



## WORK SESSION AGENDA

The City of Helotes Economic Development Corporation (HEDC) Board of Directors will meet for a Work Session on Wednesday, February 21, 2024 at 5:00 p.m. in the EDC Office, 12682 FM 1560, Suite 105, Helotes, Texas 78023. This is an open meeting, subject to the open meeting laws of the State of Texas.

1. Call to order.

### **WORK SESSION:**

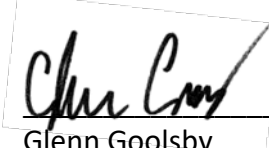
2. Work Session of the City of Helotes Economic Development Corporation to review and discuss the FYE 2024 Strategic Work Plan.

### ***Adjourn.***

The EDC Board of Directors reserves the right to adjourn into Closed Session at any time during the course of this meeting to discuss any of the exceptions to the requirement that a meeting be open to the public, in accordance with Texas Government Code, Chapter 551 *Open Meetings*, Subchapter D *Exceptions to Requirement that Meetings be Open*. No action may be taken in Closed Session.

A quorum of the City Council and/or other City Boards, Committees, or Commissions may be present at this meeting. The City Council and/or other City Boards, Committees, or Commissions may not take action regarding public business or policy.

**I certify that this Agenda was posted on February 16, 2024 at 5:00 p.m.**

  
Glenn Goolsby  
Executive Director

City of Helotes  
Economic Development Corporation  
**FYE 2024 STRATEGIC WORK PLAN**

ADMINISTERED BY:



**BOARD OF DIRECTORS**

Blaine Lopez, President, Place Four  
John Kodosky, Vice-President, Place Three  
TBD, Secretary, Place Two  
Melissa Benavides, Place One  
Jeff Felty, Place Five  
Gregory Hayden, Place Six  
Joel Lutz, Place Seven  
Marian Mendoza, Ex-Officio Board Member

**TECHNICAL SUPPORT**

Glenn Goolsby, Executive Director

Approved by the HEDC Board of Directors on March \_\_\_\_, 2024  
Approved by the City Council on April \_\_\_\_, 2024

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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. The City Council appointed an Economic Development Committee in 1997 to ensure positive growth. 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 City's economic outlook and enhance the quality of life for more than 9,500 Helotes citizens.

## **GOAL 1 | ASSESS AND IMPLEMENT A TARGETED DEVELOPMENT PROGRAM long-term term goal (2023 – 2028)**

### **PRIORITY ONE:**

Assess current market trends and identify opportunities for attracting new developments.

#### **PROJECTS**

- Survey development trends and identify any opportunities.
- Evaluate unmet community needs and target those sectors.
  - Determine community needs and wants through public outreach efforts.
  - Consider working with a third party to conduct surveys
  - Identified needs include (restaurants, breweries, distilleries, entertainment, office, etc.)
- Work with property owners, brokers, and developers to attract new investments.

### **PRIORITY TWO:**

Implement programs to encourage targeted development of restaurants, entertainment concepts, breweries, distilleries, hotels, mixed-use concepts, or other uses as identified outreach efforts.

#### **PROJECTS**

- Designate and coordinate investments into opportunity areas.
- Develop a toolbox to support economic development efforts.
  - Targeted incentives to attract desired developments
  - Continue the Tenant Improvement Grant Program
  - Infrastructure grants
  - Permit fee reductions paid by either City or HEDC
  - Fast track permitting program
  - Utilize the City's impact fee credits
- Identify specific brands/concepts expanding in the surrounding area.
- Connect startups with investors and other capital resources.

## **GOAL 2 | BUSINESS IMPROVEMENT**

### **short-term term goal (2023 – 2025)**

#### **PRIORITY ONE:**

Coordinate economic growth efforts by aggregating information and allocating resources to top priorities.

#### **PROJECTS**

- Continue communicating with local business leaders to understand those businesses' short-term and long-term needs.
  - Coordinate with Development Services to obtain new business owner contact info.
  - Email business owners when relevant information becomes available.
  - Continue scheduling site visits to stay informed of current needs or issues facing the business community.
- Stay informed of regional and national resources to assist business recovery efforts.
  - Continue to monitor available business resources and disseminate the information.
  - Work with regional partners to learn of new initiatives.
- Continue funding a digital marketing grant to assist small businesses develop or improve their digital presence/website.
- Continue funding for the Helotes Area Chamber of Commerce local gift card give-back program.
- Continue funding for the Google 360 Virtual Tour Program.

**GOAL 3 | DEVELOP A VISITOR & BUSINESS CENTER**  
**Short-term goal (2023 – 2025)****PRIORITY ONE:**

Establish a Helotes Visitor & Business Center consisting of office space for the HEDC, Helotes Area Chamber of Commerce, Historical Society of Helotes, and coworking space to use as a business incubator to grow the local economy.

**PROJECTS**

- Gather potential stakeholders and develop a memorandum of understanding.
- Identify the needs of each entity and create a preliminary site plan.
- Conduct site assessments and determine business needs.
- Oversee construction and finish-out for the new center.
- Develop a marketing plan to promote the new center.
- Manage operations of the coworking space.

**GOAL 4 | IMPLEMENT AND ENHANCE ECONOMIC DEVELOPMENT MARKETING  
short-term goal (2023 – 2025)****PRIORITY ONE:**

Enhance external communication of development opportunities in Helotes.

**PROJECTS**

- Ensure easy access to complete and pertinent development information on City and HEDC websites and through other electronic mediums.
  - Continue to improve HEDC website for a better user experience.
  - Continue utilizing ReSimplifi to update our commercial property database.
- Use social media and other mediums to promote development opportunities.
  - Create posts to promote development/lease opportunities in Helotes.
- Attend tradeshow and similar events to distribute information directly to the development and real estate community.

**PRIORITY THREE:**

Brand and promote Helotes as a tourism destination.

**PROJECTS**

- Use social media, print advertising, area partnerships, and other mediums to promote local businesses and events to the surrounding area.
- Create a campaign that promotes what to see/do/eat in Helotes.
- Continue efforts to support and fund signature festivals and events that encourage both local and visitor participation.



## GOAL 5 | ADVANCE LOCAL EDUCATION AND WORKFORCE DEVELOPMENT

### short-term goal (2023 – 2025)

#### **PRIORITY ONE:**

Foster and manage partnerships to ensure leadership and workforce development needs are met.

#### **PROJECTS**

- Maintain partnerships with area affiliates.
- Assist and/or coordinate educational programs that support existing business owners. Partners may include the following:
  - Helotes Area Chamber of Commerce;
  - Northside ISD
  - UTSA Small Business Development Center;
  - Bexar County Small Business & Entrepreneurship Dept.
  - 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.
- Guide area business owners to tools and resources that will help them grow their business.