

City of Boerne

2012-2013 Economic Development Work plan

Introduction:

In Fiscal Year 2012, the City of Boerne began an effort to more aggressively seek and initiate positive economic development opportunities for the benefit of its taxpayers and utility paying customers. Toward that end, the City allowed for \$225,000 in the Fiscal Year 2012 budget as seed money for ED efforts. In addition, the City Manager and Director of Planning and Community Development were both added to the Kendall County Economic Development Corporation's Board as Board Member and Ex Officio Board Member respectively.

The Mayor and City Manager created a planning and strategy team referred to as the *City Economic Development Group (CEDG)* that meets monthly to discuss economic development issues in coordination with the KCEDC. The team includes the Mayor and City Manager along with the Assistant City Manager, the Director of Planning and Community Development, and Council Member J Kuper. Members from the KCEDC include President Dan Rogers, the Board Chair (currently Chad Upham) and three members of the KCEDC Board (currently Jeff Mnick, Cliff Luttrell and Scott Wilson). The purpose of the monthly meetings is to create an environment for information and idea sharing and to provide a venue for determining priorities and how the City and KCEDC can coordinate our efforts effectively.

The City provides significant funding for the KCEDC and believes it should have a strong voice in its efforts and access to information regarding potential prospects and other economic development issues. The City is usually at the center of discussions regarding incentives and/or infrastructure needs of potential prospects and projects. Typically, the City can derive the most long term benefit from the successful efforts of the KCEDC. Meetings of the CEDG have agendas which call for review and discussion of KCEDC initiatives in progress, prospects, business retention strategies, infrastructure needs, current best practices and activity in surrounding cities, and innovative ways to attract and keep new and existing business for the City.

In January of 2012 the City Council approved a new document titled *Economic Development Guidelines* which began as a discussion item at a CEDG meeting in 2011. The Guidelines approved by the Council officially created a new set of programs defining the methods available to the City and the EDC to attract and retain businesses and development, in general using the full spectrum of Chapter 380 incentives. The new Guidelines were immediately used in negotiations which resulted in unprecedented cooperation and success with community economic development partners including the Kendall County EDC, Kendall County, BISD, GVTC & BEC in bringing a new 11 screen Starplex Cinema which has since broken ground on the south side of Boerne.

The Mayor and City Manager also initiated a series of meetings led by Joe Krier, former President of the San Antonio Chamber of Commerce and consultant with The Krier Group. Mr. Krier led a 3 part planning effort that included stakeholders from all elements of the community including the City, County, EDC, Chamber, School District, Not-for-Profit Entities, the Cow Creek Water District, and the CVB. At the same time, the CVB conducted its own planning work sessions led by Tom Cannon, consultant with Lofty Ideas in order to create a plan of work for the coming years aimed at marketing Boerne, Texas as a destination and thus enhancing economic development for the City.

The City has been given The Kendall County Economic Development Corporation's 5-Year Goals and Initiatives plan for 2011-2015. The economic development goals of the City are aligned with the EDC Plan in that both support beneficial economic growth and development consistent with the City's master planning initiatives, water resources, job creation and retention and selective growth in the revenue sources that fuel the City's ability to provide quality of life services to its citizens. Specifically, the Kendall County EDC lists their goals as follows:

1. Serve as advocate for promoting a sustainable quality of life
2. Be viewed as positive contributing member/organization within the county
3. Balance tax base to decrease residential burden
4. Support inter-local community master plans

5. Provide economic development expertise, resources and support
6. Create value for investors
7. Ensure long term viability of the KCEDC

2012-2013 City of Boerne Economic Development

Priorities:

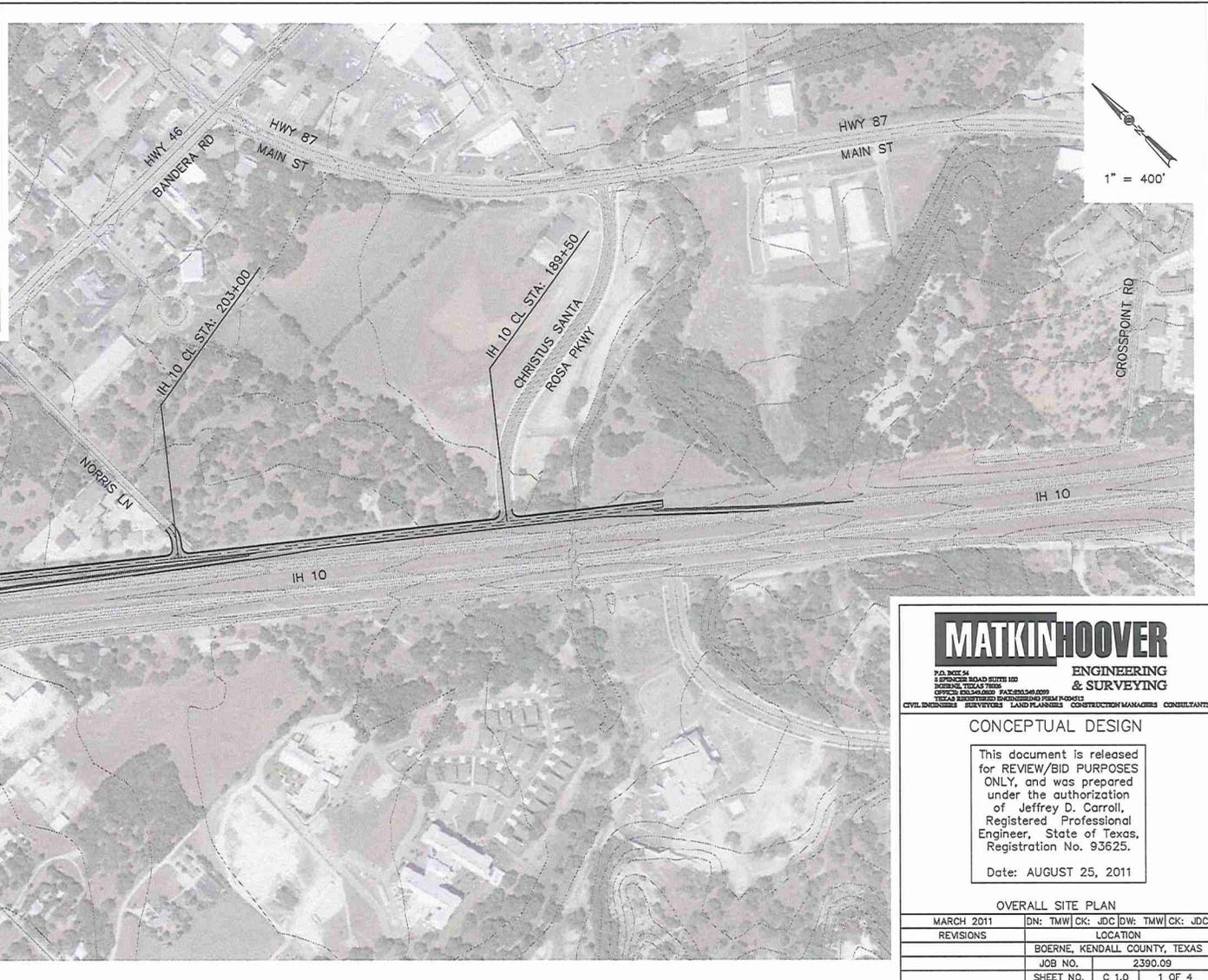
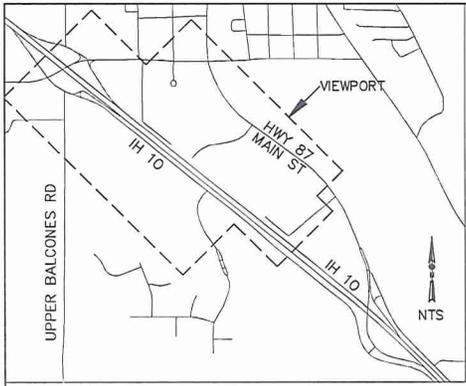
In order to facilitate desirable development and grow the tax and utility customer base, the City has identified a number of specific projects and goals that it considers high priority for the coming year. The list contains projects that are believed to have the greatest positive economic impact for the cost, thereby providing a reasonable return on investment for the monies spent. Those priorities are:

- Construction of Herff Rd. widening and extension (see Attachment A)
- Development of properties along Herff Rd. (Project 500)
- Construction of the IH 10 Frontage Rd. (see Attachment B)
- Development of properties along the proposed Frontage Rd.
- "Roof tops" - Home development in a range of price points (see Attachment C)
 - Saddlehorn (103 units)
 - The Woods of Boerne (185 units + 7 commercial)
 - Champion Heights (270 units)
 - Boerne Hollow (50 units plus 1 commercial)
 - Esperanza (2,480 units)
 - Peter Herff Property (1,000 estimated units – see Attachment D)
 - Woodside Manor (30 units)
- Multi-family housing developments
 - The Ranch at Cibolo Creek (see Attachment E)
 - Potential Herff Rd Apt. Project
 - Potential Lattimore Blvd. Complex
- Acquisition of property on Main St. downtown for potential Convention Center or other civic use (BISD land swap – Attachment F)
- Completion of key annexations (see Attachment G)
 - Albin property as potential industrial site (see Attachment H)
 - Peter Herff property
 - Schwope property

- Bugg property
- Hill Country Mile initiatives (see Attachment I)
 - Main St. crossings and banding
 - Improvement of bridge over Cibolo Creek to include new pedestrian segment
 - Creation of TIRZ for downtown improvements
 - Extension of downtown water line. Potential development of area between Main Street and Cibolo Creek
- Completion of Starplex Cinema and coordination of utilities and roadway construction – Implement Economic Development Incentive Agreement
- Sewer line to potential development of IH 10 south and west of Boerne if viable project emerges (Suggs Creek – Attachment J)
- Continue Budget funding for ED Projects and designate ongoing funding sources in 2013 Fiscal Year Financial Plan
- Complete new WWTRC to allow for additional capacity of wastewater treatment
- Develop and implement CVB/Marketing Boerne Plan
- Locate and provide ROI based incentives for development of natural gas customers and conversion of propane customers to natural gas
- Develop network to locate individuals who have economic development ties/leads
- River Road District zoning
- Develop ongoing funding source for economic development efforts

The list above is not ranked in priority order, is subject to modification throughout the year, and is a formidable and aggressive listing of projects and initiatives for the coming months. Some will cross a number of years in terms of construction or resolution. It is hoped, however, that the list is a relatively accurate representation of the things the City believes to be of the highest priority for the coming year and where it plans to place its time, effort, and resources toward achieving.

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CONCEPTUAL DESIGN

This document is released for REVIEW/BID PURPOSES ONLY, and was prepared under the authorization of Jeffrey D. Carroll, Registered Professional Engineer, State of Texas, Registration No. 93625.

Date: AUGUST 25, 2011

OVERALL SITE PLAN

MARCH 2011	DN: TMW	CK: JDC	DW: TMW	CK: JDC
REVISIONS	LOCATION			
	BOERNE, KENDALL COUNTY, TEXAS			
	JOB NO. 2390.09			
	SHEET NO. C 1.0		1 OF 4	

IH 10 FRONTAGE ROAD - ATTACHMENT B

ROOFTOPS

Esperanza – 2,480

Peter Herff – 1,000 estimated (potential)

