

Sanger Industrial Development Corporation
Mission - Goals - Objectives (MGO) Progress Report

*The mission of the Sanger EDC is to retain, strengthen and diversify our local economy
while capitalizing on our location in north central Texas.*

2020-08-04

Rank	Objective	When (M/Y)	Resp.	%	Notes
1	Enhance Marketing and Promotion Efforts				
A	Engage with Marketing Director to create a Marketing Plan	Jul-22	Staff	100%	Work with Donna on content
B	Review Plan and make changes	Jul-22	Staff	100%	Minor changes made
C	Present to Board	Aug-22	Staff	100%	Reviewed by Board
2	Develop a Sites & Buildings Summary				
A	Identify available sites and buildings	Apr-19	Staff	100%	Drove area to identify sites
B	Research appraisal distric info and zoning	Apr-19	Staff	100%	Reseachered DCAD and zoning map
C	Identify broker/rep/owner	May-19	Staff	100%	Identified broker/owner information
D	Develop report formate	May-19	Staff	100%	Work with consultant on format
E	Post to Website	Jun-19	Staff	100%	Post to ED website
F	*Resimplifi - Commerical Data Service	Jul-23	Staff	100%	Contract with Property Data Listing Service to main commercial property data on website
3	Develop a program to engage builders / brokers / developers				
A	Create outline of desired topis				
B	Determine date/time/schedule				
4	Adopt an Action Plan and implement objectives				
A	Engage with Consultant	Sep-20	Staff/Board	100%	Greg Last, EDP Best Practices
B	Present approved Action Plan to Council	Oct-20	Staff	100%	CC felt plan was very well put together
C	Implement standing agenda item	Oct-20	Staff	100%	Standing agenda item
5	Develop a comprehensive CRM database				
A	May need to engage with consultant	Apr-22	Staff	100%	Engage with consultant. Provided list of CRM databases to research
B	Program evaluation	Jun-22	Staff	100%	Research EDOIQ
C	Identify groups/data to document	Oct-22	Staff	50%	Enter Properties, Projects, Etc
5	Identify and fund infrastructure that supports business growth				
A	Identify desired location	Feb-23	Staff/Board	20%	Work with Board and City to identify locations - In progress
B	Cost Estimates				
C	Contract and construction				
7	Implement a comprehensive BRE program				
A	Create contenct for program	Oct-21	Staff	100%	Program overview, goals, objectives
B	Implement Program	Oct-21	Staff	100%	Complete
7	Develop maps adequate to market location, local and regional assets				
A	Contact for aerial provider	Aug-22	Staff	100%	Dynamic Map Poster w/ Flyer View
B	Establish contents for Community Profile	Oct-22	Staff	100%	Complete
E	Delivery	Dec-22	Staff	100%	Complete
9	Utilize Consultant(s) to increase productivity				

Rank	Objective	When (M/Y)	Resp.	%	Notes
A	Identify projects to be done		Staff	100%	Incentive policy, Marketing & Promotional Plan, Local Regional Data Report, Dashboard, CRM Database
B	Engage and pursure projects		Staff	80%	Hired consultant to assist with Incentive Policy, Local Data Report, and Dashboard. Marketing Plan completed in house. Staff has engaged with EDOIQ -CRM Data Base - in progress
9	Emphasize advantages with marketing and website				
A	List of advantages to marketing	Jul-21	Staff	100%	Present to Board
B	List of advantages to website	Jul-21	Staff	100%	Present to Board
11	Implement a Local Business Report program				
A	Develop LBR program overview	Oct-22	Staff	100%	Complete
B	Identify businesses to visit			100%	Staff/Chamber visit businesses monthly. Visitations are noted in spreadsheet
C	Develop visitation form	Oct-22	Staff	100%	Complete
11	Adopt a comprehensive Incentives Policy				
A	Engage consultant	Apr-21	Staff/Board	100%	Greg Last, EDP Best Practices
B	Identify existing issues/opportunities	May-June 2021	Staff/Board	100%	Work with staff
C	Determine desired incentives	Jul-21	Staff/Board	100%	Work with staff
D	Incentive Training	Sep-21	Board/CC	100%	Training Workshop with Boards and CC
E	Adopt Policy and Application	Mar-22	Staff/Board	100%	CC adopted Policy
F	Post application on website	Apr-22	Staff	100%	Complete
11	Develop a comprehensive and professional Website				
A	Collect up to 3 proposals	May-21	Staff	100%	Budget 2021-2022
B	CoServ grant request	Oct-21	Staff	100%	Sent application to CoServ
C	CoServ Grant Approved	Dec-21	Staff	100%	Rec'd email we've been approved for Grant
D	Kick off Website Design	Jan-22	Staff	100%	Complete
E	Website Completion	Feb-23	Staff	100%	Go live February 3, 2023

