



Economic Development

Strategic Plan

Burleson 4A Economic Development Corporation

Our mission is to create and foster opportunities for the expansion and diversification of the local economy



Strategic Plan

This presentation will outline the Economic Development plan for the future



Data Analysis

Examine demographics and data points from comparable communities



Objectives

Identify trends and areas for growth



Recommendations

Staff plan to move forward



Burleson Demographics

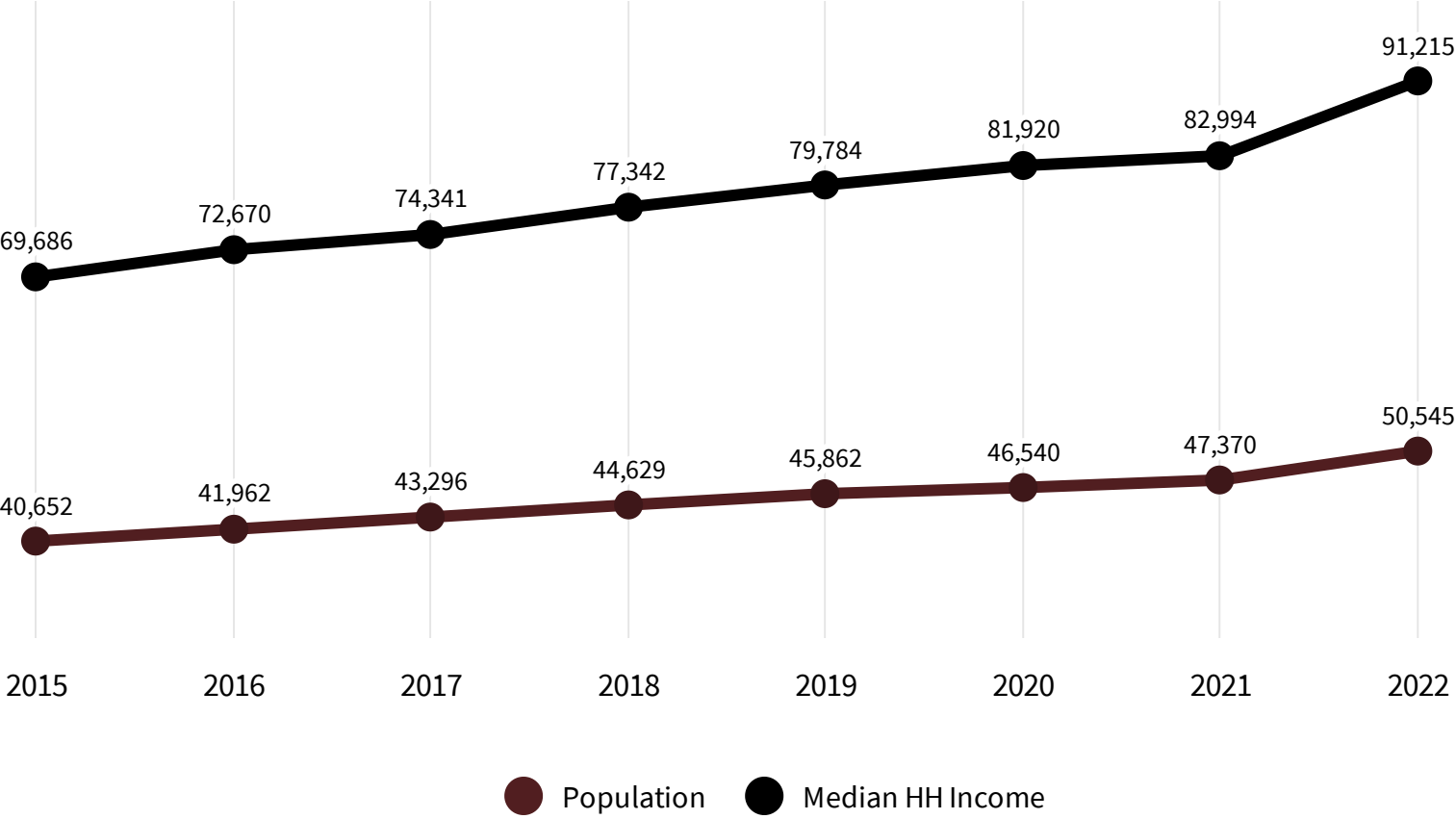
2022 By the Numbers

Population	50,545
2027 Population est.	54,021
Growth 2022-2027	6.88%
Median Age	35.2
Households	17,318
Median Household Income	\$91,215
Daytime Workers	20,228
Sales Tax (2021)	\$24.82 Million