Saddlehorn – 103

Woods of Boerne – 185 plus 7 commercial

Champion Heights – 270

Boerne Hollow – 50 plus 1 commercial

Woodside Manor – 30

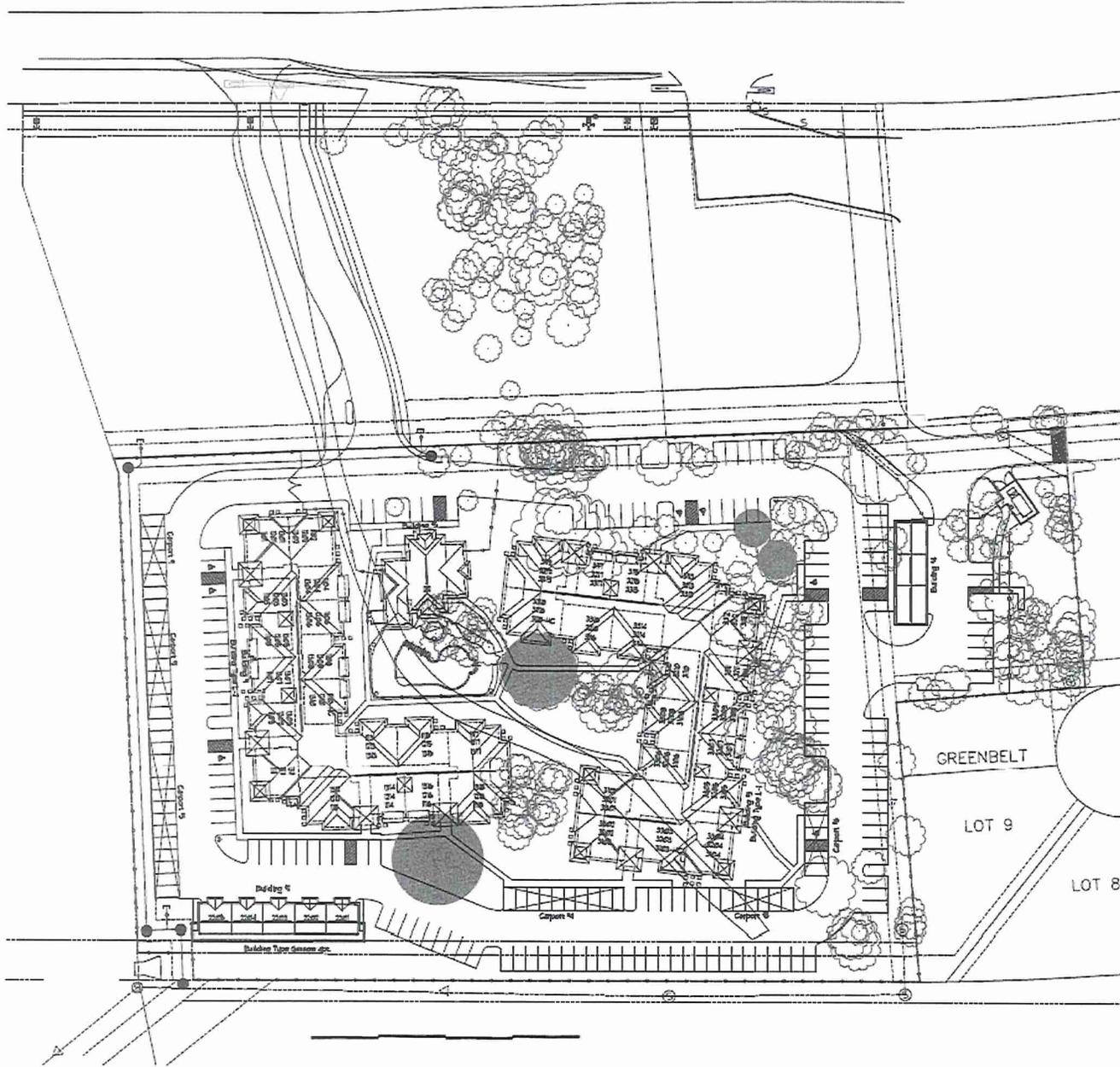
TOTAL – 4,118 PLUS 8 COMMERCIAL LOTS

