

City of Springtown
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Where Country Meets Living

VISIONING.....

AN ECONOMIC DEVELOPMENT

PROGRAM

Surveys Developed By and Visioning Report Prepared by.....

MUNDO & ASSOCIATES, INC.

Economic Development, Planning and Civil Engineering
mundoandassociates.com

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VISIONING SURVEYS

BUILDING AN ECONOMIC DEVELOPMENT PROGRAM

How does a community begin the process of building an economic development program? You start by asking your community what they desire for new investment, jobs and opportunity. What is the vision of the future of Springtown? There were three surveys developed to ask questions of stakeholders of the city, citizens of the city, plus visitors to the city.

STAKEHOLDERS OF THE CITY

Community citizens and business leaders who hold positions of responsibility or have lived in the community a long time had a unique opportunity to share opinions about the future on Springtown. The goal was to have 30 of such leaders respond to the survey. Survey responses total 31. Survey questionnaires were completed between November 2015 and March 2016.

CITIZENS OF THE CITY

The citizens of Springtown were provided an opportunity to complete the citizen survey at the Optimist Pancake Dinner in March 2016. Also the citizen survey was available on the web site in March 2016 as an opportunity to allow citizens to download and complete the survey. Fifty one surveys were completed at the Pancake Dinner. No surveys were received from the web site.

VISITORS TO THE CITY

An opportunity was taken, at the most recent Wild West Festival in September 2015, to survey visitors to the city and festival. One hundred surveys were completed at the Festival.

STRATEGIC PLANNING SESSION

In June of 2016, the City Council will be asked to schedule a workshop to assist in defining a Strategic Plan for Economic Development of Springtown. At the Strategic Planning Session we will have planning tools including this visioning program, the economic profile, inventory of available property and the SWOT analysis (Strengths, Weakness, Opportunities and Treats). At this Strategic Planning Session the City Council will be asked to assist in defining Goals and Strategies for Economic Development in Springtown.

VISIONING SURVEYS

PARTICIPANTS IN THE STAKEHOLDERS SURVEY

Business owners and civic leaders of Springtown have been invited to participate in this Survey. The Survey was also been placed on the City web site since January 2015. Thirty two business owners and civic leaders responded by sending the survey back to City Hall. We thank the broad spectrum of participants for providing their local leadership perspective. Those completing the survey include:

Mayor Tom Clayton

Mayor Pro Tem Robert E. Wilson

SISD Superintendent Mike Kelly

City Manager Doug Hughes

West Air General Manager Michael Crambes

Pastor Dr. Hal Kinkeade, First Baptist Church

Gloria Elam, Springtown Legends Museum, author and historian

Matt Morris, Resident

Ashley Juarez, Comet Cleaners

Cliff Bragg, Cliff's Auto Service Center, Inc.

Larry Murphy, resident and retired from city management

Executive Director, Amy Walker Springtown Chamber of Commerce

Andrea Hungerford, former SISD Superintendent whose relatives have been residents of Springtown since 1883

Dana Bryant, Bryant Realty

Kenneth Chadwell, Chadwell Gas

Bryce Heath, Mattress Masters, LLC

Lloyd Sisk, Area Resident

SMP, Springtown ISD

Barbara McKean Sadkub-Sampson, Springtown Champion and resident since 1948

Ashiq Gokal, Business Owner of Kwik Stop/Taco Time

Larry Carter, Springtown ISD School Board

Linda McMahan, Friends of Springtown Library

Joe Sampson, Active Community Resident

Michael Ellis, Parker County ESD 1

Stephen Watson, Parker County ESD 1

Allyson Butler, Weicher Realtors

Michelle Homes, Weicher Realtors

3 unsigned surveys

VISIONING SURVEYS

Results of the Stakeholders Survey

WHAT ARE YOUR 3 FAVORITE FEATURES ABOUT SPRINGTOWN?