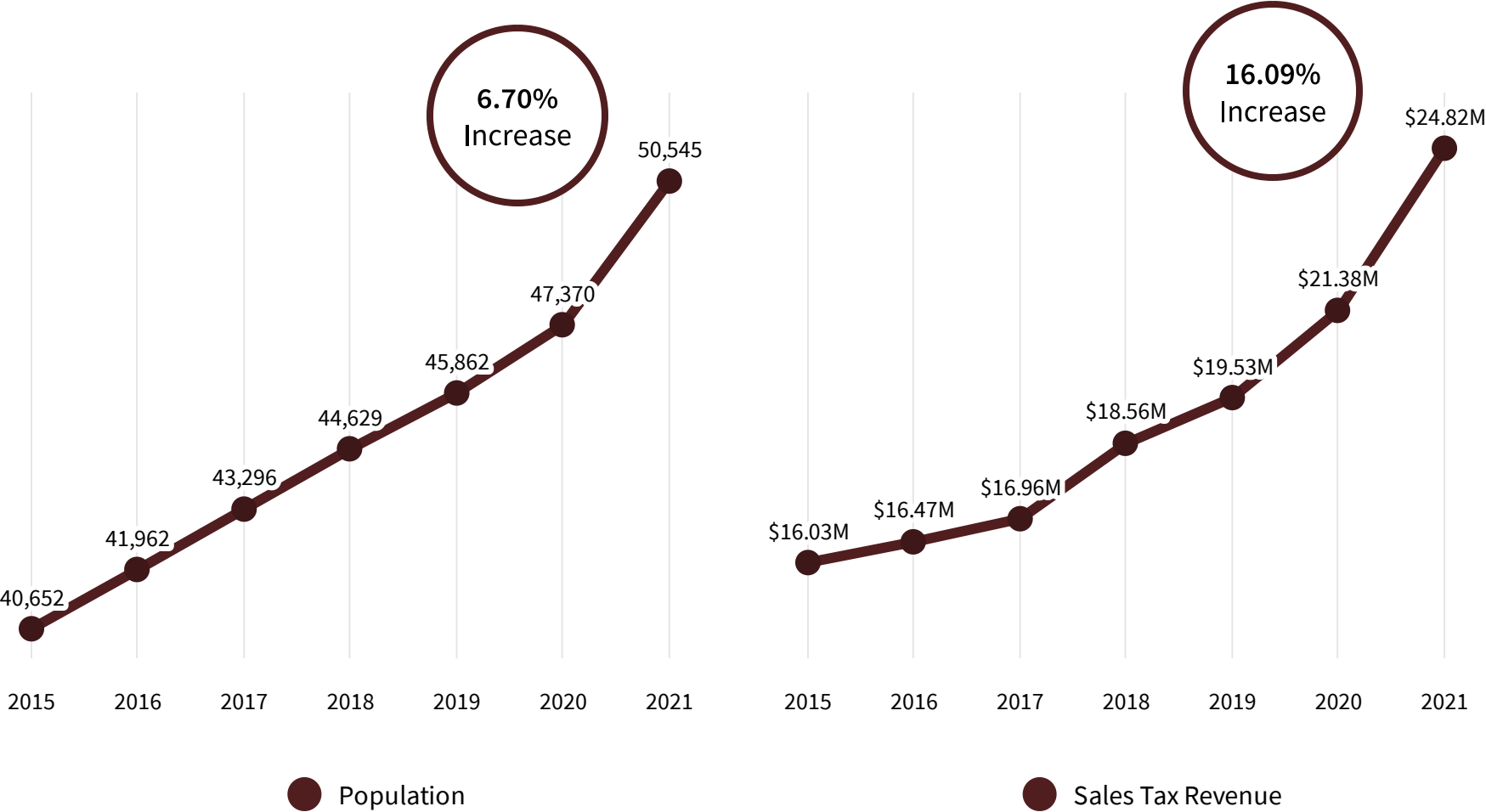


Source: ESRI

Population trends and Income

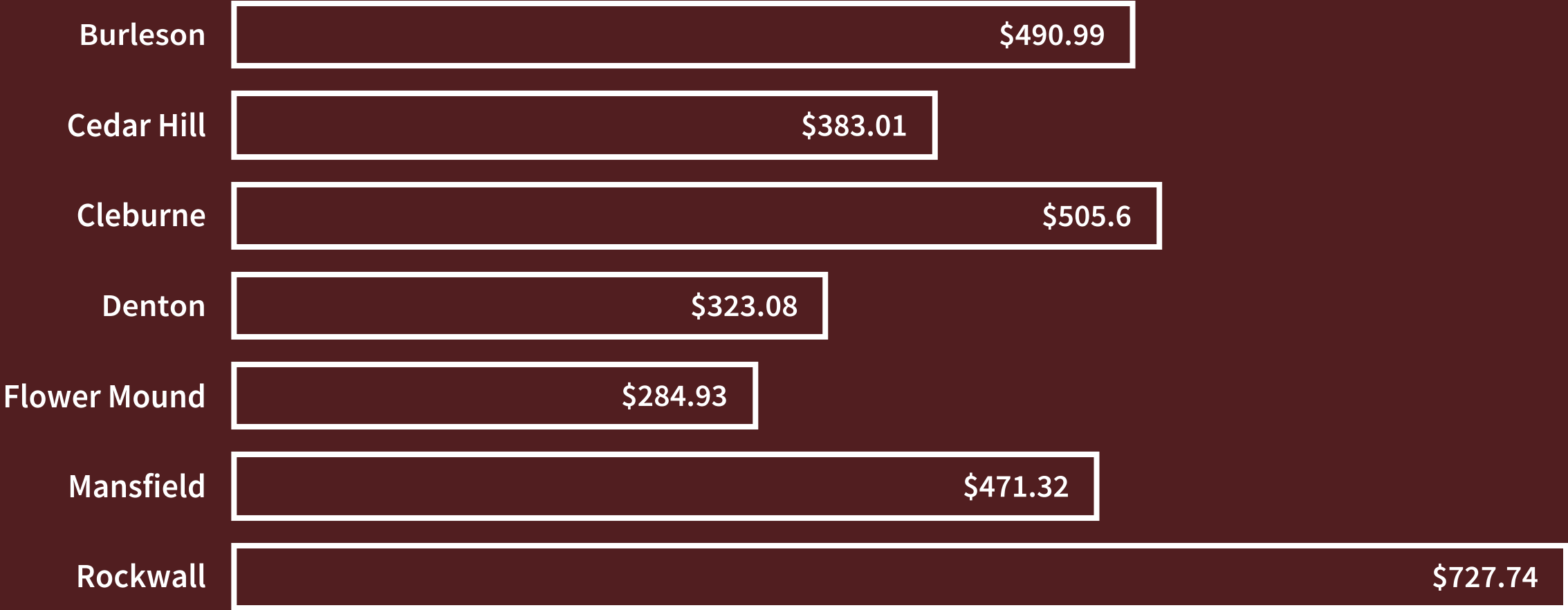


Population trends and Sales Tax



Sales Tax Per Capita Comparison

2021
Calendar Year



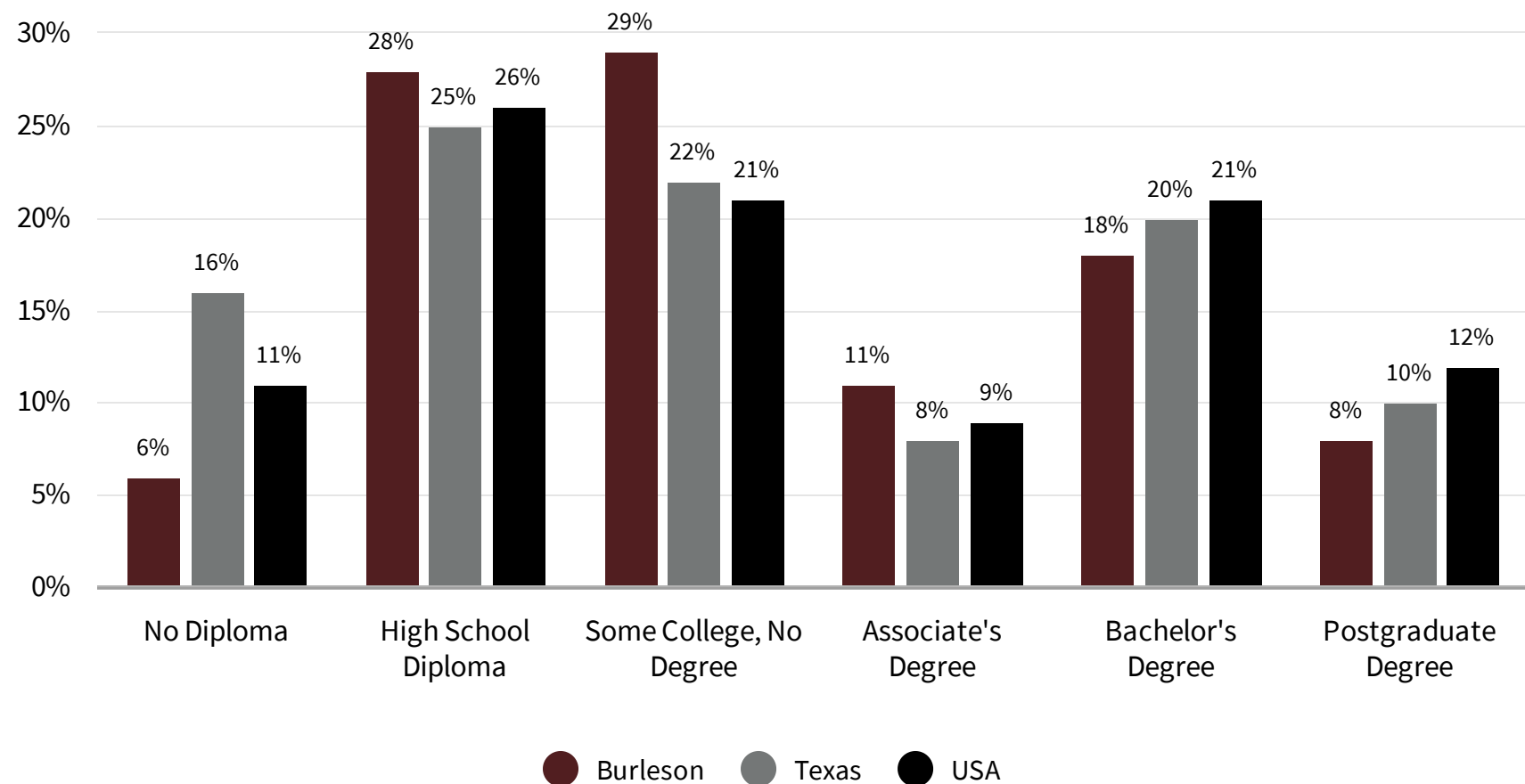
Comparable Communities

	Population	Median HH Income	Post HS Attainment	Cost of Living Index
Burleson	50,545	\$91,215	65.5%	93.4
Cedar Hill	48,560	\$72,463	67.2%	101.8
Cleburne	30,289	\$50,848	43.8%	92.9
Denton	136,195	\$60,018	72.0%	111
Flower Mound	76,555	\$137,285	87.2%	106.6
Mansfield	69,557	\$99,510	79.3%	97.7
Rockwall	44,101	\$95,653	78.4%	109.9
Texas	28,260,856	\$61,874	60.1%	93.9
USA	-	\$62,843	63.3%	100.0