Rank	Objective	When (M/Y)	Resp.	%	Notes
14	Establish Board Member roles and responsibilities				
A	Establish Roles and Responsibilities	Dec-20	Staff	100%	Create New Board Member Packet
B	Training, conferences and sub-committees(if needed)	Dec-20	Staff	100%	Include training opportunities in Packet and offer to members when available - Ongoing
14	Develop orientation / on-boarding for new Board members				
A	Develop outline of topics to cover	Dec-20	Staff	100%	Establish New Board Member Packet
B	Identify Training Providers	Dec-20	Staff	100%	Establish New Board Member Packet
14	Work with B Board to leverage resources to attract businesses				
A	Joint meeting				
B	Resources to attract businesses & development				
14	Participate in Comprehensive Plan update to support business				
A	Select Board member to be part of CP	Aug-20	Staff	100%	Attend monthly CP meetings
B	Select Board member to be part of Branding	Aug-20	Staff	100%	Attend Monthly Comp Plan meetings and Branding meetings
14	Contract for professional photography as needed for M&P				
A	Quotes from professional	Apr-21	Staff	100%	Received 2 Quotes
B	Establish date for photo session	May-21	Staff	100%	Michael Duran Photography
C	Review Photos	May-21	Staff	100%	Complete
20	Develop a Performance Dashboard for reporting				
A	Develop tracking document	Dec-21	Staff	100%	Excel
B	Evaluate Dashboard periodically		Staff	100%	Ongoing
20	Identify training needed / desired by Board and Staff				
A	Discuss desired/needed training	Apr-21	Staff/Board	100%	Incentive Policy Training
B	Identify training providers	Apr-21	Staff/Board	100%	Greg Last, EDP Best Practices
C	Schedule and take training	Sep-21	Staff/Board	100%	Complete
20	Monitor activities / programs of competing cities for Best Practices				
A	Identify cities to monitor		Staff	100%	Gainesville, Celina, Pilot Point, Forney, Burleson, Terrell
B	Assign a Board member to each one				
C	Identify items to monitor		Staff	100%	Events, social media, newsletter, projects, marketing
D	Report at Board Meeting				
20	Evaluate opportunities to acquire EDO properties				
A	Identify & evaluate potential properties	February	Staff/Board	20%	Work with City to Identify properties- Progress
B					
24	Identify additional funding sources to assist with projects / programs				
A	Research grants	Aug-23	Staff	100%	Complete
B	List of grants available for projects/programs	Aug-23	Staff	50%	Progress
24	Establish an Incentive Management Program				

Rank	Objective	When (M/Y)	Resp.	%	Notes
A	Identify outstanding incentives	Jan-21	Staff	100%	
B	Develop Tracking report format	Jan-21	Staff	100%	Excel
C	Enter critical data/dates	Jan-21	Staff	100%	Complete
D	Monitor performance deadlines	Jan-21	Staff	100%	Calendar reminder / Finance Department
24	Attend the NTCAR broker-developer trade show in Dallas				
A	Register and attend Trade Show	May-21	Staff	100%	To be held on September 2 at Gilleys - Dallas