DESCRIPTION	NO. OF ANSWERS	% OF TOTAL RESPONDERS
Small Town/Country Atmosphere	22	71%
Friendly People	13	42%
Good Schools & Athletic Facilities	11	39%
The Park/Creek Walk	9	29%
Churches	8	26%
Community Pride, Traditions, Generations, Civic Support	8	26%
Good Shopping Variety/Good Businesses /Loyal Customers	5	16%
Square & Tabernacle	4	13%
Close to Ft Worth/Great Market location	3	10%
Potential to Grow/welcome new development & industry	3	10%
Good City Services/Good Police/Great City Staff	2	6%
Lack of heavy traffic	2	6%
Good weather	1	3%
Great Chamber of Commerce	1	3%
Great Museum	1	3%
Brookshire's	1	3%

VISIONING SURVEYS

3 GREATEST ECONOMIC DEVELOPMENT CHALLENGES

DESCRIPTION	NO. OF ANSWERS	% OF TOTAL RESPONSES
Prudently Attracting new business-need youth activities, Walmart, Hm. Depot, Steakhouse and restaurants with beverages, DQ & Whataburger	13	42%
Meeting Infrastructure Needs	11	35%
Traffic flow/complete loop around City	8	26%
Need planned commercial areas, new commercial sites, ease of regulations on business	7	23%
Community Support for Change & Growth	7	23%
Need for places to work	4	13%
Improve City Streets, 5th and Main	4	13%
Need for Lodging/hotels/ B&Bs	3	10%
Need new housing, new housing sites and apartments	3	10%
Need for Exceptional School Rating	2	6%
Growth of the market	2	6%
Need small business assistance with competing franchise businesses	2	6%
Faster Internet	2	6%
Competition from larger markets	1	3%
Security of Property	1	3%
Low taxes	1	3%
School Expansion	1	3%
Public Transportation	1	3%
Water Quality	1	3%
Include those outside the city	1	3%
City Debt	1	3%

VISIONING SURVEYS

WHAT DO YOU WANT TO IMPROVE IN SPRINGTOWN?

DESCRIPTION	NO. OF ANSWERS	% OF TOTAL RESPONSES
Quality restaurants, seafood restaurants	11	36%
More businesses	9	29%
Streets & Roads Improved	8	26%
Traffic Congestion at SH 199 & FM51	7	23%
DQ, IHOP, Whataburger, Starbucks	5	16%
More youth activities & entertainment	4	13%
Better Utilities	4	13%
More Dry Goods, Walmart, Clothing Stores	3	10%
Jr. College, job training	2	6%
Keep up yards and housing maintenance	2	6%
Jobs and larger industry	2	6%
Security	2	6%
Internet speed	2	6%
Smarter planning/better zoning	1	3%
Complete the loop of highways	1	3%
Adventure park-tourist destination	1	3%
Larger Library with more features	1	3%
Improve historic square buildings	1	3%
Retirement housing	1	3%
Another Grocery store for competition	1	3%
Clean up area on SH 199 out of City	1	3%
Get City Staff out of office to meet residents & businesses	1	3%
Everything	1	3%
City Improvements should benefit all not just some	1	3%

VISIONING SURVEYS

WHAT IS YOUR 3 TO 5 SECOND ADVERTISEMENT OF SPRINGTOWN?

DESCRIPTION

**Springtown Pride/Porcupine
Pride**

**Once You are Home in
Springtown You have all your
Family Needs**

Friendly and Secure

Friendly & Supports All

Redefining Community

**Where City Lives in a Small
Country Town**

Meet in perfect Harmony

Hometown Harmony

A Real Community

Where Families Thrive

Great Access

A Welcoming Community

Country Living

**If you are not growing you are
dying**

Genuine People

**Center of Northern Parker
County**

WHERE DO YOU BELIEVE SPRINGTOWN'S MAJOR RETAIL DEVELOPMENTS SHOULD BE?

DESCRIPTION	NO. OF ANSWERS	% OF TOTAL RESPONSES
Dispersed along SH 199	15	48%
Along FM 51 South	12	39%
In nodes along SH 199	11	35%
Along FM 51 North	6	19%
On Square	2	6%
SH 199 east of FM 51	1	3%

VISIONING SURVEYS

WHERE DO YOU WANT MAJOR EMPLOYMENT CENTERS?