Source: JobsEQ

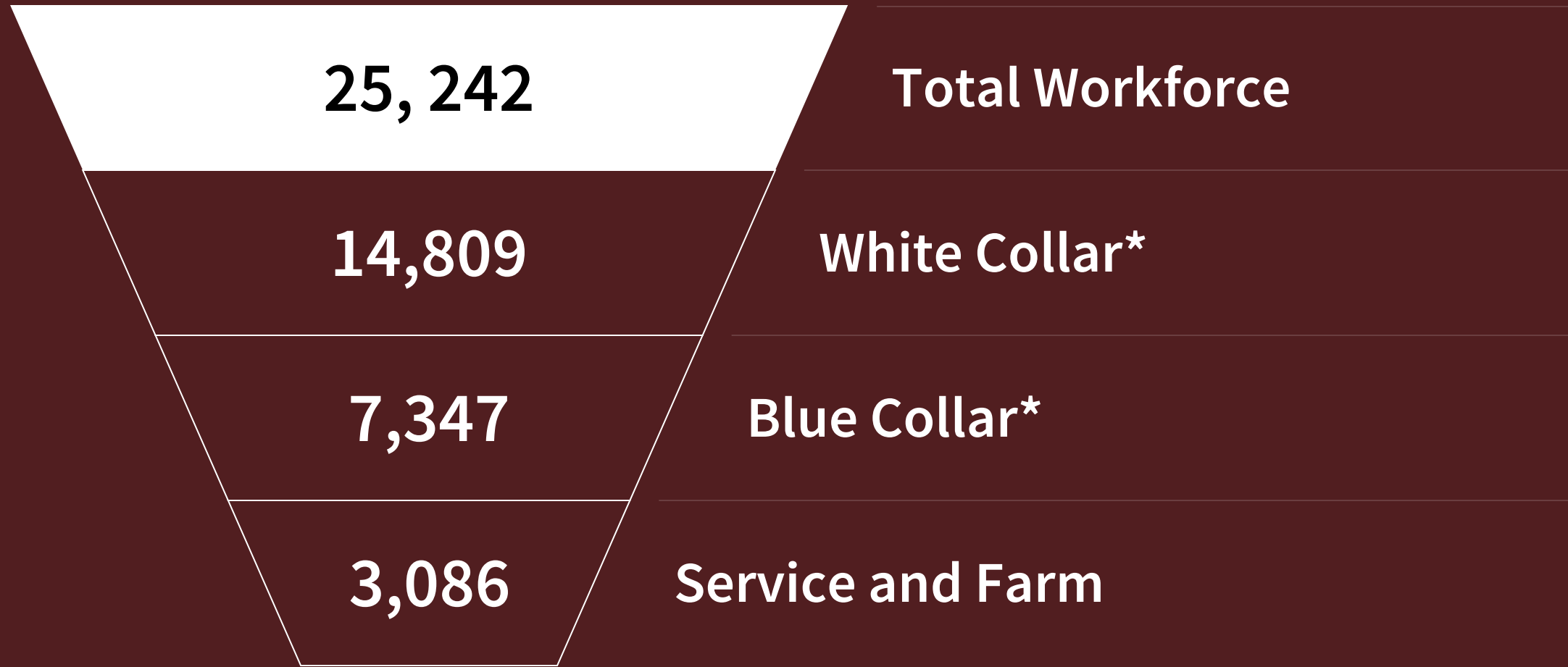
Highest Level of Educational Attainment



38.5%

Increase in Burleson residents with at least a Bachelor's Degree since 2011

Burleson Resident Workforce Breakdown



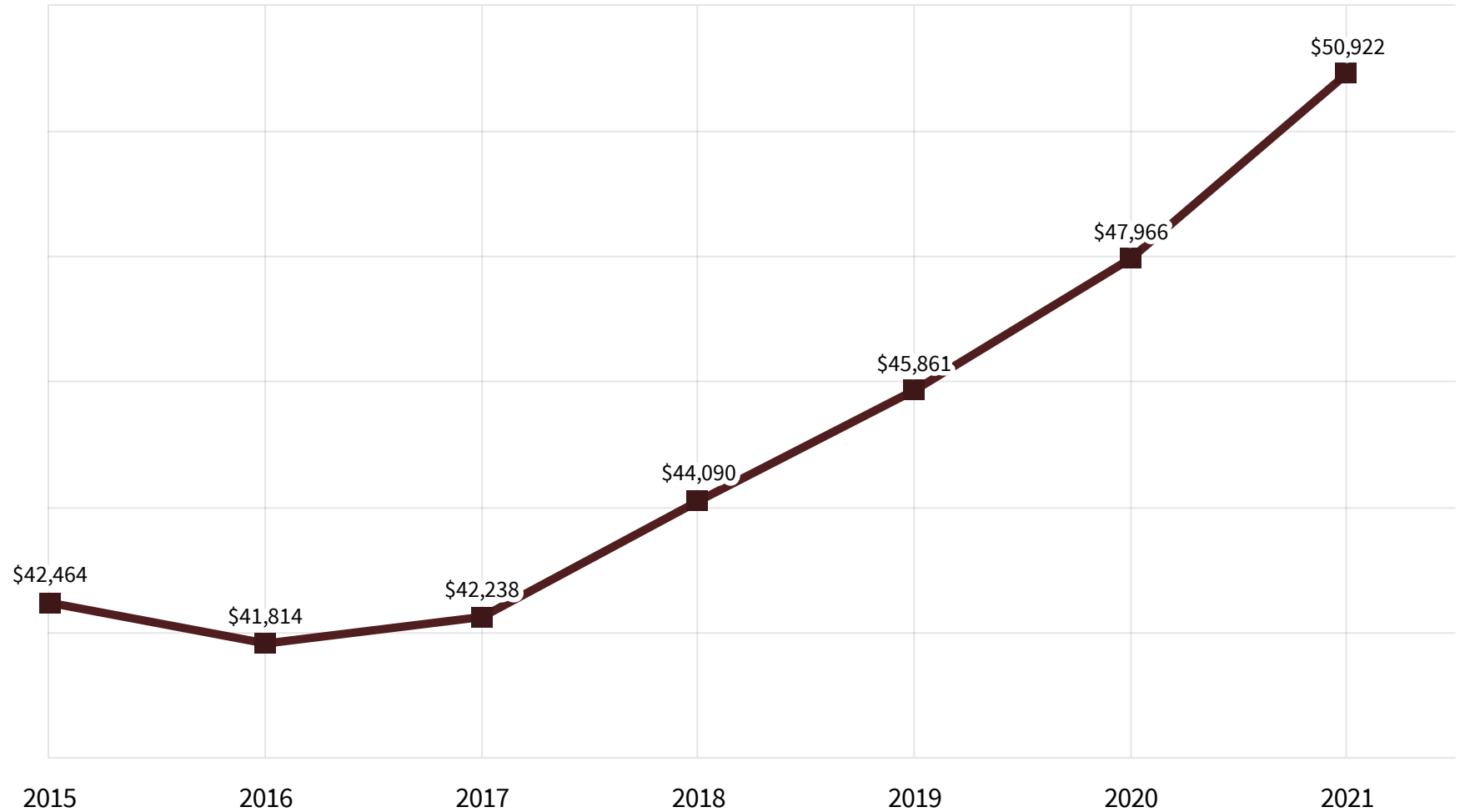
