

# SEALY EDC NEWSLETTER

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Thursday, July 31, 2024



## Sealy EDC News and Updates JULY 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



SEDC Funded Improvement

We hope this message finds you well.

At the July SEDC Meeting, the Sealy EDC Board of Directors recognized Renee Kofman for her volunteer efforts in designing the landscaping for the Sealy - Texas monument sign. Additionally, the Board reviewed and discussed the FY'25 budget and updating the EDC's strategic plan.

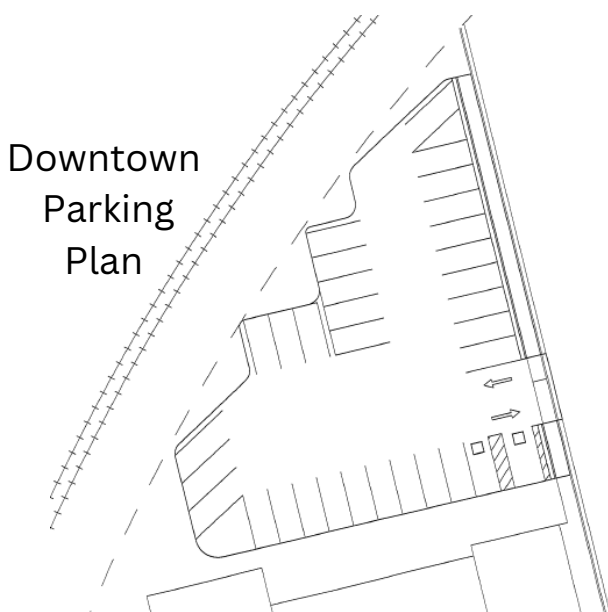
# News and Updates

## 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 during the March meeting The Board took action to authorize staff to seek methods to have the building removed for the future parking lot. This decision was made with the understanding that removing the building would facilitate the creation of additional parking spaces for Downtown.

In August staff will provide the Board a couple options for the buildings removal.



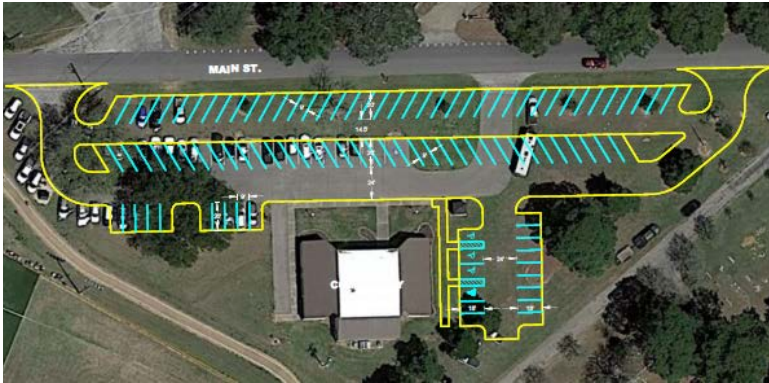
The bidding results from June were not advantageous, prompting the SEDC staff to inquire with the city and the county about their potential use for the building. In July, staff met with Mark Switzer, Auctioneer, to discuss the process and cost of a live auction of the property scheduled for September 20, 2024. The auction would include contingencies requiring the building to be moved off site. Staff plans to present this proposal to the Board for approval during a special meeting in August. 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.

However, in June 2024, 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. Running these projects concurrently will result in cost savings for both through economies of scale.

