

SEALY EDC NEWSLETTER

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Thursday, June 27, 2024



Sealy EDC News and Updates JUNE 2024

1 Provide Quality
Infrastructure

2 Support Existing
Business/
Redevelopment and
New Business

3 Create Effective
Marketing and
Communications

4 Enhance Amenities
for Citizens and
Tourism

Before



In Progress



We hope this message finds you well.

At the May SEDC Meeting, the Sealy EDC Board of Directors expressed their gratitude and bid farewell to the departing Board Members. The Board also reviewed details of a new improvement project, which includes façade enhancements and creation of an ADA compliant bathroom. During the June meeting, we welcomed new Board members, reviewed and approved the Medrano façade project, and approved agreements with Strand Associates to start engineering for our community projects.

SEDC Monthly Newsletter Includes Sales Tax Reporting

The upcoming newsletters will continue to include the monthly Sales Tax reporting. Merging the sales tax report and the newsletter offers a streamlined approach. This integration ensures convenient one-stop destination for monthly updates and reporting.

News and Updates

1 Provide Quality Infrastructure

125 2nd Street Property

The SEDC Board deliberated on the future of the structure remaining at 125 2nd Street.



It was determined that the optimal course of action would be to find a way to alleviate the SEDC of the building. This decision was made with the recognition that removing the building would facilitate the creation of additional parking spaces.

In early May, the Sealy EDC issued a notice in the Sealy News inviting sealed proposals from potential buyers interested in purchasing and relocating the building. Two home moving companies were notified of the bidding process, and further outreach efforts were made to circulate the notice. One home moving company submitted a proposal for \$10 for the structure and removal. The submission period has ended, and in June the Board discussed additional steps to sell the property for a better value. In July staff will address these steps.

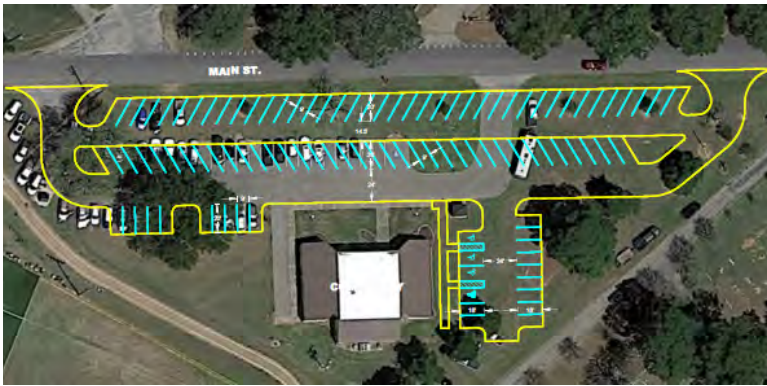
This project is designed to provide a parking lot where patrons currently park on the grass when visiting local businesses.

Hill Center Parking

In May, the SEDC was informed of a potential need to revise the comprehensive drainage plan for the Mark A. Chapman Park and the surrounding area. In April, City Leadership advised the SEDC to suspend progress on the Hill Center project until the drainage plan is reassessed.

Hill Center Parking Continued

However, this month, this pause is no longer advised. SEDC staff will now work with Strand Associates to implement two parking projects which include the Hill Center Parking Expansion and the Downtown Parking project. Concurrent projects will result in cost savings for both projects through economies of scale.



Hill Center Parking Plan 2024

The proposed parking expansion represents a significant increase in spaces, addressing several community issues, including population growth and the rising popularity of the park and community center with respective activities. During the March meeting, the EDC Board voted to prioritize the construction of the expanded parking Hill Center Parking using the largest plan given by Strand Associates. Going forward, the EDC will maintain oversight of the project and provide regular updates. The first step will be seeking SEDC Board approval for agreements between Sealy EDC and Strand Associates to enable the two entities to work together.

The engineering task order provided by Strand Associates, will outline the comprehensive plan for the two projects, and provide a projection of the associated costs. In late May, the Sealy EDC staff was given the green light from city leadership to move forward with the Hill Center parking expansion. During the Sealy EDC June meeting, the EDC Board approved (3) agreements between Strand Associates and the Sealy EDC so the two entities may work together. The next step is design and putting the Hill Center Parking Expansion project out for bids. The W.E. Hill Community Parking expansion project was identified as an SEDC priority for 2024.



FY'25 EDC Budget

During the July 2024 meeting, the Sealy EDC Board of Directors will discuss the fiscal year 2025 budget. The new budget has been created by SEDC staff and will account for the expanded parking projects and park improvements. The proposed FY'25 EDC budget is currently under review by the City Manager, before being presented to the EDC Board for their input.