19.9%

INCREASE SINCE 2015

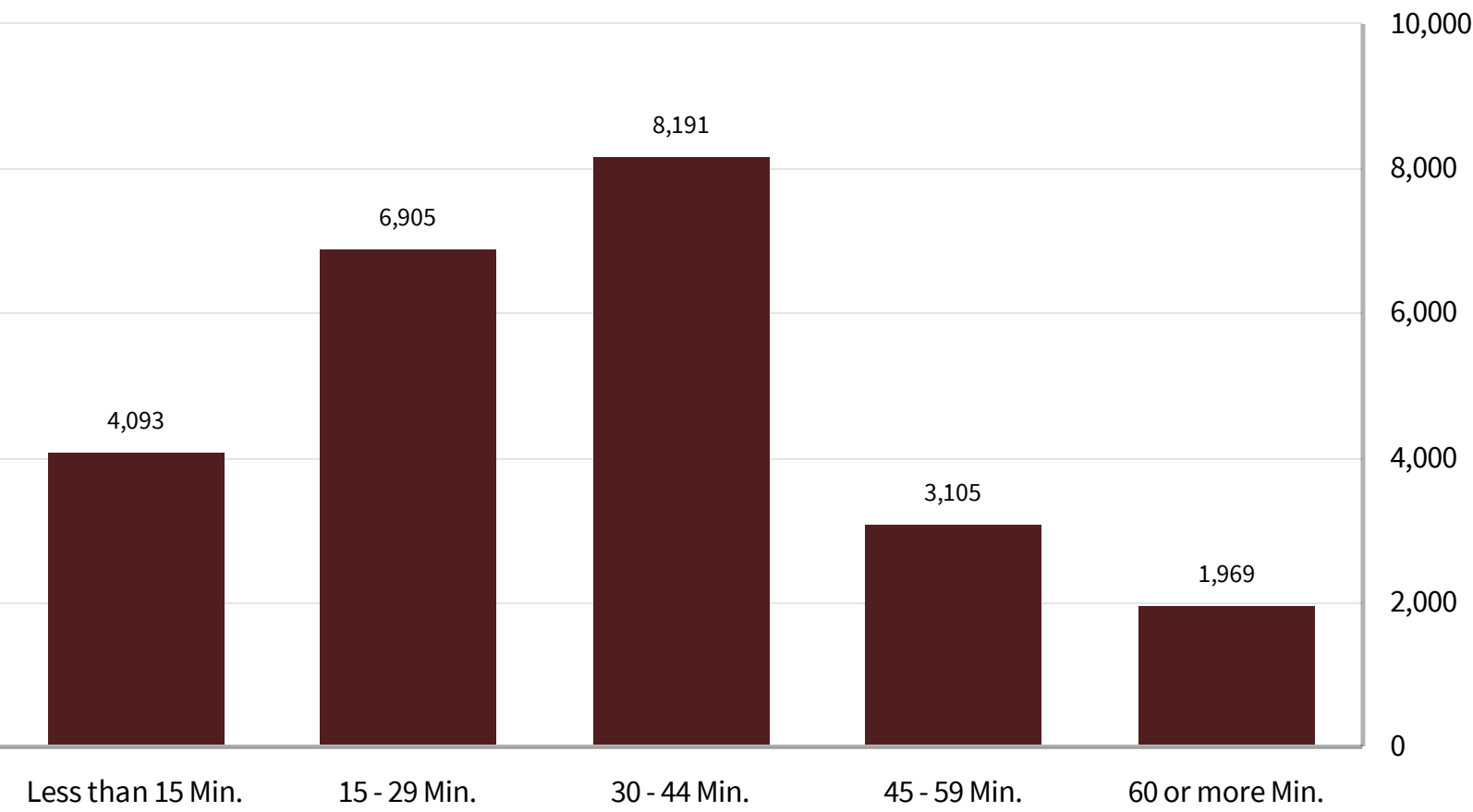
30.9%

INCREASE IN MEDIAN
HOUSEHOLD INCOME
SINCE 2015 (BURLESON
RESIDENTS)

Average Annual Wages
Jobs within City of Burleson



Worker Travel Time



33 Min.

AVG. COMMUTE



Source: ESRI

Demographic Takeaways

- Resident median household income is relatively high
- Educational attainment is slightly behind TX and US averages
- Strong “White Collar” workforce
- Majority of residents work outside of the City