## Hill Center Parking Continued



### 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.

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, to create documents for bidding, and the bidding process for the Hill Center Parking Expansion project. 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 discussed the upcoming fiscal year 2025 budget. Staff's forward looking approach this year to schedule EDC projects, instead of reacting to various requests throughout the year, provides the Board with improved planning and expectations of annual outcomes. It allows us to stay on target instead of being distracted by the latest request. The FY'25 budget will account for both previously known and new capital projects. The proposed FY'25 EDC budget was approved by the SEDC Board of Directors on July 23, 2024. The funding for capital projects included: W.E. Hill Center and Downtown Parking, W.E. Hill Center Building Improvements, J.A. Cryan Park Pond Erosion and Path lighting, Flock Cameras, and Community Art. The fiscal year 2025 budget was also approved by City Council on July 30th with one requested change. City Council requested that the Board consider reallocating \$70,000 from the Wayfinding Signs Project to instead fund the City's Splashpad Project and Liedertafel Hall Improvements. Staff will request a special meeting in August to seek Board approval for City Council's requested change in funding for the City's Splashpad Project and Liedertafel Hall Improvements.

# 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 its current and future amenities in the evening hours.



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

During the July Regular meeting, funding for this project was approved by the Sealy EDC for fiscal year 2025 budget. City Council also approved the project through the approval of the FY'25 SEDC Budget.

Support Existing  
Business/  
**2** Redevelopment and  
New Business

## 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 the Sealy EDC Board of Directors to provide a full report and to further evaluate available sites and retail needs.

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.

July 17, 2024: Retail Coach is planning to attend the Sealy EDC September meeting to provide an in person update of their retail recruitment progress.



# News and Updates Continued...

## The Medrano Project

In June, the Sealy EDC reviewed a façade improvement application for a multi-business project with the Board of Directors. The project is located at 416 HWY 90 West in Sealy. The property owners were cited for code violations for some of their structures. 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, a new roof, expansion of the pole-building over the car detailing business, and touch-up paint for the previous Ella Bella building, and some interior improvements to convert a storage unit to a business.

The Historic District and Business Improvement Grant will provide a 50% match up to \$11,000.00, for two items: the façade & 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.

The Medranos are working with the City’s planning department to develop a parking plan for transforming a personal storage unit into an office space. This item will go back to City Council for a second reading, once the details are worked out.



# News and Updates Continued...

## 3 Create Effective Marketing and Communications

### Sealy EDC Website Updates

Website 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 most recently developed highlights Sealy's work force, demographics and market data.

## 4 Enhance Amenities for Citizens and Tourism

### Sealy - Texas Sign Improvement

The Sealy Texas Sign project began June 10th, 2024. Sealy EDC collaborated with City staff, , and Master Gardener, Renee Kofman, and a local painter 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 pole 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 suggested power washing the monument sign to remove soot and brighten it. SEDC coordinated with a local painter to complete a power wash and painting the letters black. The solar pole lighting should be placed in September. Additionally, John Wilson volunteered his time and resources to sand, clean and paint the ball topper to fit the 5/8 inch opening of the solar down lighting to illuminate the flag poles.

# News and Updates Continued...

## Flock Cameras

### Sealy - Texas Sign Improvement



It took the coordination of many hands to complete this iconic improvement. The project serves as a cost effective and preliminary step to improving the area ahead of the projected Texas Department of Transportation projects that may begin in 4-5 years.

Shopping districts are the heart of many communities, serving as vibrant hubs for commerce, entertainment, and social interaction. However, they can also be targets for crime. To ensure the safety and well-being of shoppers, businesses, and residents alike, many cities are turning to innovative solutions. One such technology gaining traction is Flock license plate reader cameras.

Businesses are more likely to invest in areas where they feel their operations and assets will be secure. This can lead to the revitalization of commercial areas and increased economic activity. In turn, tourists are more likely to visit and spend time in cities they perceive as safe. Enhanced security measures like FLOCK cameras can thus enhance tourism, bringing more revenue to the local economy. Additionally, the data collected by FLOCK cameras can be analyzed to understand traffic patterns, thus assessing events and assisting in city planning and development projects, ensuring projects are more effectively aligned with the community.



## Flock Cameras

By identifying areas that require more traffic management, the data can lead to more targeted and efficient use of economic development funds.

