



THE CITY OF
BURLESON
TEXAS

Economic
Development

EDC PROJECT IMPACTS

OUR MISSION

To increase the economic vitality of all in Burleson, Texas

OUR VISION

To nurture a culture of community, creativity and enthusiasm by leading efforts to attract investment in new and expanding businesses for the purpose of creating and retaining jobs, enhancing the tax base, and improving the quality of life for the residents of Burleson





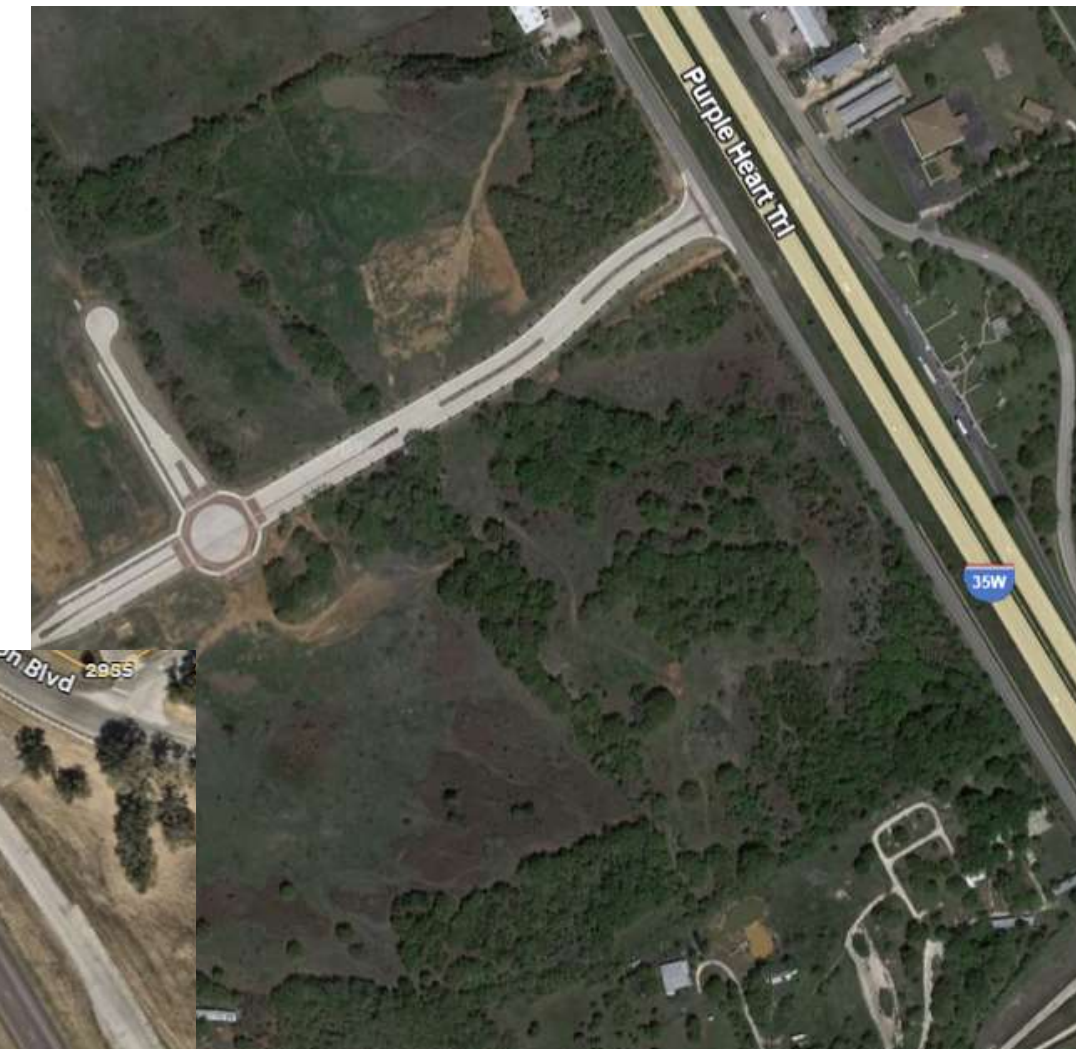
EDC PROJECT IMPACT

Economic development is most effective when it is sustainable, focusing on long-term stability rather than short-term gains. By utilizing strategic incentives, Burleson has created a competitive environment that encourages both new business recruitment and the expansion of our existing local partners. This presentation outlines several recent initiatives that have served as practical catalysts for prosperity, demonstrating how targeted investments today build a more resilient and impactful community for the future.