Rank	Objective	When (M/Y)	Resp.	%	Notes
24	Assist in funding acquisition and development of GIS mapping				
A	Purchase GIS software	Sept	Staff	100%	Contract with GIS Planning
B	Training on new software	January	Staff	100%	Complete
C	Implement maps on EDC webpage	Janury	Staff	100%	Complete
28	Take training to understand the City Comp Plan				
A	Determine date/time and schedule	Sep-21	Staff/Board/CC	100%	Comp Plan overview was presented to the Boards, City Council, P&Z and Staff
28	Enhance communication with Citizens / stakeholders				
A	Increase social media presence	Jan-22	Staff	100%	Work with Marketing Director to create and post regularly on all social media sites.
B	Create an e-newsletter	Sep-22	Staff	100%	Quarterly ED Newsletter - ongoing
C	Infographics and Video	2024	Staff	50%	Staff had meeting with Neon Cloud, will start producing video spring of 2024
D	SEDC LinkedIn Page	Sep-23	Staff	10%	Work w/Marketing Director to create LinkedIn Page
E	Video Series	Sep-22	Staff	100%	Hire professional photographer to interview/film sanger businesses
F	Instagram	Feb-23	Staff	50%	Work w/Marketing Director to create Instagram Page
28	Engage the local Workforce Development Staff and Board				
A	Create outline of topics				
B	Determine date/time				
C	Hold meeting				
28	Enhance relationships with County / Chamber				
A	Hold quarterly meetings with Chamber	Jul-21	Staff	100%	Quarterly meeting with Staff, Chamber and Mayor - Ongoing
B	Quarterly luncheons with Denton County, Little Elm, Pilot Point, Celina and Prosper EDC	Dec-22	Staff	50%	Work with other EDCs to organize luncheons.
C	Attend Quarterly luncheons with Denton County		Staff	50%	Staff met with County about having quarterly luncheons with all EDO's in Denton County. In progress
28	Develop a Traffic Count Report				
A	Engage consultant	Dec-19	Staff	100%	Greg Last, EDP Best Practices
B	Determine locations	Jan-20	Staff	100%	Identified locations to place markers
	Create document and post on website	Jan-20	Staff	100%	Posted on ED Website
33	Establish a document to record projects and activities of the EDO				
A	Development tracking document	Jan-21	Staff	100%	Excel
33	Take training on Business Retention & Expansion				
A	BREI Courses	Aug-22	Staff	100%	Received Certification
33	Director / Coord. to pursue CEcd certification				
A	Courses completed	May-17	Staff	100%	Graduated from the OU ED Program
B	Courses still needed				Primer to the CEcdExam Process
C	Budget adequately				
D	Schedule participation				

Rank	Objective	When (M/Y)	Resp.	%	Notes
37	Take training on Local incentives				
A	Identify desired training content	Aug-21	Staff	100%	
B	Engage consultant	Aug-21	Staff	100%	
	Determine date/time and schedule	Sep-21	Staff/Boards /CC	100%	Joint training session with boards, CC, and staff
37	Hold a joint meeting with City Council and STDC				
A					
B					
39	Board Members to attend TEDC Sales Tax Training when in DFW				
A	Identify dates offered for training	Jun-22	Staff/Board	100%	Provide dates for board members

Rank	Objective	When (M/Y)	Resp.	%	Notes
39	Develop small (tri-fold) marketing pamphlet				
A	Develop content	Aug-22	staff	100%	Work with Marketing Director
B	Print	Sep-22	Staff	100%	
39	Evaluate options for the SIDC building and pursue as appropriate				
A	Identify opportunities	Oct-22	SB/Board	100%	Discuss Warehouse with Board
B	Appraisal for Warehouse	Jan-23	Staff	100%	Appraisal complete and sent to CM office
43	Provide an annual report to City Council				
A	Create Content and establish date	Feb-23	Staff	100%	Provide report to CC - This will be ongoing
43	Establish workforce development programs				
A	Create a Business Survey	May-22	Staff/Board	100%	Staff and Board created survey to get a better understanding of our business needs
B	Talent Tuesday	Feb-22	Staff	100%	
45	Better communicate EDO programs / successes				
A	Economic Development Content in City Newsletter	Jan-23	Staff	100%	Work with Marketing Director on ED section in city newsletter - Ongoing
	Develop Website Section	Jan-23	Staff	100%	Include success stories, news, etc.
B	Social Media Outlets	May-23	Staff	100%	Work with Marketing Director on scheduled postings
45	Engage the area rail service provider				
A	Create outline of desired topics		Staff		Rail Spur near Industrial Area
B	Determine meeting date				
48	Engage the economic development staff at the Dallas Reg. Chamber				
A	Attend DRC Quarterly luncheons				
B	Become a member of Team Texas		Staff		Submit application October 2023