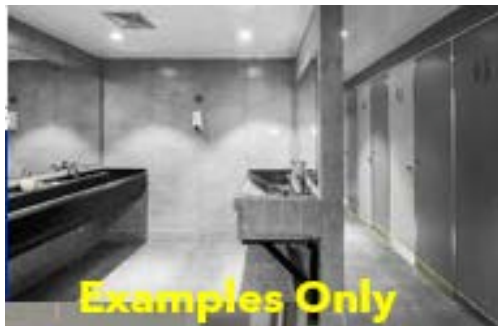
With investment in Flock cameras, the Sealy EDC can provide funding to create a safe and welcoming business district and community. This, in turn, can attract visitors, boost local businesses, and enhance the overall quality of life for residents. As technology continues to evolve, solutions like Flock cameras offer a promising path toward more prosperous shopping districts.

The cost for the fully turnkey solution system is \$25,100 the first year, and \$22,000 the following year. The system includes: the FLOCK operating system platform and (4) cameras and (2) highspeed cameras.

## W.E. Hill Center Building Improvements

The Hill Center is currently available as a rental venue for the community, and the City has identified several necessary improvements for the building. The Sealy EDC staff will continue to update the Board with the plans for the improvements, which currently include interior and exterior painting, as well as, design and update of the restrooms to be compliant with Americans with Disability Act (ADA) accessibility requirements.

An architect has been engaged to identify and address the ADA requirements. Once the architect provides feedback regarding the design and probable cost, The SEDC Board will be provided the information. Funds for this project are being allocated in the FY'25 EDC Budget. The estimated cost of the improvement is \$100,000.



Examples Only

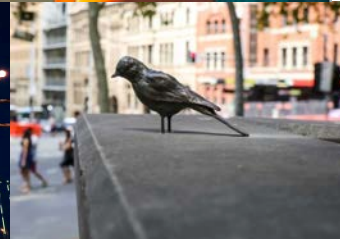




## 10 Reasons to Support Public Art

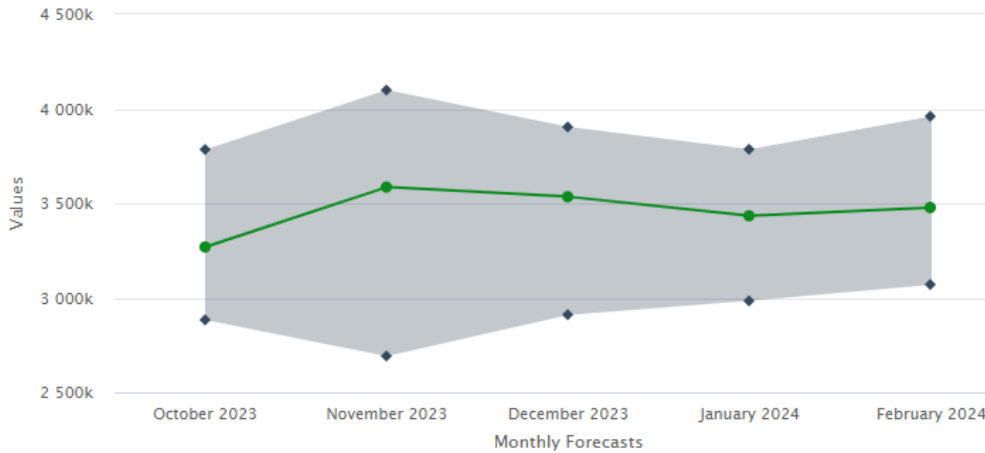
1. It's Public, everyone has access to public art. It's directly in the public sphere and not confined to galleries or museums.
2. It enriches our physical environments, bringing streetscapes, plazas, downtown buildings and schools to life.
3. It's a great tool for civic engagement and building social capital.
4. It provides professional opportunities for local artists and cultivates an environment in which the creative class thrives.
5. It boosts local economies. Businesses supply materials and labor; restaurants, hotels, and transportation companies benefit from a site that attracts visitors.
6. It's an investment in placemaking - measured by livability and quality of life - that also engenders community pride.
7. It connects citizens to their neighbors and their shared history through documentation and celebration, making cultural heritage a tangible community asset.
8. It enlivens places where people work, which can improve employee morale, productivity and respect.
9. It creates supportive learning environments. It opens eyes - and minds! It attracts students to environments conducive to both learning and fun.
10. It raises public awareness about important community issues, such as environmental stewardship and respect for diversity.

