



STAFF REPORT

MEETING DATE: January 27, 2025

TITLE:

Discussion and possible action regarding the Strategic Planning Session held by the BEDC on January 13, 2025 and amendments to the existing BEDC policy statements.

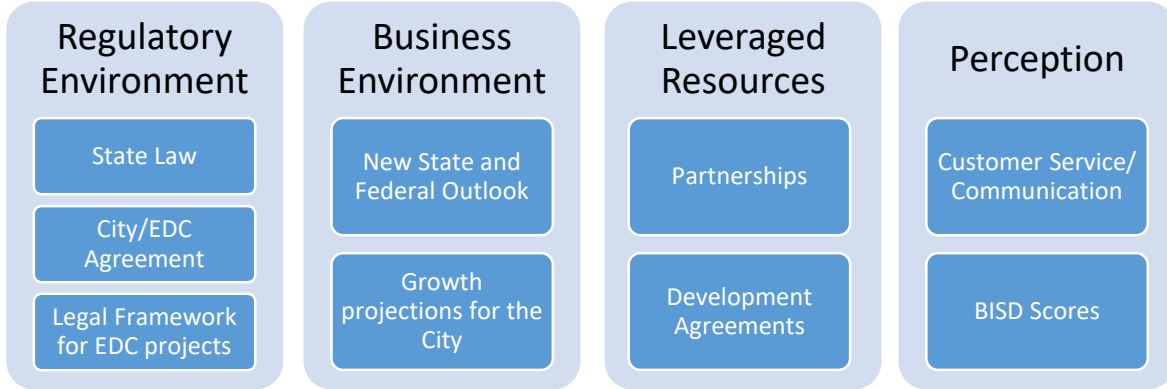
AGENDA ITEM SUBMITTED BY:

Submitted by: Sylvia Carrillo-Trevino, ICMA-CM, CPM, City Manager and Interim Executive Director of the BEDC

BACKGROUND/HISTORY:

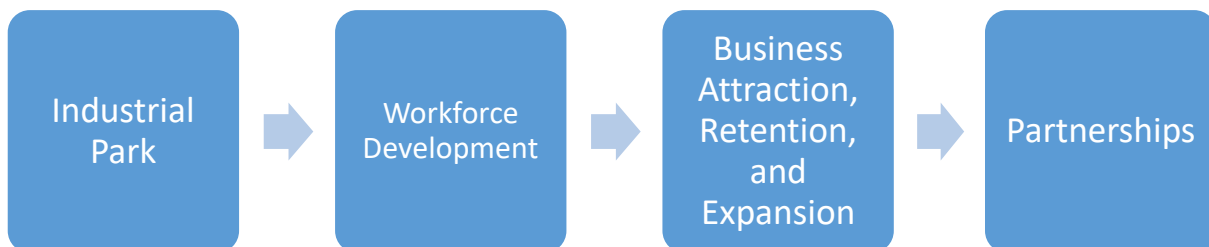
On January 13, 2025, the BEDC held a strategic planning meeting to review its strategic workplan for the 2025 year.

The meeting began with a review of the following:



Then the board focused on four pillars of it would like to focus on in the 2025 calendar year and proceed to do a SWOT (Strengths, Weaknesses, Opportunities, and Threats) within each of the four pillars to determine two (2) meaningful and actionable goals within each pillar.

Those pillars include:



Collectively, the board determined:

Strengths	Weaknesses	Opportunities	Threats
Board & Leadership	Need for strategic advertising and marketing	Uniqueness	Geopolitical Issues
The growth and knowledge of the city due to musk.	Growing too fast	Bastrop Image	Small town outlook and competition
Location in proximity to large cities and 71	Infrastructure is behind or limited	Large Land available	No shovel ready sites in the Industrial Park
Available land	Lack of transportation	Media due to Musk	Low ROI Opportunities
The Colorado river.	Lack of adequate road system for traffic	Demographics- income levels, education	Growing pains with rapid growth
Beautiful downtown	Website/Not "tooting" our own horn	TX Roads in expansion	Not being proactive to recruit

FISCAL IMPACT:

To be determined

RECOMMENDATION:

Amend the existing policy of the BEDC and replace with the proposed policy edits; Adopt the annual goals; Work to develop a 5 year strategic plan.

ATTACHMENTS:

1. Proposed FY 2025 Goals
2. Prior Policy

Proposed 2025 Goals

Pillar 1: Industrial Park

1. Develop and Update a current map of the park.
 - a. Established Goal: February 2025
2. Market the park in 2 national and 1 global publication
 - a. Established Goal: June 2025
3. Update and review restrictions and covenants.
 - a. Committees: Angela, Chris, Cheryl, and Gary to review covenants and recommend changes to the board.
Established Goal: April of 2025
4. Clear and minimally improve platted streets to allow for a better marketing effort of the Industrial Park
 - a. City to incorporate into the street schedule with a cost reimbursement by the BEDC.
Established Goal: March 2025

Pillar 2: Workforce Development Goals

1. Establish needs of the business community through quarterly meetings with workforce development partners.
 - a. Established Goal: Begin February 2025
2. Establish a quarterly business roundtable to determine workforce needs and aid in meeting those needs through partnership or sponsorship.
 - a. Established Goal: Begin February 2025

Pillar 3: Business Attraction, Retention, and Expansion Goals

1. Land banking: create a repository of landowners, acres, and additional information for business attraction.
 - a. Established Goal: March 2025 and continuous
2. Leverage a partnership with Visit Bastrop to create a marketing video and enhanced advertising of the Bastrop community.
 - a. Established goal: March 2025
3. Provide monthly updates from Retail Coach on recruitment activity for Bastrop.
 - a. Established Goal: January 2025