

City of Castle Hills
Comprehensive Plan Advisory Committee Meeting
August 28, 2021



**AN ECONOMIC DEVELOPMENT AGGRESSIVE
APPROACH FOR
THE CURRENT ENVIRONMENT TO SUSTAIN
AND INCREASE COMMUNITY & ECONOMIC
GROWTH**

Goals



- To Improve Communication
- To Create A Useful Informative Website
- To Develop Marketing & Outreach Opportunities
- To Increase Awareness & Opportunities For Business Growth
- To Facilitate, Increase/Advocate Funding For Community & Economic Development With Intergovernmental Partnerships, Communication And Alliances
- Creation of a revitalization plan for redevelopment

Economic Development Strategies



- **Economic Development Strategies:**
 - Assist stakeholders with retention & business expansion plan
 - Enterprise Creation to support entrepreneurs & new business development within the city
 - Increase Capital, Financial & Workforce Development to improve the community's ability to retain and capture investment
 - Business Recruitment activity to attract new employers of targeted industries
 - Increase Tourism with historic preservation, conference hosting with partnerships of the hospitality industry, and area business (i.e. medical providers, business & government for retreats, etc.)
 - Increase Grant Applications : CDBG, EDA, AFG (Homeland Security), Private Foundations, etc.

Economic Development Strategies (continue)



- **Economic Development Strategies (continue):**
 - Partnerships & Collaborative relationships between the EDC, City/County officials, State & Federal, Chamber of Commerce, Educational Providers, Corporate Stakeholders to promote the city relating to community & economic growth Partnerships between the EDC, City/County officials, State & Federal, Chamber of Commerce, Educational Providers, Corporate Stakeholders to promote the city relating to community & economic growth
 - Local incentives: property tax abatement, sales tax rebates, TIF's and Chapter 380/381 (Texas Government Code)

Impact Focus Area



- **Area of Draw**
 - The area of draw is defined as an approximate 8 mile radius from downtown.
 - Its boundaries are _____, _____, _____,
 - This area of draw represents an 6 – 10 minute drive time from the center of town.

Retail Targets



- **Merchandise Categories:**

- Overall this community needs upper scale retail to support the increase in consumer goods and services that will provide a balance in price points for purchases.
- Recruitment of food market retail providers such as Whole Foods , Trader Joe's and other type that may include a specialize pantry format store.
- Bakery, coffee shop and other type of social gathering business that promotes quality of life and interaction.
- Café or casual style dinning as well as sit-down white tablecloth dinning is needed.

Medical Service Sector



- **Types of services**
 - Medical clinic need to increase presents
 - Family Doctor practice
 - Eye Doctors
 - Dentists
 - Doctor – Specialists
 - Dermatologist

Government Services



- Types of government services (continued support by the community):
 - Library
 - Increase Fire Department Personnel
 - Increase Police Officers
 - Improvement of Public School Curriculum to meet the future demand for economic & social advancement.
 - Ongoing improvements to city parks:
 - ✦ Playgrounds for children
 - ✦ Basketball Courts
 - ✦ Par 3 golf course
 - ✦ Boys & Girls Club
 - ✦ Tennis Court
 - ✦ Running Track
 - ✦ Skateboard Park