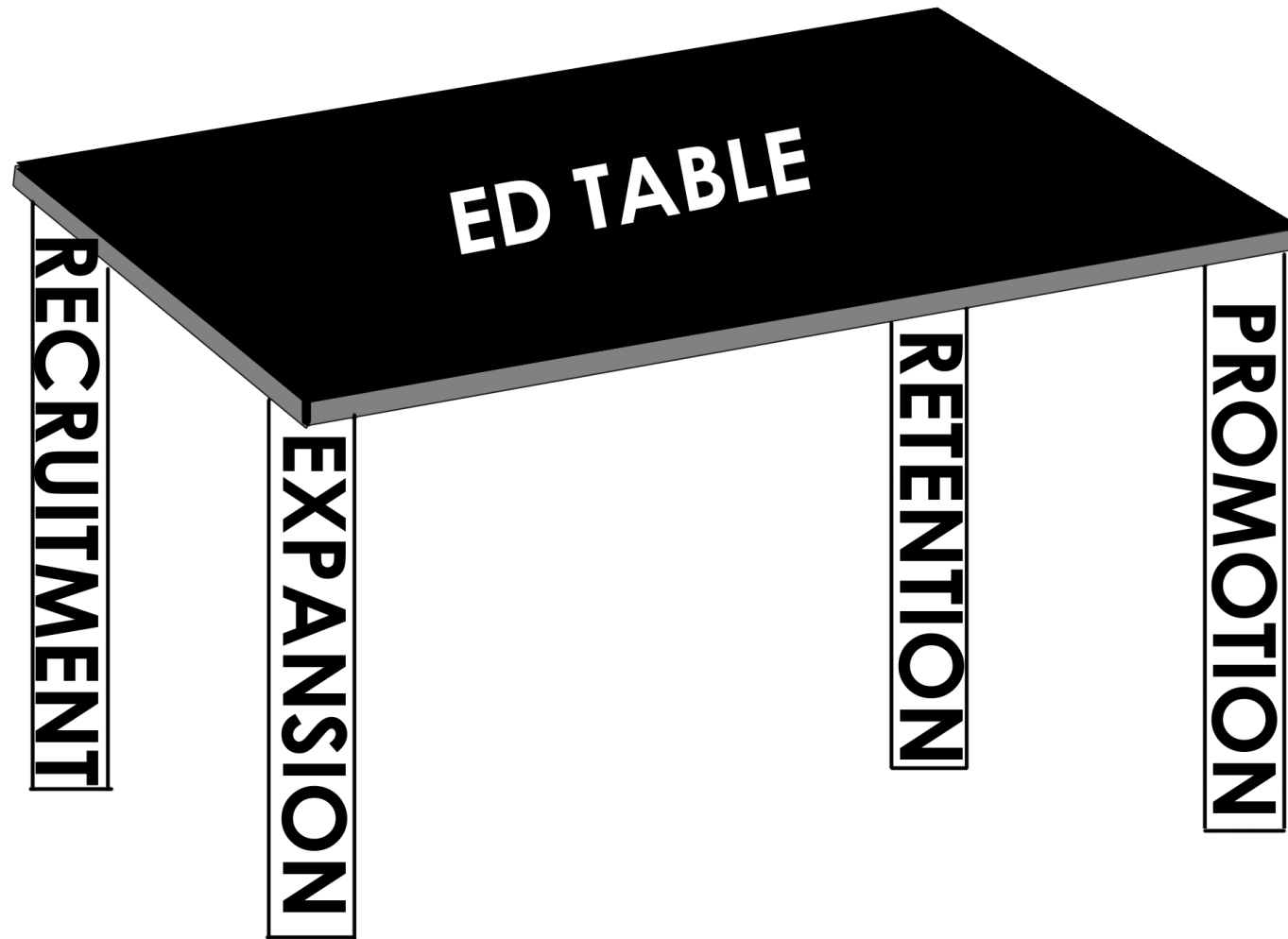


Item G-1

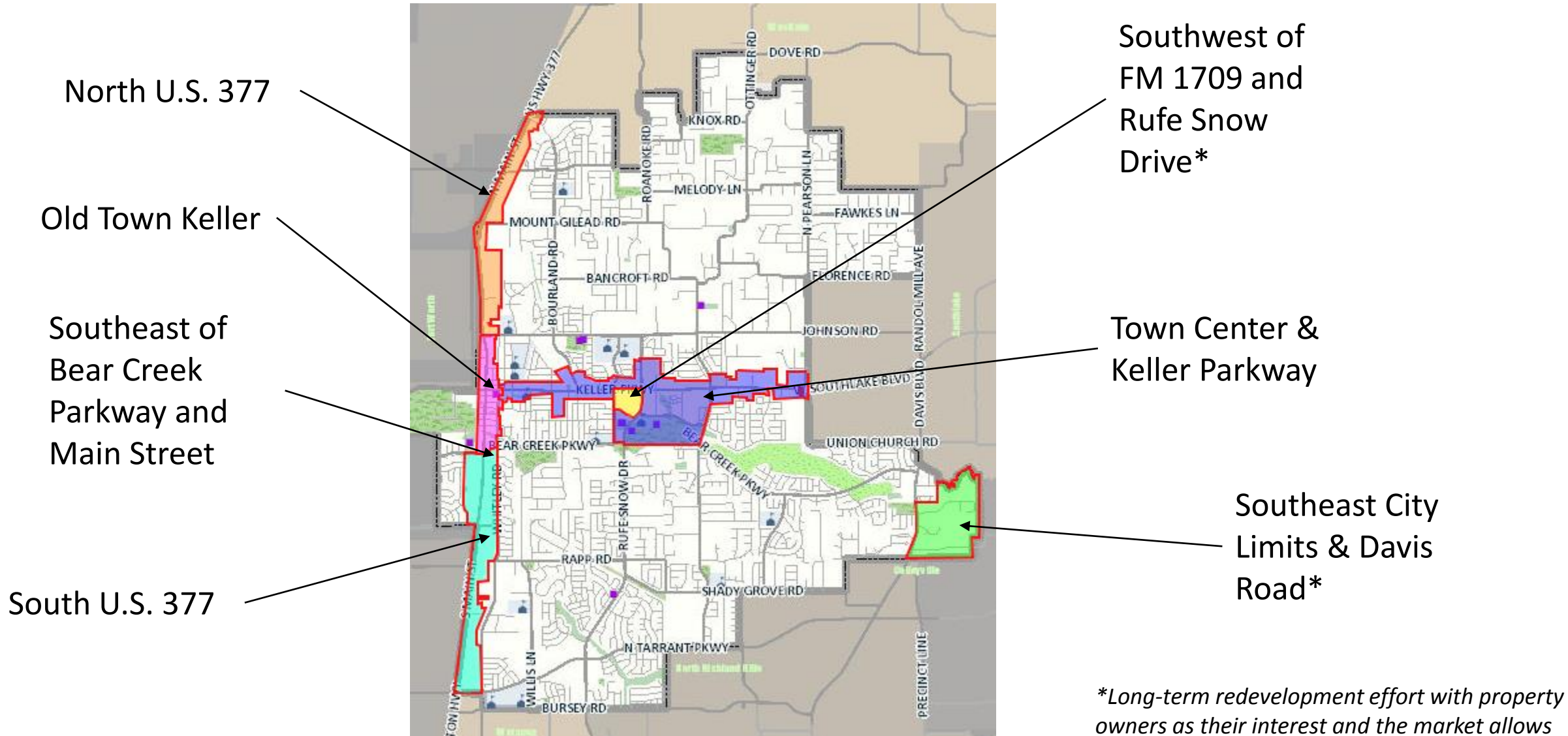
Consider an update to the City of Keller Economic Development Strategic Business Plan.