News and Updates Continued...

J.A. Cryan Park Pond

The city is evaluating the Jacqueline A. Cryan Park Pond for improved design and capacity. This study will also guide the EDC's plans for cleaning and sculpting the pond's banks to address the erosion issues. Additionally, the pond and the surrounding area will be re-evaluated for path lighting, allowing walkers to enjoy J. A. Cryan Park and all it's current and future amenities.



City leadership recommends postponing the path lighting improvements until the pond study is complete due to possible changes in the bank's boundaries.

June 18, 2024 Sealy Small Business Meet-Up



In partnership with the Houston Small Business Administration, we held a highly successful event. We engaged with lenders regarding 504 and 7(a) loan opportunities. Other partners also present included business planners, educational institutions, Workforce Development, Sealy Area Chamber, and others, to facilitate valuable connections for our local businesses. Staff selected Sealy's Historic Liedertafel Hall as the venue for the event. Considering both it's spacious capacity and it's historic significance, this venue showcased Sealy's distinctive and charming character. The event flyer, created by the Houston SBA, has been circulated through various channels. There were 30-35 attendees. Sealy EDC collaborated with local business owner, Tasha Salcido with Gimme Some Sweets, to provide refreshments for our event attendees.

Support Existing
Business/
2 Redevelopment and
New Business

News and Updates Continued...

SEDC Office Expansion

SEDC Meeting Room Suite #5



May Improvements

June Improvements



The SEDC's new meeting space held its first meetings in May. Following a refresh that included new paint, baseboard trim, and new carpeting. Since then, SEDC staff has conducted four meetings in the space and has been moving and organizing files and other items from the Hill Center. In June, EDC collaborated with Blue Iron Technologies to establish an internet connection, install a wall monitor with wireless capabilities, and install a conference call phone system.

The Medrano Project

Sealy EDC reviewed a façade improvement application for a multi business project with the Board of Directors in May. The project is located at 416 HWY 90 West in Sealy. The property owners were cited for code violations for some of their structures on the property. In response, the building owners have taken proactive steps not only to rectify these violations, but also to provide additional, visually appealing improvements. These improvements will include the addition of an ADA compliant public bathroom, a new façade for the storage units, interior upgrades to the storage units, new roof, expansion of the pole-building over the car detailing business, and touch up paint for the previous Ella Bella building. The Historic District and Business Improvement Grant will only provide a 50% match up to \$11,000.00 for two items, the façade and the ADA compliant bathroom. The property owners will fund 100% of the remaining list of improvements. The SEDC Board of Directors approved the project during the June meeting. Below are pictures of the current state of the project, and the proposed after picture. The City Council approved the first reading resolution of the project during the July 2nd meeting.



Before



After

News and Updates Continued...

3 Create Effective Marketing and Communications

Retail Coach/EDC Partnership

Sealy EDC staff is gearing up for further collaboration with The Retail Coach. The Retail Coach team will soon visit Sealy, TX to meet with staff and better evaluate available sites and retail needs.

Recently, Retail Coach represented Sealy at the International Council of Shopping Centers Retail Conference in Las Vegas.

During the event, their representatives met with retail developers, generating interest from select retailers who requested additional information about Sealy. Later, the representatives reached out to local landowners to gauge their interest in development.

Staff will meet with Retail Coach at the end of June to discuss utilization of their online software platform for real-time updates on retail recruitment progress and retailer responses. The platform will provide us with insights to drive our efforts forward.

Meetings with The Retail Coach have included:

02.23.24 Completed our kick-off call

03.19.24 Retail Coach provided our Market Data and a list of possible retail businesses for our Sealy market.

04.17.24 Retail Coach provided updates with retail that fits Sealy's market data, and developers that have shown interest in Sealy. Prepping for upcoming conference.

May 2024 Retail Coach provided updates from the May International Council of Shopping Center's Conference.

June 20, 2024: Retail Coach reported meeting with approximately 5 retailers on Sealy's behalf.

Retail Coach will attend the Sealy EDC August meeting to provide an in person update of retail recruitment progress.



News and Updates Continued...