ATTACHMENT C

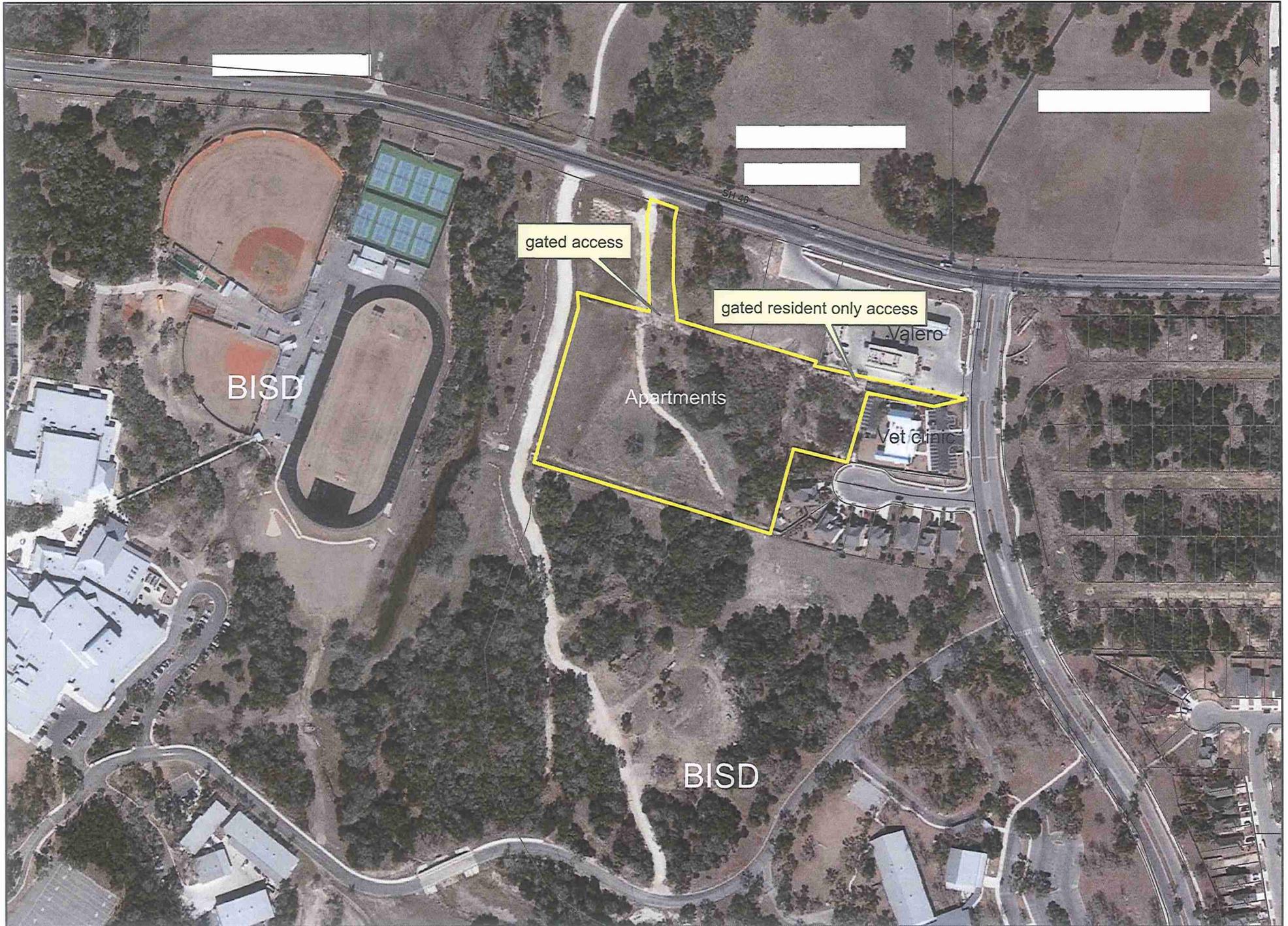
PETER HERFF PROPERTY - ATTACHMENT D



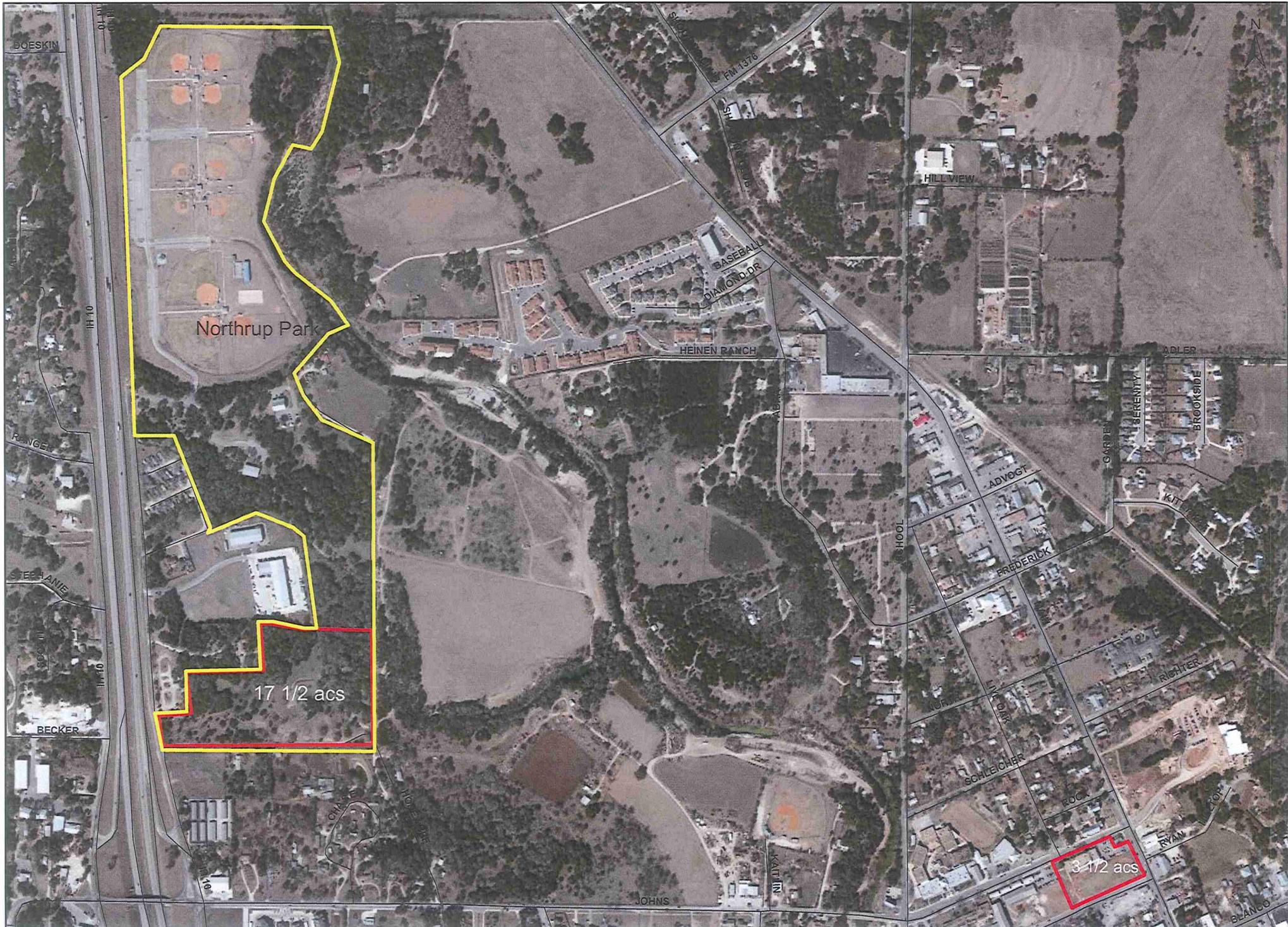
SITE PLAN - THE RANCH AT CIBOLO CREEK - ATTACHMENT E