DESCRIPTION	NO. OF ANSWERS	% OF TOTAL RESPONSES
North on FM 51 & West on SH 199- Manufacturing	18	58%
South on FM 51-Business and Technology	4	13%
East on SH 199	4	13%
Outside of City/Perimeter/Away from Residential	3	10%
Do not want them	1	3%

TO SUSTAIN PUBLIC SERVICES, WHAT PROPORTION OF TAXABLE VALUE SHOULD BE FROM?

PERCENT	HOUSING	RETAIL	TECHNOLOGY	LIGHT INDUSTRY
20%	13	12	13	13
25%		2		
30%	2	5	6	6
40%	2	4		
50%	1	1	2	3
60%	1			
70%			1	

DO YOU BELIEVE SPRINGTOWN NEEDS TO COMPETE FOR EMPLOYER BASED USERS?

YES AS A RESPONSES	NO AS A RESPONSE	DID NOT RESPOND
20	8	3

VISIONING SURVEYS

WHAT ARE TWO KEY ELEMENTS NEEDED TO MAINTAIN & IMPROVE SPRINGTOWN?

DESCRIPTION	NO. OF ANSWERS	% OF RESPONSES
Improve infrastructure- water/sewer	8	15%
Keep life simple & small/control growth	4	8%
Better selection of retail & quality restaurants	4	8%
Better Roads/Expand System	4	8%
Good Leadership	2	4%
Good Schools	2	4%
No waste of public funds & watch debt	2	4%
More Senior Services	2	4%
More Youth Activities	2	4%
More Community Functions & Involvement	2	4%
Park Expansion	1	2%
Maintain historic center	1	2%
Less Business	1	2%
One grocery store enough	1	2%
Focus on the future	1	2%
Annex more land	1	2%
Keep new arrivals looking like where they came from	1	2%
Good Churches	1	2%
User friendly city administration	1	2%
Continue interaction of community leadership	1	2%
Watch crime rate	1	2%
Fire & police protection	1	2%
Community Center	1	2%
Movie Theater	1	2%
Improve Employment base	1	2%
Promote Springtown	1	2%
Help Business already here	1	2%

VISIONING SURVEYS

DO YOU LIVE IN SPRINGTOWN-WHAT ZIP CODE?

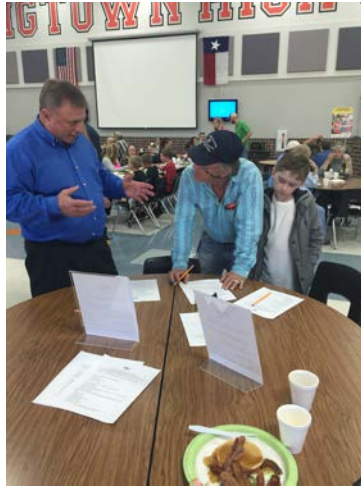
Answer	Number of Responses
YES	18
NO	13-76082 (8), 76008,76073,76080,76085, 76098

ADDITIONAL LEADERSHIP SURVEY COMMENTS

Provide family stores and amusements	Keep area clean
Please keep Springtown a good place to be from Provide family fun	Add light industry for tax base
Help small business to stay	Keep small town feet
Growth for growth stake is disastrous	If you are not growing you are dying
Wise use of fiscal resources	Keep Active
Add light industry and small business services to keep small with jobs	Need Walmart and Home Depot so we don't have to go to Azle
Need more employment so people do not have to commute for a job	Designate commercial development areas
Need Springtown to be attractive and sustainable in all facets	Do not lose what is unique-family friendly environment
Blend new buildings with character of Springtown- like Pinnacle Bank	Need event center, library expansion close to middle school

VISIONING SURVEYS

Results of Citizen Survey



ZIP CODE OF CITIZEN COMPLETING THE SURVEY

76082	31
76087	4
76085	3
76086	2
76088	2
76023	2
76012,76020,76020,76073,76431,	1 EACH

WHY DO YOU LIKE SPRINGTOWN?

DESCRIPTION	NO. OF ANSWERS
Great Place to Live	34
Great School	21
Great Shopping In Springtown	7
Great Place to Work	18
Other	Quiet neighborhood, friendly Shinolas, We work here, Small, family oriented, born Here, great to retire, Country life style, great churches cheap land 25 years ago

VISIONING SURVEYS

WHAT DO YOU WANT IMPROVED IN SPRINGTOWN?