CHICKEN E. FOODS

Initiated in 2013, the Chicken E. Food Service project served as the strategic catalyst for the development of HighPoint Business Park. Spanning nearly 100,000 square feet, this high-capacity distribution center is a linchpin in the regional supply chain. From this Burleson hub, the company manages the distribution of frozen products to approximately 260 Chicken Express locations across the Southern United States, reinforcing the city's position as a critical logistics partner.

Today



2013

CHICKEN E. FOODSERVICE

Tax Abatement	75% (expired 2021)
4A Incentive	\$435,000
Jobs Created	41
Taxable Value	\$7,453,129
General Fund Benefit	\$357,618.30



Secondary Benefits: Establishing the Industrial Hub The Chicken E project served as the cornerstone for HighPoint Business Park, providing the market validation necessary to establish Burleson as a premier industrial destination. This initial investment acted as a catalyst, signaling the park's viability to the region. Consequently, Burleson successfully attracted several food industry leaders within just a few years, solidifying our reputation as a strategic hub for the sector.

WAGNER SMITH

As a premier designer and manufacturer of electrical and communication line-stringing equipment, Wagner-Smith is an industry leader. In 2014, the EDC facilitated a creative relocation strategy by purchasing their original facility—now home to F-Wave Roofing—to pave the way for their move to HighPoint Business Park. Now operating a 70,000 sq. ft. state-of-the-art facility, Wagner-Smith has scaled its manufacturing, sales, and rental operations significantly. This expansion not only secured high-quality full-time jobs but also established the company as a Top 10 sales-tax generator for Burleson.

2013



WAGNER SMITH

Tax Abatement	75% (expired 2022)
4A Incentive	\$400,000
Jobs Created	49
Taxable Value	\$42,023,038
General Fund Benefit	\$6,220,656
4A/4B Sales Tax	\$3,010,566



Secondary Benefits: Beyond the Relocation The Wagner-Smith expansion created a "ripple effect" of economic wins for Burleson. By strategically purchasing their original 8-acre site on N. Burleson Drive, the City secured a prime, future retail location, temporarily home to F-Wave Roofing. This proactive move did more than just retain a local partner; it allowed the City to control a key gateway property that will guide the development of the corridor while simultaneously fueling Wagner-Smith's growth. This success story has solidified Burleson's reputation as a premier hub for metal manufacturing and industrial innovation.

HAYES & STOLZ

Founded in 1945, the now employee-owned metal manufacturer chose Burleson for its major regional relocation from Fort Worth in 2016. Seeking a location that could accommodate their specialized production needs, they established a massive 140,000-square-foot headquarters within HighPoint Business Park. This facility serves as the primary manufacturing hub for their custom industrial mixing, blending, and conveying equipment, which is distributed globally to the food and livestock feed industries. By bringing 140 high-skill jobs to the community, Hays & Stolz has become a major employer and a vital addition to Burleson's industrial tax base.



HAYES & STOLZ

Tax Abatement	N/A
4A Incentive	\$678,299
Jobs Created	140
Taxable Value	\$14,125,305
General Fund Benefit	\$877,391



Secondary Benefits: Workforce and Industry Branding
The arrival of Hays & Stolz did more than just develop a greenfield site; it further established Burleson as a "center of excellence" for metal manufacturing and technical workforce. As an employee-owned company, Hays & Stolz brings a unique level of corporate stability and high-quality job opportunities to the local workforce. This project also demonstrated the City's ability to work together quickly; the H&S groundbreaking took place a short 10 months from their first phone call to the EDC.

