

Seabrook EDC Goals 2015-2016

Focus on the development and promotion of Old Seabrook. This will include:

- Development of commercial corridor of old Seabrook
- Explore city infrastructure issues / options
- Develop marketing materials / branding on Old Seabrook and promoting sites for commercial development
- Work with P&Z and City on ordinances / zoning

Reviewing and potential expansion of incentives for SH146 businesses

Drive full development of The Point



CHARTING THE COURSE

COMPREHENSIVE MASTER PLAN

CITY OF SEABROOK, TEXAS



DRAFT
APRIL 28,
2016

★ your city ★ your future ★



Guiding Principles



Utilize economic development policies and tools to maintain and enhance Seabrook's tax base, economic activity, and implementation of the elements of this plan.



Encourage greater pedestrian connectivity and community cohesion by prioritizing and implementing the Parks and Trails Master Plan.



Promote Seabrook's reputation as a small town with unique identity and history through appropriately-scaled programs and community events.



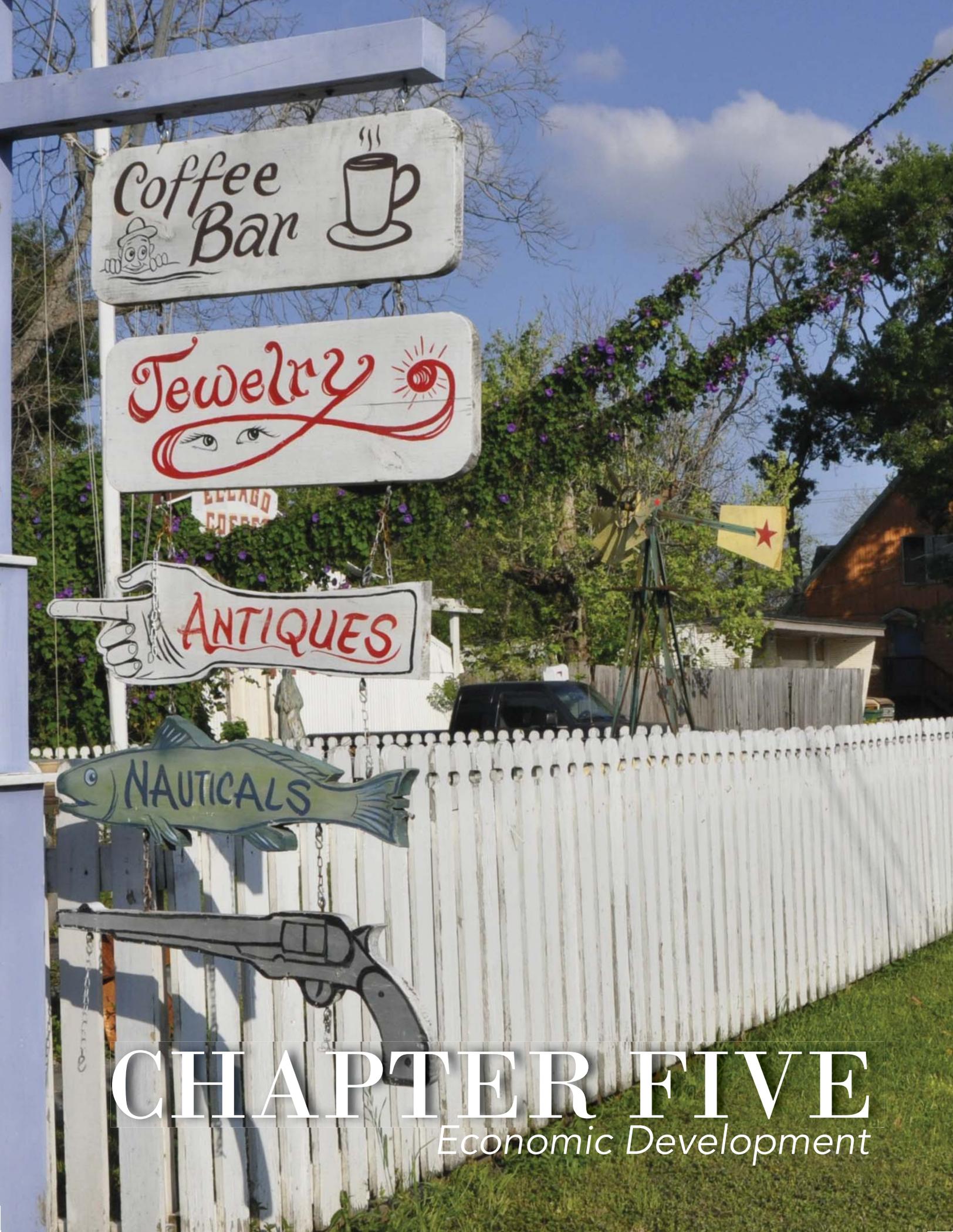
Establish community character that enhances the city's aesthetics and sense-of-place through cohesive urban design, branding and neighborhoods preservation.