DESCRIPTION	NUMBER OF ANSWERS
Want more shopping	24
Want more places to work	12
Need more entertainment, movies teen places	28
Traffic, need bypass around the City	15
Build new subdivisions	8
Other	Left hand turn from north at FM 51 at SH199 Skating Rink and Chick Fil-A, Less Traffic Tickets Restaurants, Braum's, Seafood Restaurants, Better City Water, no mobile homes, senior housing and nursing home, senior

WHAT IS SPRINGTOWN'S GREATEST CHALLENGE WITH GROWTH & DEVELOPMENT?

DESCRIPTION	NUMBER OF ANSWERS
Traffic on SH 199	18
No place to work	16
Do not want growth	5
Too much regulations & rules	5
Not enough shopping	19
No place to have fun	18
Not enough housing choices	9
Other	Need a Jr. College-secondary education, infrastructure, remote location

HOW MUCH GROWTH DO YOU WANT?

DESCRIPTION	NUMBER OF RESPONSES
No growth	4
Grow Springtown to 5,000 people	18
Grow Springtown to 10,000 people	9
Grow Springtown to 15,000 people	2
Grow Springtown to 20,000 people	3

VISIONING SURVEYS

WHAT DO YOU RECOMMEND TO INCREASE OPPORTUNITY IN SPRINGTOWN?

DESCRIPTION

Get more jobs & places to work& large employers

Publicized town halls and community events

More commerce and family businesses

Continue downtown improvements

High School Sports competitions

Ice Skating, movie theater, more restaurants, bowling alley

Shopping Mall

Chick-fil-a, Raising Canes, Babe's , Starbucks and other restaurants

\$1 million Boys and Girls Club and recreation center for after school

Less business regulations

Upscale shopping, JC Penny's, T.J. Max, Kohl's, Lowes

VISIONING SURVEYS

Results of Festival Survey



IN WHAT ZIP CODE IS YOUR HOME LOCATED?

DESCRIPTION	NO. OF RESPONSES
76082	78
76023	6
76020	6
76085	3
Misc. Zip Codes	8

WHY DO YOU LIKE SPRINGTOWN?

DESCRIPTION	NO OF RESPONSES
Great Place to Live	77
Great Schools	38
Like Shopping in Springtown	22
Great Place to Work	17
Other	28
Country like	
Like Community	
Like the Shopping	
Small Town Feel	

VISIONING SURVEYS

WHAT DO YOU WANT IMPROVED IN SPRINGTOWN?

DESCRIPTION	NO. OF RESPONSES
Need more Entertainment, Movie Theaters, Teen Gathering Places, Recreation	69
Want More Shopping	42
Want More Places to Work	33
Traffic, Need By-pass around City	18
Build New Subdivision	17
Other	
Like it the Way it is	4
More Food & Restaurants	4
More Stores	3
More Teen Stuff	2
Better Schools	2

WHAT IS SPRINGTOWN'S GREATEST CHALLENGE WITH GROWTH & DEVELOPMENT?

DESCRIPTION	NO. OF RESPONSES
No Place to Have Fun	35
Traffic on SH 199	32
Not Enough Shopping	31
Do Not Want Growth	19
No Place to Work	18
No Enough Housing Choices	9
Too Many Regulations & Rules	8

DO YOU BELIEVE SPRINGTOWN NEEDS TO COMPETE TO ATTRACT NEW SHOPPING/RETAIL?

DESCRIPTION	NO. OF RESPONSES
YES	68
NO	23

VISIONING SURVEYS

WHERE DO YOU WANT THE NEW RETAIL/SHOPPING?

DESCRIPTION	NO. OF RESPONSES
On SH 199 EAST	50
On SH 199 WEST	35
On FM 51 SOUTH	30
Only in Historic Area	14

WHAT DO YOU RECOMMEND TO INCREASE OPPORTUNITY & INVESTMENT IN THE CITY?

DESCRIPTION	NO. OF RESPONSES
More Retail	9
Like it the way it is	7
More Restaurants	5
Entertainment Needed	4
Keep It Small	3
Whataburger	3
More Stores and Teen Stuff	3
Better Schools	3
Less Traffic	3
Teen Entertainment	2

Contact Information

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