Potential Occupation Gaps:

- Business/Management
- Healthcare
- Computer Science/Information Technology
- Engineering



Success Story

HighPoint Business Park

\$9.3 million invested into 91.6 acres in 4A land purchase, and had been expanded to 230 acres by private development

- Over 700 jobs created
- \$150 million added value on tax rolls
- \$3 million sales tax collected
- \$18 million twenty year return

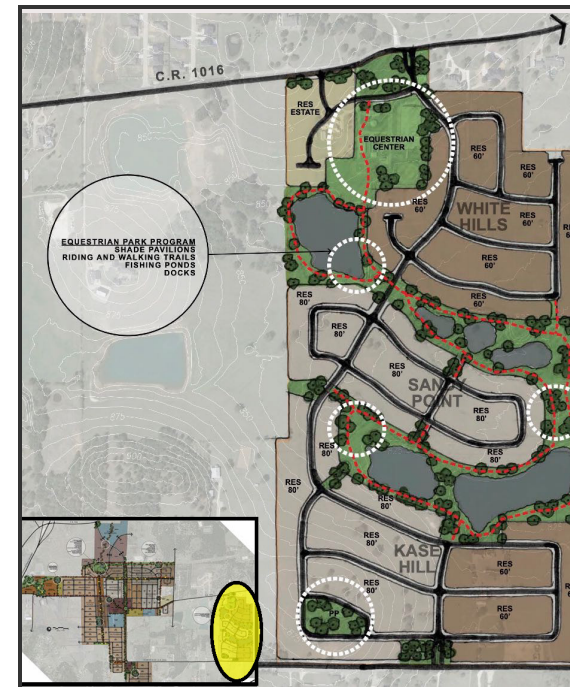
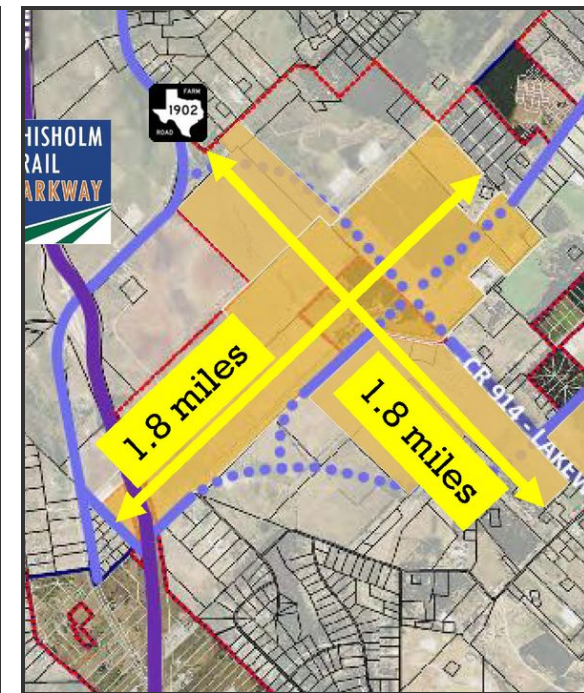
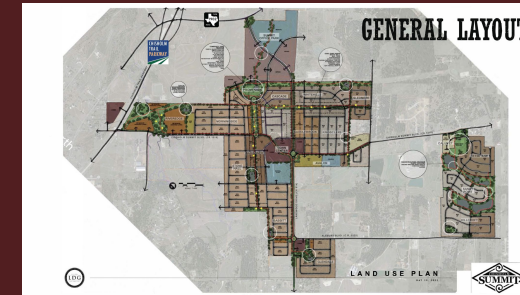


Success Story

Chisholm Summit

Chisholm Summit is Burleson's first Master Planned Community from developer RA Development located adjacent to Hooper Business Park

- Approximately 915 Acres
- Over 3100 Residential Units
- \$1.15 Billion Added to Tax Value
- The City receives \$1.66 for every dollar of expenditures
- \$3.3 Million net benefit per year at build-out