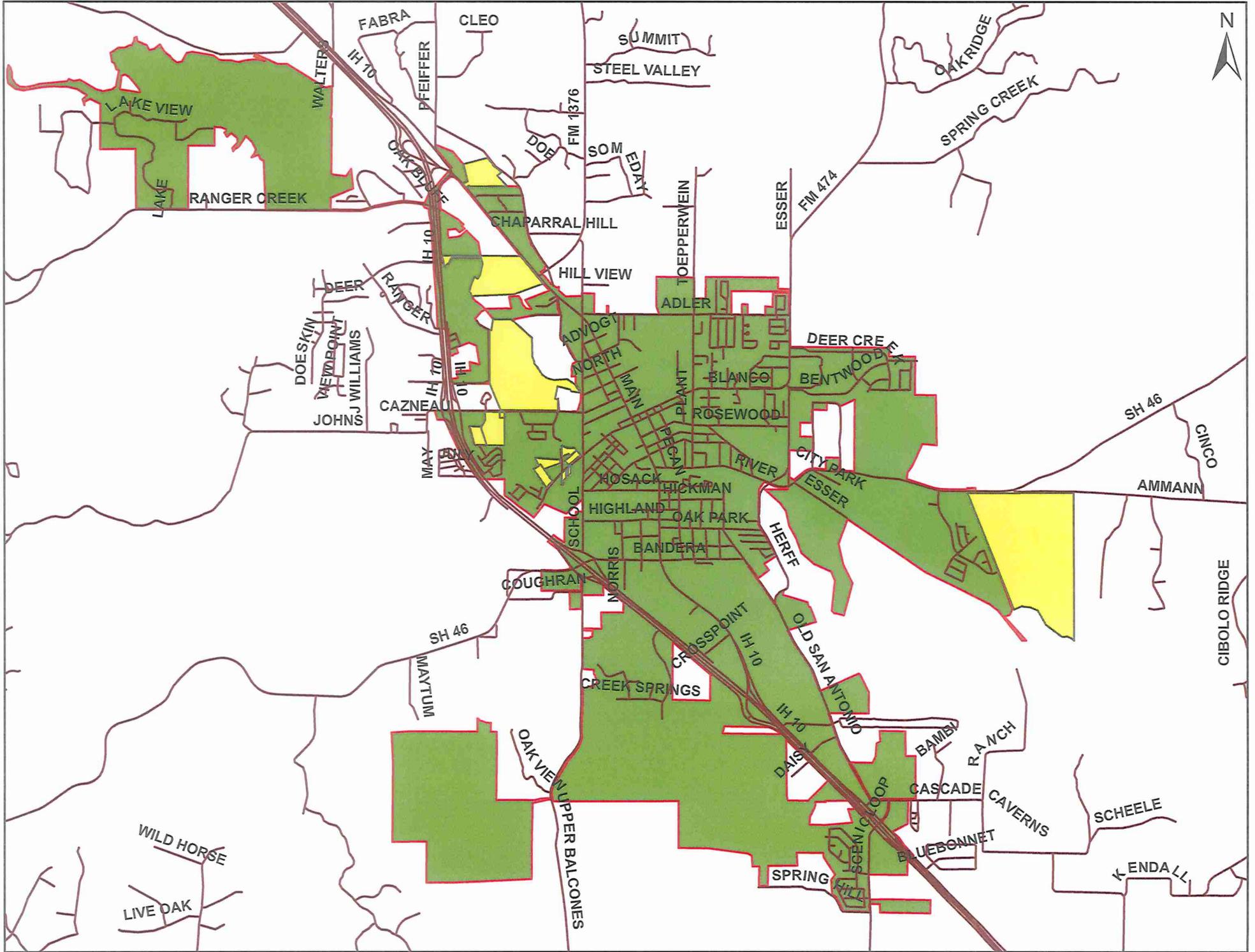
THE RANCH AT CIBOLO CREEK - ATTACHMENT E



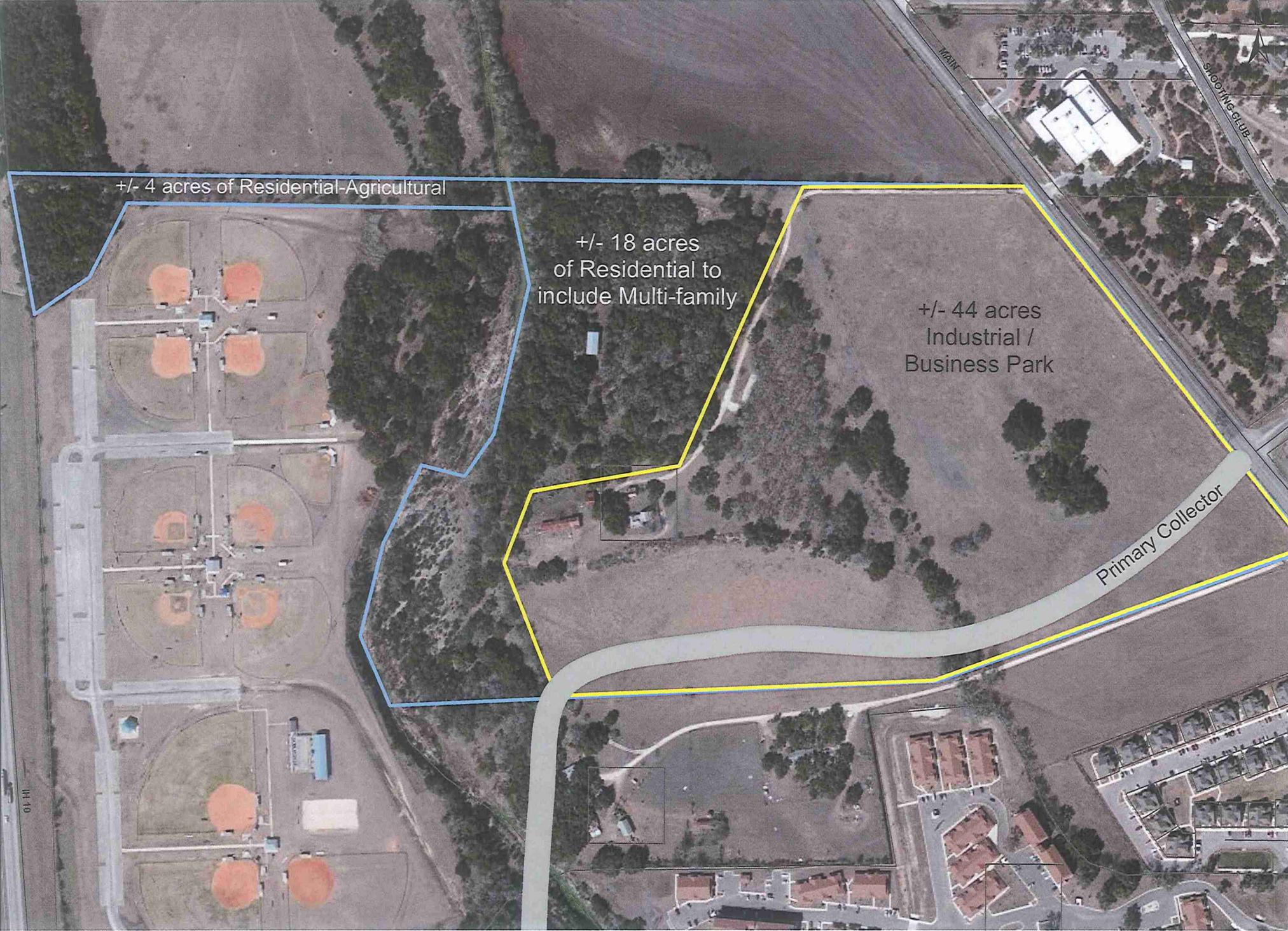
BISD LAND SWAP - ATTACHMENT F



Annexations 2012 ATTACHMENT G



ATTACHMENT H
Albin property - proposed future development



Hill Country Mile Business Districts



 Business Districts  Hill Country Mile

District 1 - River South Arts & Design District (Oak Park to River Rd.)
District 2 - Central Business District (River Rd. to Blanco Rd.)
District 3 - Civic Campus District (Blanco Rd. to Richter St.)



1 inch = 600 feet
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SUGGS CREEK SEWER EXTENSION - ATTACHMENT J

