](#)
- [2014 Economic Development Survey](#)
- [2013 Cultural District Business Plan](#)
- [2010 Safe Routes to School Plan](#) & subsequent [sidewalk network](#) active map

Tools in the Toolbox: Incentive Programs



State Tools

- Double Goods-In-Transit/Freeport Exemption (City & County)
- Central Texas Foreign Trade Zone (FTZ-183)
- Texas Sales Tax Rebate
- Opportunity Zone adjacent to City Limits
- No personal or corporate income tax
- Right to Work State

City Tools

- Chapter 14, Exhibit A: [Zoning Ordinances](#)
- Chapter 380 Agreements (Performance-Based Tax Rebate) – also: 381 Agreements if through Bastrop County
- Innovative Projects
 - Solar Power Purchase Agreement
 - TXDOT Aviation Hanger Purchase
- Workforce Training Center

Tools in the Toolbox: City-Run Programs

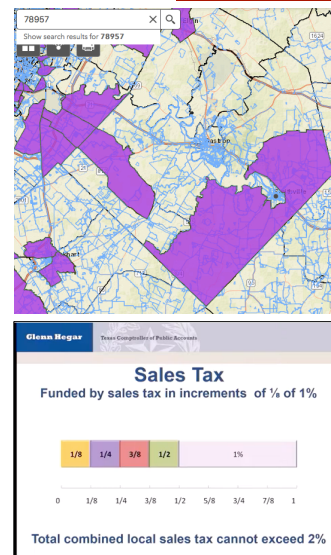


- Annexation Planning
- Community Planning
- Community Profile
- Comprehensive Planning
- Data Gathering and Analysis
- Overlay District Development
- Public Engagement
- Public Utilities Needs Assessments
- Site Validation
- Special Area Plans
- Staff Augmentation Plans
- Transportation Plans
- Developer Engagement

Potential Options to Explore



- Tax Increment Financing (TIF)
- Tax Increment Reinvestment Zone (TIRZ)
- Public Improvement Districts (PID)
- Opportunity Zones
- [Enterprise Zones](#)
- [TDA Main Street Program](#)
- [THC Associate Network](#)
- [Type A/Type B Sales Tax Economic Development Corporations](#)
- Public Economic Development Organizations (PDO)
- Private Economic Development Organizations & Certified Development Corporations