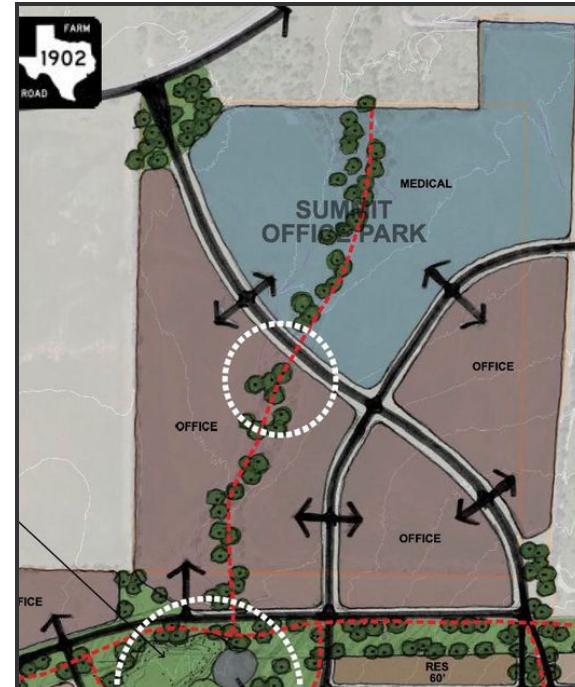


Success Story

Hooper Business Park

Hooper Business Park is a national/regional corporate office park conveniently located near the Chisholm Trail Parkway and will be the home of various medical and professional office tenants

- Approximately 102 Acres
- Funded by 4A funds and supports Chisholm Summit Infrastructure
- Designed to achieve the goal of raising local wages



Success Story

New to Market Retail Recruitment

The EDC strives to identify and recruit new to market retailers that fit the culture and standards of our growing community

- Heim BBQ
- Razzoo's Cajun Cafe
- Alley Cats
- Burleson Village

Includes; Dutch Bros., Chipotle, Salad and Go, Wing It On and Tropical Smoothie Cafe

Coming 2023



Key Focus Areas



Increase Industrial Growth

Expand existing HPBP or identify new industrial locations

Partnership to provide educational opportunities to support growing industries



Pursue Office Park Opportunities

Identify and recruit medical and professional office tenants for the new Hooper Business Park

Target tenants that will grow the annual wage of Burleson jobs



Expand Retail Recruitment

Continue to target and recruit new to market retailers/restaurants our residents desire

Redevelop key corridors; SH174/Wilshire & Hidden Creek

Policy Recommendation

Strategic Initiatives to support mission and vision

Strategic Initiative #1

Increase average annual wage by 15 percent (from \$50,922 to \$59,000) by 2024

Strategic Initiative #2

Increase percentage of jobs paying \$75,000 or more annually from 10% to 12% (383 additional jobs) by 2024

Strategic Initiative #3

Add 15 percent taxable appraised value for commercial and industrial development by 2024

Strategic Initiative #4

Increase sales tax per capita by 5% (from \$490 to \$516) by 2024



4A Five Year Financial Overview

	FY 21-22 Budget	FY 21-22 Estimate	FY 22-23 Projected	FY 23-24 Projected	FY 24-25 Projected	FY 25-26 Projected	FY 26-27 Projected
Beg Fund Balance	\$ 2,443,008	\$ 2,474,805	\$ 6,531,494	\$ 10,503,694	\$ 12,573,154	\$ 13,626,345	\$ 14,747,014
Sales Tax Revenue	\$ 6,128,500	\$ 7,024,610	\$ 7,235,348	\$ 7,452,409	\$ 7,675,981	\$ 7,906,260	\$ 8,143,448
Other Revenues	\$ 213,950	\$ 1,195,435	\$ 221,399	\$ 240,990	\$ 267,644	\$ 275,674	\$ 277,589
Total Revenues	\$ 6,342,450	\$ 8,220,045	\$ 7,456,747	\$ 7,693,399	\$ 7,943,625	\$ 8,181,934	\$ 8,421,038
Personnel	\$ 272,724	\$ 272,724	\$ 282,753	\$ 293,157	\$ 303,950	\$ 315,148	\$ 326,765
Debt Service	\$ 1,990,375	\$ 1,990,375	\$ 1,826,505	\$ 3,989,764	\$ 5,226,562	\$ 5,357,495	\$ 5,346,088
380 Incentives	\$ 1,112,500	\$ 724,680	\$ 412,500	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
Other Expenditures	\$ 1,115,983	\$ 1,175,577	\$ 962,789	\$ 941,018	\$ 959,923	\$ 988,622	\$ 1,009,497
Total Expenditures	\$ 4,491,582	\$ 4,163,356	\$ 3,484,547	\$ 5,623,939	\$ 6,890,435	\$ 7,061,265	\$ 7,082,350
Change in Fund Balance	\$ 1,850,868	\$ 4,056,689	\$ 3,972,200	\$ 2,069,460	\$ 1,053,191	\$ 1,120,669	\$ 1,338,688
Ending Fund Balance	\$ 4,293,876	\$ 6,531,494	\$ 10,503,694	\$ 12,573,154	\$ 13,626,345	\$ 14,747,014	\$ 16,085,702
FB % of Expenditure	95.60%	156.88%	301.44%	223.56%	197.76%	208.84%	227.12%

Questions/Comments