Enhance Amenities 4 for Citizens and Tourism

Sealy EDC Website Updates

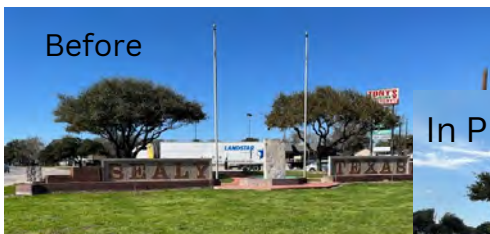
EDC staff committed to steadily improving the Sealy EDC website. Over the coming months, all sections of the website will undergo updates and enhancements. These improvements will focus on strengthening Sealy's connection to our target markets and ensuring market data remains current while maintaining page functionality. The approach involves systematically completing one page at a time.

The improvement efforts start with the "Sealy Advantage Pages", which highlights Sealy's greatest asset: its location. Situated within the Texas Triangle Region, and in close proximity to airports, seaports, higher education institutions, and metroplexes, Sealy is an ideal location for manufacturing and distribution. A comprehensive page detailing the benefits of Sealy's strategic location in relation to the transportation industry has been completed and is now available on the website. Subsequent pages will continue to showcase other advantages of Sealy in the near future. The page currently in development will highlight Sealy's demographics and market data.

Sealy - Texas Sign Improvement

The Sealy Texas Sign project began June 10th, 2024. Sealy EDC is collaborating with City staff, local painter, and Master Gardener, Renee Kofman to enhance this iconic area. The project was approved by the SEDC Board in March 2024 and subsequently by the Sealy City Council in April. The project was delayed due to the 60-day waiting period following the EDC's public notice, which concluded the end of May.

The project includes several improvements such as enhanced landscaping, flag lighting, and fresh paint on the letters spelling out SEALY - TEXAS. The landscaping portion is complete, and Renee Kofman's design is getting lots of positive accolades. Renee has suggested power washing the monument sign to remove soot and brighten it. SEDC will coordinate with a local painter to complete the project, anticipating completion in July 2024. The project serves as a cost effective and preliminary step in improving the area ahead of the projected TX Dot projects that may begin in 4-5 years.



News and Updates Continued...

June Staff Training

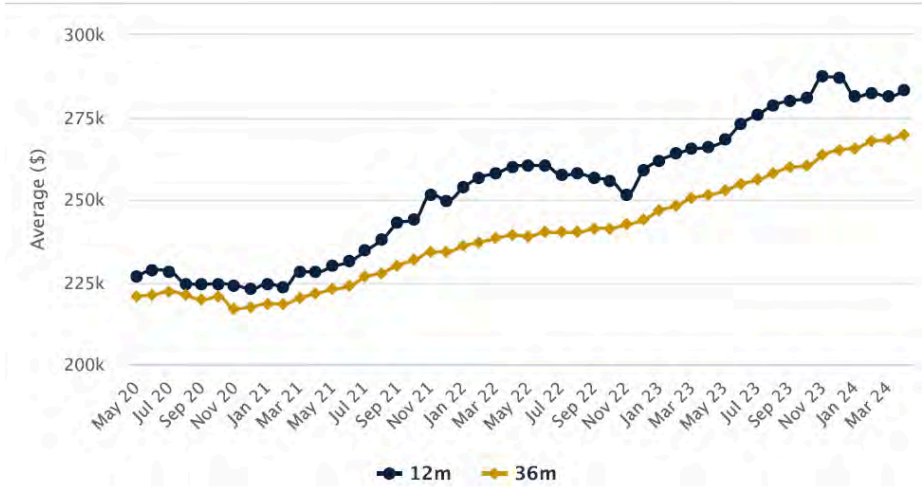
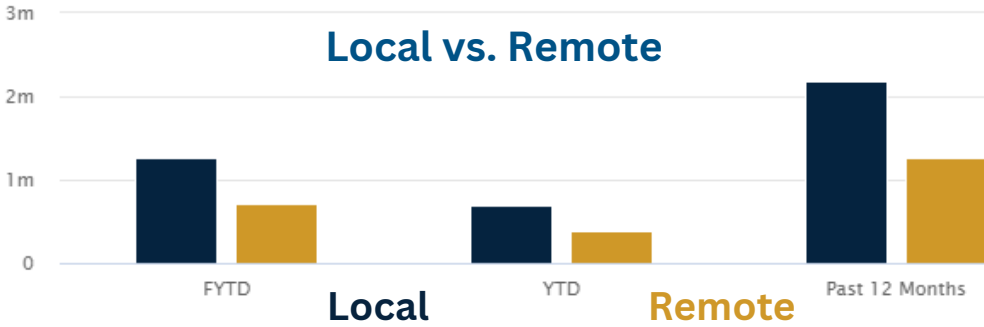
SEDC Executive Director attended the Texas Economic Development Council's Basic EDC Training course this week in Fort Worth. This training invigorates EDC leadership and provides the essential knowledge, the most up-to-date trends and practices used in Texas Economic Development. The training also fosters valuable networking relationships that may be utilized throughout one's career.



