



Strategic Plan for Economic Development 2016-2017

Goals (What do you want to do?)

Strategies (What can you do?)

Actions (What will you do next year?)

BUILDING

SPRINGTOWN'S

ECONOMIC DEVELOPMENT PROGRAM

Mission Statement: The Springtown Economic Development Plan and associated programs are to assist in providing a robust and diversified economy with a similarly robust and diversified tax base for the City, its residents and property owners.

GOALS (WHAT DO YOU WANT TO DO)

Goal 1. Dedicate SPRINGTOWN to Progress –

“If you are not growing you are dying” a quote from Cliff Bragg.

Springtown needs to proactively moving forward, small steps at a time to build momentum.

Strategies (What can you do?):

Strategy A. Compete for and encourage residential development with City limits.

Action (What are you going to do in the next year?)

- A1. Market the deal points of greater value for residential development in Springtown on City web site and Facebook. Feature builders building in City.*
- A2. Contact area residential developers to encourage their investment in Springtown.*

A3. Contact regional residential developers to encourage their investment within Springtown.

A4. Seek out additional residential development sites and opportunities in Springtown.

Strategy B. Financially support public infrastructure upgrades.

Action (What are you going to do in the next year?)

B1. Support financially results of the water rate/sewer rate Study.

B2. Support financially sewer line extension from 3rd St to Treatment plant with a preliminary engineering study.

B3. Update and adopt a proactive Thoroughfare Plan that encourages development.

B4. Develop a plan for construction of sewer lines to 9th street industrial development area.

B5. Develop plans for bond financing of utility relocation and construction of upgrades to FM 51 from SH 199 through the Historic Square to north Ninth Street.

Strategy C. Seek out and support commercial development opportunities at areas along SH 199 & along FM 51 for development of restaurants, youth & family entertainment venues, general merchandise and sporting goods.

Action (What are you going to do in the next year?)

C1. Attend the North Texas Commercial Association of Realtors Trade show in August 2017.

C2. Attend the Texas Deal Making Trade Show of The International Council of Shopping Centers

Trade show in November 2017.

- C3. Utilize & keep fresh and up to date the web site and Facebook to market commercial properties in Springtown.*
- C4. Proactively contact real estate agents representing Franchised restaurants and general merchandise Stores regarding Springtown advantages.*
- C5. Attend the DFW Marketing Team meetings to promote Springtown.*
- C6. Springtown join and participate in Area and Fort Worth Chamber to expose that market to Springtown.*
- C7. Develop an investment opportunities brochure for marketing Springtown.*

Strategy D. Train the Planning and Zoning Commission to assist Council in proactively planning and encouraging new development of all types that add to the tax rolls and provides a sound community asset.

Action: (What are you going to do in the next year)

- D1. Establish a P & Z handbook and hold 6 monthly training sessions to empower the Planning and Zoning Commission members to lead the role of advising Council and guiding land use and site design of new development, encouraging investment and enabling local citizens to improve their properties.*

Goal 2. Develop a Strong Quality of Place- create a quality brand within the region, embrace Springtown's assets, let everyone know, work at opportunities to attract next generation of workers and talent and support the Historic Square.

Strategy A; Develop the "Brand" Springtown.

Action (What are you going to do in the next year?)

2A1. Continue utilizing the Web Site as a central source of economic information, expand to other social media forms including Facebook, LinkedIn and YouTube.

2A2. Create an initial video, short 2 minute, of Springtown for YouTube and placement on the web Site, including the Historic Square and Tabernacle.

2A3. Develop 3 trade show banner panels for use at trade Shows and events to market Springtown with the aerial Brochure and property inventory sheets.

Strategy B: Embrace the Springtown assets.

Action (What are you going to do in the next year?)

2B1. Team with Springtown Chamber of Commerce to reach out to existing businesses and aid in their progress and expansion.

2B2. Encourage entrepreneurial activities such as Homebased businesses, food trucks events at Historic Square, and startup business loft rentals or spaces at Historic Square to allow Springtown youth and hometown adults to start businesses and stay in

Springtown.

2B3. Team with Weatherford College and SBDC to start entrepreneurial classes in Springtown at the Annex.

2B4. Encourage diversity of housing types to attract and keep younger workers and create a sense of excitement and liveliness.

2B5. Team with School district & Chamber members to teach “how to start a business” and encourage entrepreneurial activities.

Goal 3. Make is Fun to Live In Springtown- start small and support what works now responding to the requests of your residents.

Strategy A: Encourage the city, community, entrepreneurs and investors to create wholesome entertainment options for youth and adults.

Action (What are you going to do in the next year?)

3A1. Research the roller skating business, bowling business and family movie business to see if the business requirements can be met in Springtown.

3A2. Identify sites for potential roller skating, bowling and movie theater business in Springtown to match the required business criteria.

3A3. Plan for outdoor recreation options such as walking and bicycle trails with all new residential and commercial development to encourage private sector sports and sporting goods businesses.

- 3A4. Encourage the arts in music performances, movies in the Historic Square or park, community supported holiday happenings for teens and youth as well as children.*
- 3A5. Encourage community groups and citizens to develop local teen, youth and young adult entertainment events at the Historic Square*

Goal 4 Develop plans of large acreage locations to become business parks that attract job creating businesses and industry-

implement land use goals with industry north of 9th street and at Williams Ward Road seeking opportunities for large acreage sites (30+), planning for manufacturing and businesses that create significant numbers of jobs.

Strategy A. Encourage & market development of planned business park developments being 30 to 100 acre tracts.

Action (What are you going to do in the next year?)

- 4A1 Identify tracts inside and near the City to be potential planned business park developments.*
- 4A2 Begin discussions with property owners of the need for and desires of the City to partner with the owners on development of the planned business parks.*
- 4A3 Prepare inventory sheets to begin the marketing of the properties.*

4A5 Target potential types of businesses for the planned business parks.

4A5 Plan for marketing of the planned business parks.

Strategy B. Develop a 5 year plan to extend infrastructure and development controls to the selected planned business park sites.

Action (What are you going to do in the next year?)

4B1. Plan key infrastructure including engineering studies over next 5 years.

4B2. Explore financing options for sanitary sewer and other infrastructure needs to the planned business park sites.

4B3 Establish development controls for business park sites.