Capitalize on Seabrook's small town feel through appropriate land use regulations, development ordinances, and economic development.



Facilitate development that maximizes the utilization of Seabrook's waterfront.



CHAPTER FIVE

Economic Development



HOW IS ECONOMIC DEVELOPMENT DEFINED?

Responsible economic development policies and activities maximize the value of the tax base to the benefit of residents, businesses, visitors, and government. Economic development should raise and enhance the standard of living in the community resulting in:

- » Broadened employment and business investment opportunities
- » Improved and cost-effective public services, including education
- » Expanded commercial and retail enterprises to serve and employ residents
- » Enhanced quality of life and community appeal as a good place to live, work, play, invest, etc.





Seabrook Economic Development Corporation

The Seabrook Economic Development Corporation (SEDC) is about enhancing and expanding the local tax base with quality, sustainable businesses and amenities consistent with the community's vision. The SEDC was launched in 1992 and spent the first several years delivering quality of life improvements to Seabrook residents and boosting tourism. In 2006, the SEDC shifted gears and adopted a more traditional economic development organizational focus that embraces development projects. This Comprehensive Master Plan project was a direct result of EDC financing and investment.

Source: City of Seabrook

Economic development activities include:

- » Business Development
- » Real Estate Development
- » Job Creation / Job Retention
- » Public Infrastructure Investments
- » Improved Public Services
- » Water/Sewer/Drainage
- » Streets/Roads
- » City Administration/Departmental Operations/ Parks/Libraries/Quality of Life Amenities
- » Fire/Police/EMS
- » Education



ECONOMIC DEVELOPMENT EXISTING CONDITIONS

Like many maturing cities, Seabrook, which was incorporated in 1961, has certain needs to:

- » Improve/rehabilitate infrastructure
- » Create and maintain jobs
- » Attract retail, restaurants, entertainment venues, including recreation, valued by residents
- » Revitalize declining areas or promote new development
- » Change image or perception, establish branding
- » Expand housing options for empty-nesters and to attract young residents
- » Increase revenue to keep pace with demands

As it develops strategies for addressing its needs going forward, Seabrook has the advantage of a great bayside and lakefront location at the intersection of two regional transportation corridors, SH 146 and NASA Parkway. This strategic location, coupled with the pending expansion of SH 146, affords the City a generational opportunity to fulfill a few of the above mentioned needs:

- » Improve/rehabilitate infrastructure
- » Revitalize declining area and promote new development
- » Create and maintain jobs in new businesses
- » Change the visual image and brand Seabrook as a very special place

Furthermore, the community has expressed its support for revitalization efforts not only along SH 146, but in the redevelopment of The Point District, the Old Town Seabrook District, and the Mixed-Use/Lakefront District. Participants in the Community Workshop, held July 30, 2015, summarized what they felt was missing in Seabrook as:

- » Waterfront Amenities to promote Seabrook's "seaside village" image and attract tourists
- » Landscape Elements/Aesthetics to create a "destination image" to promote tourism
- » Restaurants to broaden dining variety for residents and visitors
- » Entertainment Venues including a cultural and arts presence and events as destinations
- » Boutique Retail to promote locally-serving businesses and contribute to tourism

Each of the planning districts mentioned above can contribute to fulfilling the community's wish-list of increased economic diversity and activity.



