

# City of Helotes Economic Development Corporation

## **FYE 2019 WORK PLAN**

ADMINISTERED BY:



### **BOARD OF DIRECTORS**

Pat Wootton, President, Place Three  
Alan Holmes, Vice President, Place Four  
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Bill Putty, Place One  
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### **TECHNICAL SUPPORT**

Rick Schroder, Executive Director  
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Approved by the HEDC Board of Directors on June 19, 2019.

Approved by the City Council on May 23, 2019.

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## EXECUTIVE SUMMARY

The **Work Plan** is a living document created by the Helotes Economic Development Corporation (HEDC) Board of Directors to guide future policy decisions and Staff actions. Each year, the HEDC Board of Directors revisits the document to remind itself of the Corporation's mission, vision, history, and goals. The Work Plan constitutes the Annual Plan of the HEDC, mandated by Article IV, Section 4.1 of the HEDC Bylaws, and the Plan must be approved by the City Council on an annual basis.

### MISSION STATEMENT

To promote, encourage, and enhance the creation of jobs, the expansion of the local tax base, and our quality-of-life through projects that assist in the retention and expansion of existing employers and which attract new employers and aid in their development and growth.

### VISION STATEMENT

Our vision for Helotes includes a balance of sales and property taxes that takes into account our town's historic roots and unique environment, resulting in an improved quality-of-life for all Helotes citizens.

### HISTORY

The City of Helotes was incorporated in 1981 in an effort by local residents to avoid annexation by the City of San Antonio. The newly organized City of 1,535 residents rapidly transitioned from a small rural town to a suburban community. To ensure positive growth, the City Council appointed an Economic Development Committee in 1997. In 2002, Helotes citizens approved a ballot initiative to add a half-cent 4B Economic Development Sales Tax. The Helotes Economic Development Corporation (HEDC) was formed in 2003, and the HEDC Board of Directors was tasked with the administration of the dedicated 4B sales tax fund.

Today, the HEDC remains dedicated to thoughtful economic growth, and supports public and private investment in projects that improve the economic outlook of the City and enhance the quality-of-life for more than 9,000 Helotes citizens.

**GOAL 1 | DEVELOP INDUSTRY TARGETS**  
**short term goal (2018 – 2019)****PRIORITY ONE:**

Support the development of Class A office space.

**PROJECTS**

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped office space needed within Helotes.
- Work with property owners, brokers, and speculative office space developers to promote office development opportunities.

**PRIORITY TWO:**

Encourage the development of mixed-use (including restaurants and retailers), entertainment, and hotel concepts.

**PROJECTS**

- Conduct a capacity analysis and identify the amount of underutilized and / or undeveloped mixed use, entertainment, and hotel concepts needed within Helotes.
- Identify sites suitable for the aforementioned concepts.
- Work with property owners, brokers, and speculative developers to promote mixed use, entertainment, and hotel development opportunities.

**GOAL 2 | GATEWAY SIGNAGE**  
**mid-term goal (2018 – 2021)**

**PRIORITY ONE:**

Establish location(s), funding source(s), and design(s) of gateway signage along State rights-of-way.

**PROJECTS**

- Locate and secure, through TxDOT, public rights-of-way for signage location(s).
- Engage a landscape architect, architect, or professional engineer to design signage.
- Develop project cost estimate(s) and determine funding options.

**PRIORITY TWO:**

Bid and construct gateway signage in TxDOT rights-of-way.

**GOAL 3 | EXTERNAL MARKETING & COMMUNICATION PLAN**  
**Development and Real Estate Community**  
**short term goal (2018 – 2019)**

**PRIORITY ONE:**

Evaluate and refine current marketing and communication plan efforts for the development and real estate community.

**PROJECTS**

- Ensure easy access to complete and pertinent development information on City and HEDC websites and through other electronic mediums.
- Use social media and other mediums to promote development opportunities.
- Attend trade and similar events and distribute information directly to the development and real estate community.

**PRIORITY TWO:**

Better communicate the City of Helotes' commercial growth strategy within the corporate City limits and its Extraterritorial Jurisdiction (ETJ).

**PROJECTS**

- Promote development within the Old Town Helotes Special District.
- Promote development along the S.H. 16 commercial corridor.
- Promote the S.H. 16 water and sewer utility project, including the use of water impact fee credits and sewer pro rata refunds as incentives for desirable developments.
- Work with City Officials and Staff to implement the HEDC Growth Management Plan.
- Highlight the benefits of being located within the corporate City limits.
- Encourage annexation if located in the ETJ.

**GOAL 4 | INTERNAL MARKETING & COMMUNICATION PLAN**  
**Area Business Owners**  
**short term goal (2018 – 2019)**

**PRIORITY ONE:**

Evaluate and refine current marketing and communication plan efforts for existing businesses in the City of Helotes.

**PROJECTS**

- Ensure easy access to complete and pertinent information for existing businesses on City and HEDC websites and through other electronic mediums.
- Use social media, Helotes Magazine, area partnerships, and other mediums to promote business retention and expansion opportunities, economic development opportunities, and related items of interest within the business community.
- Assist and/or coordinate educational programs that support existing business owners. Partners may include the following:
  - UTSA Small Business Development Center;
  - Helotes Area Chamber of Commerce;
  - Alamo Workforce Solutions;
  - Alamo Area Council of Governments;
  - National Association of the Self-Employed;
  - National Association of Women Business Owners; and
  - U.S. Small Business Administration.

**PRIORITY TWO:**

Continue to promote and encourage day-tripping and other forms of tourism within Helotes.

**PROJECTS**

- Create a campaign that promotes what to see/do/eat in Helotes.
- Develop videos that highlight activities in Helotes.

**GOAL 5 | VISITOR CENTER**  
**long-term goal (2019 – 2029)**

**PRIORITY ONE:**

Establish a Helotes Visitor Center consisting of office space for the HEDC, Helotes Area Chamber of Commerce, Historical Society of Helotes, and other interested organizations that provide governmental, educational, and/or business-related assistance to the community.

**PROJECTS**

- Gather potential stakeholders and develop a memorandum of understanding.
- Conduct site assessments and determine suitable tract(s).
- Complete land and construction cost estimates.
- Complete a cost benefit analysis of leasing versus ownership.
- Obtain approval from stakeholders and City Council on most viable option.
- Secure funding, either in part or in full.



**GOAL 6 |                      CREATE A MUNICIPAL DEVELOPMENT DISTRICT**  
**mid-term goal (2018 – 2023)**

**PRIORITY ONE:**

Create a Municipal Development District (MDD) once the City of Helotes has secured the release of the San Antonio Metropolitan Transit Authority's (VIA) sales and use tax within the City's ETJ.

**PROJECTS**

- Collaborate with City Officials and Staff to secure the release of VIA sales and use tax within the City's ETJ.
- Secure City Council approval for MDD creation.
- Hold an election to adopt MDD.