In July, EDC Staff met with the Greater Sealy Area Chamber of Commerce to discuss plans for a public art program in Sealy.




# June 2024 Sales Tax Reporting

End of year projection shows around 2% growth over last year, and over the past 10 years, collections through May have, on average, represented between 59.4% and 68.3% of your end-of-year collections. Based on the Fiscal Year to Date (FYTD) collections through May and historical collection data, the Sealy EDC should reasonably be able to expect end-of-year revenue to fall between \$1,094,231 and \$1,256,782. Last year, the city collected \$3,359,254 and the Sealy EDC received \$1,119,751. The chart below shows our end-of-year projections based on each month that has passed so far, this fiscal year.



While the overall picture is optimistic, it's essential to note that May's allocation includes a substantial increase in future period payments, which could impact future collections. Nevertheless, based on historical data, the end-of-year sales tax revenue is projected to range between \$1,094,231 and \$1,256,782, representing an approximate 2% growth over the previous year.

Below is a year-to-date report of the top sales taxpayers by industry. Due to the wide variety of goods sold in a department store, this industry is the year-round leader in sales tax collections in Sealy.

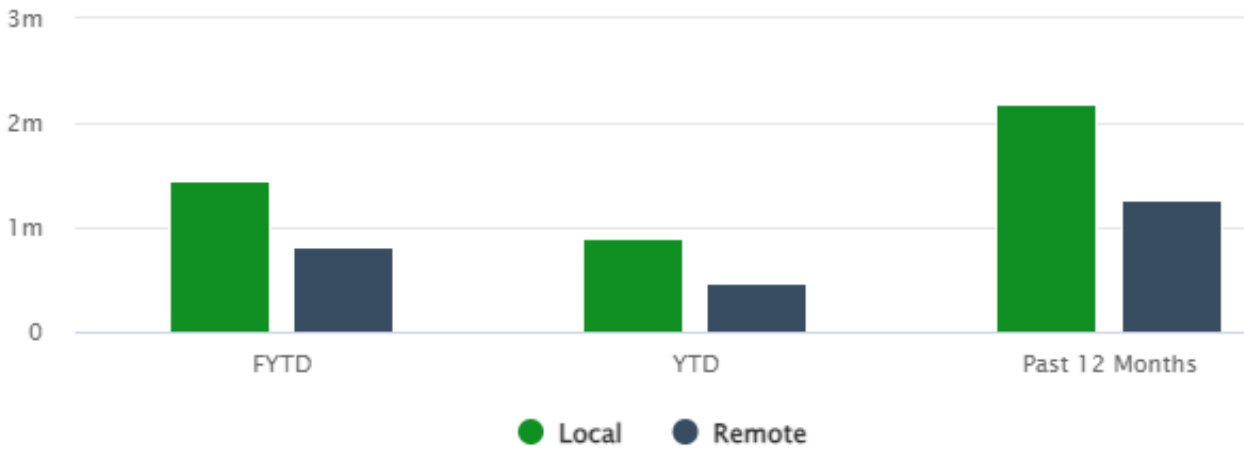
Top Industries 		FYTD	C
Department Stores (Retail)	\$428,813		
Limited Service Eating Places (Food)	\$203,805		
Other Nonstore Retailers (Retail)	\$143,378		
Electric Utilities (General Services)	\$99,309		
Gasoline Stations (Retail)	\$96,914		
Full-Service Restaurants (Food)	\$84,447		
Building Materials Stores (Retail)	\$79,861		
Specialty Trade Contractors (General Services)	\$71,713		

## Top Sales Tax Payers by Industry

## June 2024 Sales Tax Reporting Continued...

An interesting trend seen in the purchasing and sales tax collections comes from the habits of Sealy residents is the continuing growth of remote purchases. Remote purchases are those that are purchased on-line and delivered to your home or business. The sales tax is then collected at the point of sale in Sealy homes and businesses. The delivery sales tax collections now account for 36% or \$1,259,753 in sales tax collections over the past 12 months.