MCLANE CLASSIC FOODS

In 2017, the Burleson EDC reached a major milestone by recruiting McLane Classic Foods, a subsidiary of the prestigious McLane Group, to relocate its operations from Fort Worth. This strategic move centered on a 30-acre site within the newly established HighPoint East Business Park. The centerpiece of this project is a 130,000-square-foot, state-of-the-art facility designed for specialized private-label manufacturing. As a premier provider of custom kettle products for national restaurant brands, McLane brought high-tier industrial prestige and significant capital investment to the city, setting a new standard for Burleson's manufacturing sector.

2017



Today

MCLANE CLASSIC FOODS



Tax Abatement	80% (expires 2030)
4A Incentive	\$50,000
Jobs Created	165
Assessed Value	\$14,040,072
General Fund Benefit	\$120,830
Taxes Owed After 2030	~\$95,000/yr

Secondary Benefits: Market Validation The impact of McLane Classic Foods extends far beyond its physical footprint. As the inaugural project for HighPoint East, McLane provided the market validation necessary to transform the park into a premier industrial destination. This "anchor effect" directly solidified Burleson's reputation as a food-manufacturing hub, paving the way for the successful recruitment of global brands and several adjacent cold storage facilities. Today, McLane remains a vital civic partner, offering leadership within the ISD Culinary Program and the Chamber of Commerce, ensuring their success continues to fuel the prosperity of the entire Burleson community.

GOLDEN STATE FOODS

In 2017, Burleson secured a key anchor tenant in Golden State Foods, a global leader in food processing and distribution. This project was a turning point for the City, representing the first time Burleson successfully partnered with the State of Texas to secure a major industrial relocation. By coordinating local 4A incentives with a significant state-level monetary investment, the City proved its ability to navigate complex, multi-jurisdictional deals to land top-tier corporate citizens. The resulting 200,000-square-foot facility became the largest footprint in HighPoint Business Park at the time, establishing a massive manufacturing hub for liquid products that serves the world's most recognizable Quick Service Restaurant (QSR) and retail brands.



GOLDEN STATE FOODS



Tax Abatement	75% (expires 2030)
4A Incentive	\$1,663,500
Jobs Created	320
Assessed Value	\$36,089,001
General Fund Benefit	\$353,961
Taxes Owed After 2030	~\$230,000/yr

Secondary Benefits: Strategic Relationships

The impact of the Golden State Foods project extends far beyond the physical facility, as it provided the City with a powerful new toolkit for business recruitment. By delivering a seamless experience for GSF, the Burleson EDC established a high-trust relationship with a premier national site selection group—a relationship that was directly leveraged years later to secure the Paris Baguette project. This "repeat business" from elite site selectors demonstrates that Burleson is now a proven commodity on the national stage. Furthermore, the successful collaboration with the State of Texas on this project elevated the City's profile in Austin, ensuring that Burleson is now a "top of mind" destination for state-led recruitment efforts and major industrial incentives.

HIGHPOINT BUSINESS PARK

- **Strategic Acquisition:** Transformed a \$9.3M initial investment in 91.6 acres of vacant land into a premier North Texas corporate hub. (expanded to 230 acres by private investment)
- **Massive Appreciation:** Leveraged targeted infrastructure and performance agreements to grow the park's total appraised value to over \$250M.
- **Asset Growth:** Achieved a 27-fold increase in property value, validating the City's proactive approach to land assembly.



HIGHPOINT BUSINESS PARK

The HighPoint Job Multiplier

- Activating the 2.91x Multiplier: Every corporate or industrial job at HighPoint acts as an economic "seed." Based on regional development data, every 100 jobs in these sectors support an additional 291 jobs in the local service, healthcare, and retail economies.
- The "Daytime Population" Catalyst: Anchoring 1,000+ full-time employees creates a massive daily injection of spending. This workforce fuels the "lunch-to-dinner" economy, providing the consistent weekday foot traffic necessary for local small businesses to thrive.

- Economic Circularity: By providing high-quality local careers, the city ensures that payroll stays within Burleson. Research indicates that up to 45% of wages earned locally are recirculated back into the city's shops and services, compared to just 13% for non-local spending.
- Civic Stabilization: Replacing "commuter" patterns with local employment fosters a rooted, middle-class population. These 1,000 families drive long-term demand for Burleson housing and schools, transforming the city from a residential suburb into a self-sustaining economic power.