My Business Belongs in Seabrook

2015 and 2016 SEDC advertising campaign that not only encourages business owners and developers to consider Seabrook, but it also highlights existing Seabrook businesses. There are three main components to the campaign:

- A 1 to 2-minute video of a local business discussing WHY they chose Seabrook
- A monthly printed advertisement that runs in the Houston Business Journal
- Social media posts to Facebook and Twitter

The production of the video and graphics is done in-house by the Communication Department and is done free of charge to business owners. By developing the media in-house the SEDC does not charge the business owner to participate in the campaign. There has been very positive feedback on social media and now businesses are reaching out the SEDC directly to find out how they can participate. All the videos are posted online at:

seabrooktx.gov/mybusiness.



Seabrook's City Council, through its strategic planning process, has a track record of providing vision and direction to the SEDC. The SEDC is funded through a voter-approved one-half cent sales tax dedicated to programs, activities, and capital investments to enhance and maximize the tax base of the City. The opportunities for maximizing the tax base are linked to appropriate land uses provided with sufficient infrastructure that can be readily accessed by residents and visitors who value and will pay for the goods and services offered.

A look at Seabrook's tax base for the fiscal years 2010 to 2015 indicates a steady and healthy growth in taxable values as indicated in the table below.

FISCAL YEAR	TAXABLE VALUE	DIFFERENCE	PERCENT INCREASE
2010	\$839,559,310		
2011	\$834,174,939	-\$5,384,371	-0.64%
2012	\$847,336,806	\$13,161,867	1.58%
2013	\$895,870,873	\$48,534,067	5.73%
2014	\$956,695,184	\$60,824,311	6.79%
2015	\$1,048,845,796	\$92,150,612	6.63%

This increase in taxable value has allowed the City to lower its ad valorem tax rate from \$0.6665/\$100 in 2012 to \$0.6126/\$100 in 2015. The impact of a growing tax base is tangible to individual tax payers. By way of example, the U.S. Census Community Survey 2010-2014 lists median home price for Seabrook as \$194,800. The owner of a median-priced home in 2012 would have paid \$1,296 in city taxes. In 2015, that same-valued home would have generated \$1,193 in city taxes, an 8% savings.



ECONOMIC DEVELOPMENT GUIDING PRINCIPLES

The MPRC expressed the Guiding Principle for economic development as follows:

Utilize economic development policies and tools to maintain and enhance Seabrook's tax base, economic activity, and implementation of the elements of this Plan.

As part of the consideration of preferred Future Land Use for Seabrook, the MPRC was introduced to and discussed the concept of the City's economic development activities working in tandem with the City's regulatory framework. The chart on the following page, *Achieving Preferred Land Uses*, shows the types of things cities can compel through their zoning and development ordinances. It also lists the activities of the private sector which cities by and large cannot control, along with the activities of other governmental agencies. It is in the realm of economic development that cities can influence outcomes that they cannot compel. The "take-away" is that economic development goals must be supported by the codes and ordinances affecting land use and development. And, in the alternative, economic development tools should be used to enhance development outcomes above and beyond those produced by regulatory compliance and pure market forces.

The linkage between the regulatory framework and economic development can form the cornerstone of action for the Economic Development Guiding Principle.





ECONOMIC DEVELOPMENT TOOLS AND EVALUATIVE METRICS

Good public policy aims to achieve long-term, sustainable improvements through the prudent use of economic development tools. With very rare exceptions any public participation in an economic development project should be in the form of a reimbursement funded from the revenues created by the project. Any form of public participation should only be considered when the proposed project furthers overall city goals and implements one or more of the City's economic development priorities.