Goals & Objectives



Focus Areas



Focus Areas – Process Approach

- Property Identification
- Development Potential
- Economic Impact
- Property Owner Meetings, Buy-In
- Coordination with Brokerage Network
- Publicize – Market widely
- *Possible Economic Incentives*



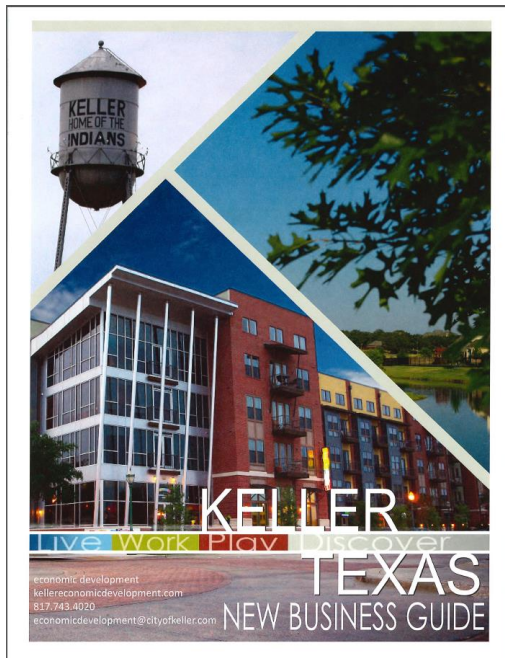
Potential Additional Housing Units	97
Projected Additional Population	283
Projected Additional Square Feet of Commercial	195,787
Estimated Additional Employees	1,297
Projected New Annual Sales Tax Generated (10-year Period)	\$391,122
Projected New Property Tax Generated (10-year Period)	\$96,034
Net New Open Space added (Acres)	0

* Assumes equal distribution among catalyst areas; Based on historical absorption levels

Work Plan – Single Occurrence Initiatives

2019

- Update New Business Guide
- Create Keller Façade Improvement Matching Grant webpage to feature completed projects and impact to the district
- Develop strategic focus for Old Town Keller, South of FM 1709 *in conjunction with a TIRZ study*



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Work Plan – Single Occurrence Initiatives

2020

- Continue to develop strategic focus for Old Town Keller, South of FM 1709 *in conjunction with a TIRZ study*
- Develop strategic focus for Old Town Keller, North of 1709, consider zoning change
- Develop strategic focus for Highway 377, South of Bear Creek Parkway
- Develop strategic focus for FM 1709, West of Town Center Lane
- Develop strategic focus for FM 1709, East of Town Center Lane

Keller Parkway/FM 1709



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Work Plan – Single Occurrence Initiatives

2021

- Develop strategic focus for North Tarrant Parkway at Highway 377
- Develop strategic focus for North Tarrant Parkway at Rufe Snow



Work Plan – Ongoing Initiatives

Recruitment

- Maintain a map to be used on the City's Economic Development website that identifies available commercial property and provides information for site selectors
- Develop electronic monthly updates to be distributed to site selectors, regional developers, and commercial brokers
- Conduct scouting trips to recruit new businesses
- Attend DFW marketing team's annual meetings (in association with both Dallas and Fort Worth Regional Chambers of Commerce).
- Host Annual Broker's Luncheon

Expansion

- Site visits to current Keller Businesses that are part of Keller's targeted business industries

Work Plan – Ongoing Initiatives

Promotion

- Attend ribbon cuttings/grand openings of Keller businesses
- Maintain the Keep It In Keller Facebook page
- Publish bi-monthly Economic Development Newsletter with new businesses and development information
- Publish economic development update in North Texas Magazine
- Maintain our local promotional program through the national Small Business Week and Small Business Saturday campaigns
- Create and distribute Annual Shopping & Dining Guide

Retention

- Develop visitation program to visit new Keller businesses within two months of opening
- Create Welcome Kits for new businesses and ribbon cuttings
- Attend business networking group's monthly luncheons
- Network businesses for synergistic relations (i.e. Juice with Jake)

Work Plan – Ongoing Initiatives

Administration

- Provide City Council with regular economic development updates
- Attend TEDC's Mid-Year and/or Annual Conference (dependent on scheduling with IEDC Conference)
- Maintain database of local commercial brokers and site selectors
- Attend IEDC's Annual Conference (dependent on scheduling with TEDC Conference)
- Update Strategic Business Plan's Work Plan
- Annual Report of Keller Façade Improvement Matching Grant Program for City Council
- Promote KEDB attendance to TEDC's Sales Tax Workshop



Questions?

Trina Zais

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