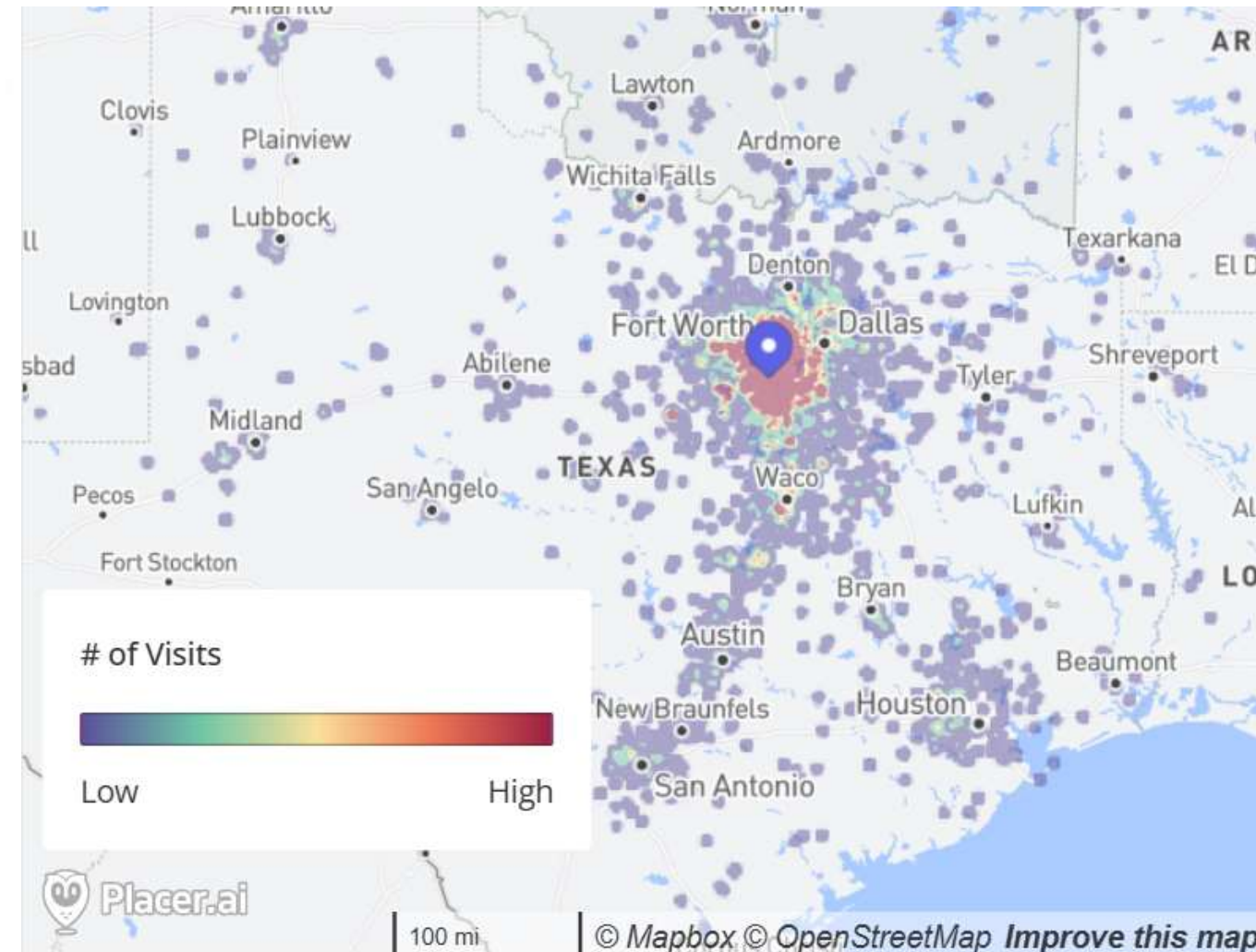
HARD EIGHT BBQ

Texan-owned Hard Eight BBQ offers a one-of-a-kind eating experience through its unique “Texas Style” BBQ and service. Patrons are served hot, fresh BBQ straight from the pit, directly from the Pit Master. The Burleson EDC helped the restaurant find their perfect, 5th location right along the bustling I-35. To help establish the company in Burleson, the EDC provided an incentive package for a sales tax rebate up to \$450,000 or ten years, whichever occurs first. The company’s first location opened in 2003 in Stephenville, Texas and over the years added locations in Coppell, Roanoke, The Colony, and Burleson. The Burleson restaurant opened in January of 2019, occupies 16,000 square feet, and has over 100 employees.