June 2024 Sales Tax Report

Budget Tracking	
BUDGET	SEDC BUDGET
\$3,750,000	\$1,250,000
FYTD	SEDC FYTD
\$1,953,358	\$651,119

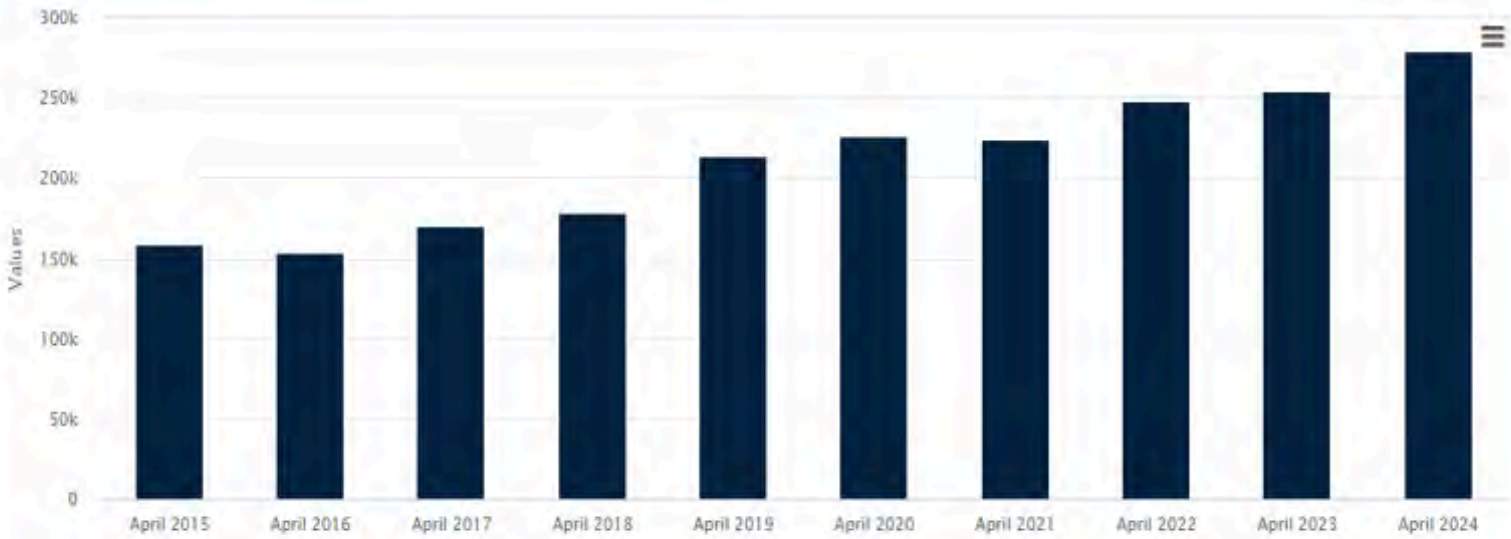
How are we doing?	
	EDC Portion
\$1,953,358	\$ 651,119
Fiscal Year to Date Collections	Fiscal Year to Date Collections
2.05%	2.05%
Fiscal Year to Date Collections	Fiscal Year to Date Collections
\$283,202	\$94,400
12m Average Collections	12m Average Collections



Sales taxes up 9.6% in April

Sales tax collections for the month of April totaled \$278,995.65. This represents an increase of 9.60%, or \$24,439, compared to last year. Through April, sales tax collections are up \$39,166, or 2.05%, from the prior year, and at \$283,202, the 12-month moving average is 6.52% higher than this time last year.