Department 300: Grants & Economic Development



CITY OF SMITHVILLE GENERAL FUND
FISCAL YEAR 2023-24 PROPOSED BUDGET
V.2

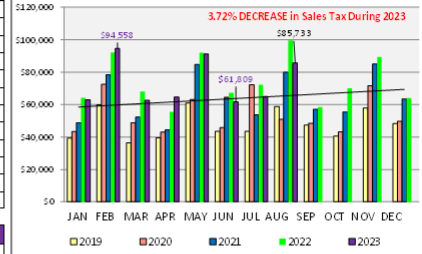
	2018-19 ACTUAL	2019-20 ACTUAL	2020-21 ACTUAL	2021-22 ACTUAL	@ 8/8/2023 2022-23 YTD ACTUAL	2022-23 BUDGET	PROPOSED 2023-24 BUDGET	\$ amt diff
300 GRANTS & ECONOMIC DEVELOPMENT								
SALARIES	30,278	32,694	33,840	72,157	64,954	77,833	82,974	5,140
PAYROLL BENEFITS	8,130	8,605	8,911	18,906	20,569	24,154	27,997	3,843
TOTAL PERSONNEL	38,408	41,299	42,751	91,063	85,523	101,988	110,971	8,983
5110 ADVERTISING & PUBLICATIONS	230	2,068	1,066	1,291	894	1,500	1,500	0
5120 COMMUNICATIONS & PHONE	240	240	240	240	220	240	240	0
5140 DUES & SUBSCRIPTIONS	928	1,160	1,375	1,280	3,000	3,780	3,500	(280)
5190 TRAVEL & TRANSPORTATION	500	0	0	111	129	500	500	0
5200 TUITION & REGISTRATION	514	500	475	1,575	525	3,500	3,325	(175)
5210 MEALS & LODGING	1,155	636	0	367	883	2,250	2,250	0
5270 LEGAL	882	0	0	0	0	0	0	0
5280 WEBSITE EXPENSE	1,000	0	0	0	0	0	5,320	5,320
5290 OTHER PROFESSIONAL SERVICES	11,132	1,232	500	1,300	2,975	5,000	5,375	375
TOTAL SERVICES	16,582	5,837	5,656	6,164	8,626	16,270	22,010	5,740
542048 OPERATING CLOTHING & UNIFORMS	30	0	0	7	145	500	500	0
5490 COMPUTER/OFFICE	0	0	150	108	0	0	0	0
TOTAL SUPPLIES & MATERIALS	30	0	150	115	145	500	500	0
5746 COMMUNITY ENGAGEMENT PROJECTS	0	0	0	8,361	13,074	27,713	5,000	(22,713)
5757 OTHER PUBLIC SERVICES	0	0	0	0	0	0	0	0
5747 BILLBOARDS	5,400	382	750	1,900	1,800	2,000	2,000	0
5744 CULTURAL DISTRICT	2,453	4,500	3,119	4,158	6,353	12,000	10,000	(2,000)
5748 FAÇADE GRANT	0	5,000	5,000	5,000	0	5,000	5,000	0
5764 SPECIAL PROJECTS	15,000	15,000	15,000	15,000	0	0	0	0
TOTAL OTHER CHARGES	22,853	24,882	23,869	34,318	21,227	46,713	22,000	(24,713)
CAPITAL EXPENDITURES								
BUILDING & STRUCTURES	0	0	0	0	0	0	0	0
TOTAL CAPITAL EXPENDITURES	0	0	0	0	0	0	0	0
TOTAL GRANTS & ECO DEV	77,873	72,018	72,446	131,661	115,522	165,471	155,481	(9,990)

Smithville Sales Tax Revenue (2019-2023)

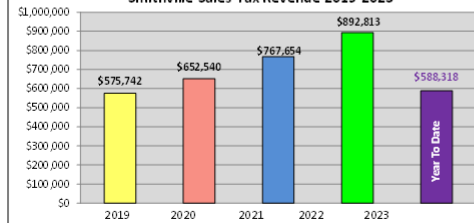
	2018	2019	2020	2021	2022	2023
JAN	\$48,401	\$39,325	\$43,347	\$48,759	\$64,226	\$62,860
FEB	\$64,805	\$59,926	\$72,422	\$78,459	\$92,024	\$94,558
MAR	\$36,869	\$36,333	\$48,809	\$52,210	\$68,204	\$62,561
APR	\$35,610	\$39,391	\$42,977	\$44,438	\$55,574	\$64,717
MAY	\$55,277	\$60,837	\$63,095	\$84,622	\$92,007	\$91,169
JUN	\$38,393	\$43,545	\$45,779	\$64,516	\$67,197	\$61,809
JUL	\$40,403	\$43,536	\$72,352	\$53,723	\$72,234	\$64,911
AUG	\$55,210	\$58,843	\$50,878	\$79,858	\$99,610	\$85,733
SEP	\$39,823	\$47,330	\$48,442	\$57,169	\$58,446	
OCT	\$38,093	\$40,562	\$43,150	\$55,398	\$69,994	
NOV	\$66,784	\$57,870	\$71,574	\$85,087	\$89,312	
DEC	\$46,626	\$48,244	\$49,714	\$63,415	\$63,985	

Sales Tax Revenue	2018	2019	2020	2021	2022	2023
	\$566,295	\$575,742	\$652,540	\$767,654	\$892,813	\$588,318

Monthly Sales Tax Revenue Trend (2019-2023)



Smithville Sales Tax Revenue 2019-2023



Data Source: <https://comptroller.texas.gov/transparency/local/allocation/sales-tax/cities.php>

SHOP LOCAL

It makes a difference!!!

Sales Tax Revenue helps pay for Fire,
Police, Street Repairs, Library, and Animal
Control