HARD EIGHT BBQ

Sales Tax Rebate	100% of GF (expires 2028)
4A Incentive	\$0
Jobs Created	60
Taxable Value	\$3,443,161
General Fund Benefit	\$138,386
4A/4B Benefit	\$301,447



Visits from home
between
Feb. 2025 - Jan. 2026
172.5k total

Secondary Benefits: Complementary Tourism

The 14,000+ square foot Hard Eight BBQ restaurant serves as an important piece of Burleson's 'Tourism Friendly' ecosystem. By providing a high-capacity destination anchor, the project does more than generate sales tax; it creates a regional draw that stabilizes daytime and weekend traffic across the I-35 corridor. This increased visitor density provides the 'proof of concept' necessary to attract national credit tenants, proving that Burleson is capable of supporting large-scale, high-volume retail and hospitality investments.

ANSON PDR

Anson PDR is a premier, family-owned global leader and the world's largest distributor of paintless dent repair tools and supplies. In 2018, the company entered a performance agreement to relocate its international headquarters to Burleson's HighPoint Business Park. Since the successful conclusion of that agreement in 2023, Anson PDR has transitioned into a permanent mainstay of the local economy, consistently delivering impressive sales tax growth. As a high-performing headquarters operation with a worldwide customer base, it exemplifies the city's strategic success in recruiting and retaining industry-dominant industrial partners.



ANSON PDR



Tax Abatement	N/A
4A Incentive	\$25,000
Jobs Created	25
Taxable Value	\$2,076,825
General Fund Benefit	\$227,836
4A/4B Benefit	\$170,169

Secondary Benefits: Strategic Diversity Anson PDR distinguishes HighPoint Business Park by proving that Burleson is a premier landing spot for high-growth, family-owned enterprises alongside traditional industrial giants. Their success demonstrates that the city's infrastructure is specifically scaled to help "mid-sized" businesses evolve into global leaders. While maintaining the personal character of a family business, they operate as a specialized economic juggernaut, providing a high-value, recession-resistant sales tax stream that diversifies the city's portfolio. This unique profile showcases HighPoint as a flexible, high-performance environment capable of fostering market dominance for businesses of any size or scale.

BEAR CLAW C&C

Project Bear Claw was strategic retail redevelopment project initiated in 2023 to transform the former China King Buffet site into a high-density multi-tenant destination. Supported by a \$350,000 Type A incentive, the developer successfully reimagined the single-occupancy footprint into four modern retail spaces, effectively quadrupling the site's tenant capacity. The project has successfully attracted a diverse mix of high-traffic national and regional brands, including Black Rock Coffee, Einstein Bros Bagels, Handel's Ice Cream, Mo' Bettah's, and Amazing Nails. By converting a static property into a vibrant retail hub, Bear Claw C&C maximizes the economic utility of the land and significantly increases the city's sales tax base.



BEAR CLAW C&C

Tax Abatement	N/A
4A Incentive	\$350,000
Jobs Created	67
Taxable Value	\$1,745,837
General Fund Benefit	\$45,004
4A/4B Benefit	\$30,680

Secondary Benefits – Adaptive Reuse & Urban Revitalization

Project Bear Claw serves as a model for adaptive reuse, demonstrating how underutilized or "big-box" restaurant shells can be revitalized to meet modern market demands. By partitioning a single large space into multiple units, the project creates a "built-in" synergy where breakfast, lunch, and specialty retail tenants drive constant foot traffic throughout the day. This density not only increases the property's ad valorem value but also provides a low-risk entry point for premium brands to enter the Burleson market. Ultimately, this development sets a precedent for corridor beautification and urban infill, proving that strategic reinvestment in existing structures can outperform new greenfield construction in both visitor engagement and tax yield per square foot.



Burleson Economic Development

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