The list below of the most often-used economic development tools available to Texas cities along with their statutory cites, is intended to inform future councils, SEDC boards, and the general public of the breadth of options for achieving economic development goals:

- » Chapter 380 of the Local Government Code loans, grants or rebates
- » Tax Abatements (Chapter 312 Tax Code)
- » Tax Increment Reinvestment Zone (Chapter 311, Tax Code)
- » Type 4B Economic Development Sales Tax (Chapters 501, 504, 505, Local Government Code)
- » Public Improvement Districts (Chapter 372, Local Government Code)
- » Neighborhood Empowerment Zone (Chapter 378, Local Government Code)
- » Municipal Utility Districts (Chapter 54, Water Code)
- » Municipal Management District (Chapter 375, Local Government Corporation)
- » Local Government Corporations (Chapter 431, Transportation Code)
- » Crime Control and Prevention Districts (Chapter 363, Local Government Code)
- » Hotel Occupancy Tax (Chapter 351, Tax Code)



The following chart provides a brief summary of the types of projects that might be eligible for each of these tools:

ECONOMIC DEVELOPMENT / FISCAL TOOL	PROJECT TYPE
<i>CHAPTER 380 AGREEMENTS</i>	City may loan, grant or rebate money and other municipal resources to promote economic development it deems worthwhile
<i>TAX ABATEMENTS</i>	Foregoing of tax usually for creation or retention of jobs and/or new business entity relocating
<i>TAX INCREMENT REINVESTMENT ZONE (TIRZ)</i>	Public improvements to promote new or re-development of specifically designated area
<i>TYPE 4B ECONOMIC DEVELOPMENT SALES TAX</i>	Projects as voted by referendum usually related to industrial expansion, job creation and/or public quality of life improvements
<i>PUBLIC IMPROVEMENT DISTRICTS (PID)</i>	Public improvements for a specific geographic area where costs are shared pro-rata by those who benefit from the improvements through an assessment
<i>NEIGHBORHOOD EMPOWERMENT ZONE (NEZ)</i>	City may contract with private sector for tax rebates, tax abatement, or loans, for both private and public sector improvements if related to enhancement of economic development
<i>MUNICIPAL UTILITY DISTRICTS (MUD)</i>	Provides for construction of and repayment of the costs of water, sewer, drainage and road facilities to serve development through a tax approved by voters in the MUD
<i>MUNICIPAL MANAGEMENT DISTRICTS (MMD)</i>	Public improvements for a specific geographic area where costs are shared through assessments or additional tax levy
<i>LOCAL GOVERNMENT CORPORATION (LGC)</i>	Assists with issuance of debt and public ownership
<i>CRIME CONTROL AND PREVENTION DISTRICT</i>	Law enforcement facilities, equipment, crime control prevention programs
<i>HOTEL OCCUPANCY TAX (HOT)</i>	Programs or projects to attract or promote tourism, hotel and convention business in the city



It should be noted that not all land uses are equal in the eyes of governments. When considering investing in economic development, governments need to determine what uses cost them more to serve than they generate in taxes (single family residential) and which fill the gap (commercial and industrial). At the end of the life of an economic development investment, governments want to know that the tax base created can generate sufficient revenue either directly or indirectly to cover the "cost of service"

To protect the public's interest and to provide decision makers, both elected and appointed, with the necessary information to make well-informed decisions, the use of any economic development tool should be preceded by a consistent, transparent, and standardized evaluation process. This process should include data-driven impact analysis both for revenue generation and cost-of-service demands.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

- » Establish guidelines for the types of applicant background and project-specific data that should be required to be submitted with economic development assistance applications.
- » Establish parameters for evaluating economic development funding assistance applications, including sizing the economic development assistance to impact implications.
- » Establish metrics for tracking the results and effectiveness of economic development programs.
- » Review the City's development ordinances, including zoning, signage, landscape, parking, lighting, etc. to ensure that they are supportive of economic development priorities.
- » Identify in each planning district public realm improvements and/or design standards which could be planned, designed, and funded by SEDC.
- » Implement a policy of partnering with private sector entities through economic development reimbursements to achieve enhanced urban design and landscape standards