Local vs Remote



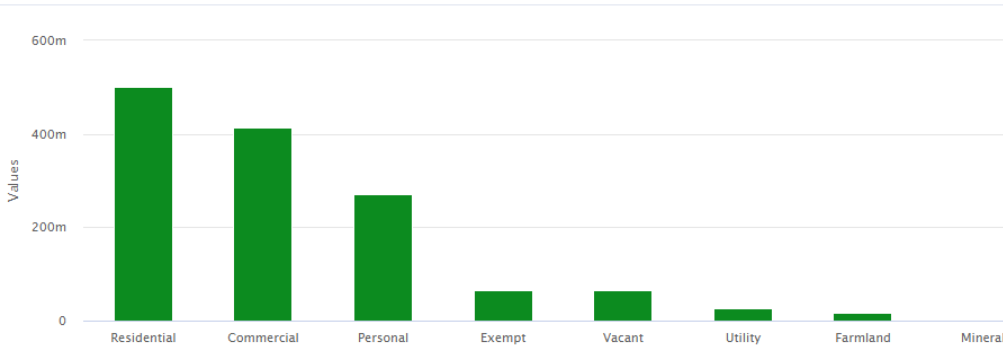
# June 2024 Property Tax Reporting

## Property Tax Performance

Sealy's commercial property values have exhibited consistent growth between 2020 and 2023. Notably, a significant surge of 19.44% occurred in 2022, followed by a more modest 12.03% increase in 2023. This upward trend indicates a healthy and expanding local economy.

Sum of Market Value	Average Value	Median Value
\$1.36b	\$297.55k	\$125.68k

Market Value by Property Type 2024



Projecting a conservative 12.03% growth rate for 2024 suggests a commercial property value of \$462,180,001. However, it's crucial to remember that this is an estimate, and actual figures may vary.

## Overall Economic Outlook

The combined performance of sales and property taxes paints a positive picture of Sealy's economic health. The growth in both areas signifies increased business activity, new development, and a thriving local market.

While challenges such as fluctuations in specific industry sectors and the impact of future period payments on sales tax revenue need to be monitored, the overall trend suggests a promising economic outlook for Sealy.

Key takeaways:

- Sales tax collections are on the rise, particularly in the Retail and General Services sectors.
- Property values are increasing steadily, indicating a robust commercial market.
- The overall economic outlook for Sealy is positive.

Continued monitoring of these trends will provide valuable insights into the evolving economic landscape of Sealy, Texas.

## Upcoming Local Events

- Frio Friday Night Lights August 9th at 6:30 p.m.
- Sealy Chamber Lunch & Learn Aug. 7th at 12 pm- 1 pm at the American Legion.
- Ribbon Cutting for Sealy Laundry Mat August 9th at 12:00 p.m.
- Prasek's Hillje Smokehouse 50 Year celebration August 9th at 8:00 a.m. and August 10th at 2:00 p.m.
- Zehner Market Event August 10th at 9:00 a.m. - 3:00 p.m. at American Legion Hall
- Thirsty Thursday Aug. 15th at 4:30pm at Main Event, Katy
- Ribbon Cutting for Lucy's Pie House and Grill August 21 at 4:00 p.m.
- Suzanne's Band Trio Show, August 23rd at Wolf Pack Bar and Grill at 7:00 p.m.

## Upcoming Agenda Items July 2024

SEDC FY'25 Budget  
SEDC Strategic Plan  
125 2nd Street Building

*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.