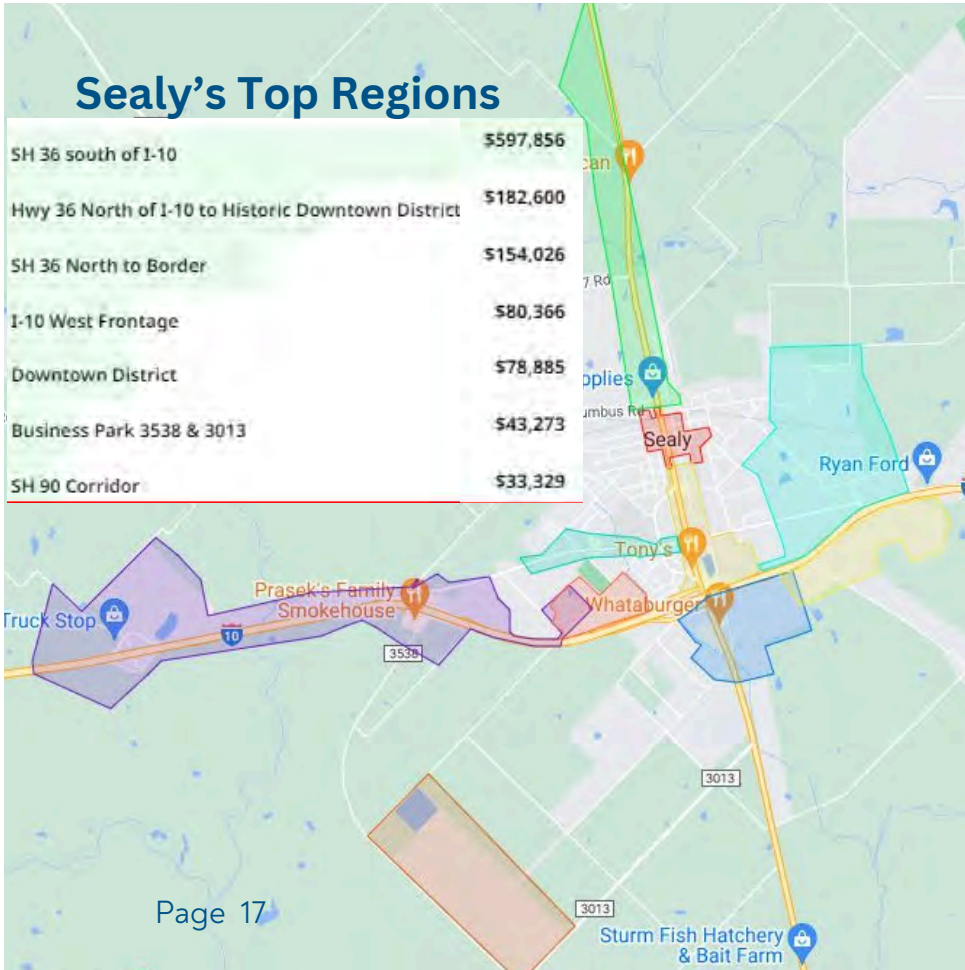
The chart below shows the past 10 years of sales tax allocations for the month of April.



June 2024 Sales Tax Report Continued

Sealy's Top Regions

SH 36 south of I-10	\$597,856
Hwy 36 North of I-10 to Historic Downtown District	\$182,600
SH 36 North to Border	\$154,026
I-10 West Frontage	\$80,366
Downtown District	\$78,885
Business Park 3538 & 3013	\$43,273
SH 90 Corridor	\$33,329



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Sealy's Top Industries

Department Stores (Retail)	\$376,747
Limited Service Eating Places (Food)	\$182,332
Other Nonstore Retailers (Retail)	\$124,359
Electric Utilities (General Services)	\$85,594
Gasoline Stations (Retail)	\$84,344
Full-Service Restaurants (Food)	\$71,686
Building Materials Stores (Retail)	\$70,745
Specialty Trade Contractors (General Service)	\$61,734



Upcoming Local Events

Upcoming Agenda Items July 2024

July 2024

- July 6: Coming Back to Sealy Dance
American Legion Hall Post 442 at 7:00 pm
-
- Every Friday Evening: Karaoke at
Saddleback Saloon 207 Main Street
- July 13: Acoustic Live at Wolf Pack Bar &
Grill at 7:00 pm
- July 14: Po.L.K of A 35th Anniversary at
the American Legion Hall - Post 442 at
1:00 pm
- July 15: Ribbon Cutting for Lone Star
Liquor at 11:00 am 6021 FM 3538
- July 18: Thirsty Thursday at Yoder and
Frey at 4:30 pm
- July 19: Acoustic Live at Wolf Pack Bar &
Grill at 6:30 pm
- July 25: Ribbon Cutting for Hiketron
11:00 am at 6420 Beckendorff Road

- Board orientation
- Sealy EDC Strategic Planning for fiscal
year 2025
- Sealy EDC Board of Directors will
consider the fiscal year 2024-2025
budget
- Discussion of license plate readers
system and economic development

*Thank
you!*

As we navigate through new projects, and our strategic plan we remain committed to transparency, accountability, and progress. Together, we can shape Sealy with a future of promise and prosperity.

