

# **FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION**

## **AGENDA**

**Special Workshop Meeting**

**January 27th, 2018; 2:30 p.m.**

**City Hall City Manager's Office**

- I. Call to Order**
- II. Recognition of Citizens and Visitors**
- III. Public Comment**

Anyone wanting to speak is asked to speak at this time, with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the EDC 4A Board or City staff may only respond with (1) a statement of specific factual information; (2) a recitation of existing policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

## **IV. Business Items for Discussion and Possible Action**

### **A. Review, consider and discuss 2018 Key Initiative Area Goals (KIA'S).**

- a. Land Acquisitions
- b. Feasibility Study for Hotels and like businesses
- c. TEX 21
- d. Comprehensive Plan
- e. SBDC North Texas Collin
- f. 4A 2016-2017 Accomplishments

## **VI. Adjournment**

- No action may be taken on comments received under "Recognition of Visitors".
- The Board may vote and/or act upon each of the items listed in the Agenda.

*The Farmersville Economic Development Board (4A) reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any matters listed on the agenda, as authorized by the Texas Government Code, including, but not limited to, Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), 551.087 (Economic Development), 418.175-183 (Deliberations about Homeland Security Issues,) and as authorized by the Texas Tax Code, including, but not limited to, Section 321.3022 (Sales Tax Information)*

*Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972- 782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.*

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building for Farmersville, Texas, in a place and manner convenient and readily accessible to the general public at all times, and said notice was posted January 24th, 2018 by 2:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.



Daphne Hamlin/EDC Liaison

## 2017 TEX-21 Officers

Tim Welch, Chair  
North Richland Hills Councilmember

Keith Self, Vice Chair  
Collin County Judge

Chris Brown, Vice Chair  
Ark-Tex COG Executive Director

Gary Fickes, Vice Chair  
Tarrant County Commissioner

Mickey Parson, Vice Chair  
Granbury Mayor Pro Tem

Tom Whitten, Vice Chair  
Bowie County Commissioner

Debby Bobbitt Treasurer  
Rowlett Councilmember

Adam McGough, Vice Chair  
Dallas City Councilmember

## Who We Are

### 2017 Voting Members:

ALLEN \* Peter Vargas  
ARK-TEX COG \* Chris Brown  
Bowie \* Ricky Tom  
BOWIE COUNTY \* Tom Whitten  
COLLIN COUNTY \* Keith Self  
COLLEYVILLE \* Richard Newton  
COPPELL \* Karen Hunt  
CROCKETT \* Joni Clonts  
DALLAS \* Adam McDough  
DALLAS COUNTY \* Mike Cantrell  
Dallas Area Rapid Transit \* Gary Thomas  
DECATUR \* Martin Woodruff  
DENISON \* Jared Johnson  
DEBOTO \* Curtistene McCowan  
DURANT, OK \* Stewart Hoffman  
EAGLE PASS \* Art Rodriguez  
EULESS \* Linda Martin  
GARLAND \* BJ Williams  
GRANBURY \* Mickey Parson  
GRAYSON COUNTY \* Bill Magers  
HASLET \* James Quin  
HOPKINS COUNTY \* Robert Newsom  
HOPKINS COUNTY EDC \* Roger Feagley  
KAUFMAN \* Jeff Jordan  
MANSFIELD \* Clay Chandler  
MIDLOTHIAN \* Bill Houston  
MORRIS COUNTY \* Lynda Munkres  
MOUNT PLEASANT \* Mike Ahrens  
MOUNT VERNON \* Margaret Sears  
NORTH RICHLAND HILLS \* Tim Welch  
R.K. HALL CONSTRUCTION, LTD\* ROBERT HALL  
RICHARDSON \* CLIFF MALLER  
ROCKWALL \* Rick Crowley  
ROCKWALL COUNTY \* David Sweet  
ROWLETT \* Debby Bobbitt  
SHERMAN \* Robby Hefton  
SULPHUR SPRINGS \* Marc Maxwell  
TARRANT COUNTY \* Gary Fickes  
TEXARKANA \* Bob Bruggeman  
TITUS COUNTY \* Brian Lee  
TYLER COUNTY \* Martin Nash  
WAXAHACHIE \* Micheal Scott  
WOODVILLE \* Mandy Risinger  
WYLIE \* Mindy Manson

### 2017 Associate Members:

AAA TEXAS \* Anne O'Ryan  
Blue Ribbon Delivery \* Chris Allen

### 2017 Resource Agencies:

ARK-TEX COUNCIL OF GOVERNMENTS \* Chris Brown  
SW ARKANSAS PLANNING & DEVELOPMENT  
DISTRICT \* Renee Dycus  
TEXAS SOUTHERN UNIVERSITY  
Carroll Robinson  
TEXAS TRANSPORTATION INSTITUTE  
Dennis Christiansen

TEX-21 is a collective, grassroots effort to improve the transportation infrastructure in the States of Texas and Oklahoma. With its growing membership of cities, counties, ports and other entities, TEX-21 creates strategies to increase investment in transportation infrastructure, improve the planning and management of our transportation facilities, and increase public awareness of the importance of multi-modal transportation that is required for efficient economic development and sustainability.

One of TEX-21's biggest strengths is two-thirds of the Texas Legislature and 90 percent of the Washington delegation is members of our Transportation caucus. During times of political transitions, the "voice" of TEX-21 provides stabilizing advocacy efforts for multi-modal transportation policy. Our cooperative approach has consistently gained praise from policymakers at each level of government as we collaborate for effective transportation policy and tackle the challenges in our state capitol and with the new administration in Washington.

## Benefits of Membership

*Opportunities to create productive relationships with like-minded transportation advocates from across the State of Texas and Oklahoma*

*High-level access to transportation decision makers at the Federal and State levels through TEX-21's strong Legislative Caucuses, Texas Department of Transportation (TxDOT), Texas Transportation Commission, Oklahoma Department of Transportation and the USDOT*

*Opportunities to raise awareness of transportation needs in your region and collaborate with representatives from the State and Federal legislative and executive branches.*

*Focused attention on key transportation corridors in Texas and Oklahoma through Corridor Task Forces including IH-30, US 75/IH 45, US 287, IH-35, The Outer Loop in Collin, Dallas, Denton, Ellis, Grayson, Rockwall, and Kaufman Counties and also a key initiative on The Third Coast, opportunities created by the expanded Panama Canal.*

*Up-to-date information and analysis of key transportation policy issues. TEX-21 is currently focused on the highway funding crisis, with passage last fall of the Federal surface re-authorization bill, and the State's proposals to increase funding. Through TEX-21 research, a new funding proposal called the Expiring Revenue Enhancement (ERE) is being proposed, based on future growth of state sales tax dollars for a limited time.*

For more information, contact Linda Harper Brown, Senior Public Policy Consultant for Dean International, Inc., at [lhbrown@dean.net](mailto:lhbrown@dean.net), 214.750.0123(o) or 214.663.9640(c).



## 10 ECONOMIC DEVELOPMENT STUDY

Economic development in rural America is any activity that makes the choice to remain in a community easier and more satisfying. Job opportunities are an obvious example, but this list also includes availability of decent affordable housing, quality education, an attractive, safe, and clean environment (natural and manmade), a comfortable social atmosphere, recreational and entertainment options, convenient shopping, adequate health care, a competitive and fair tax structure, responsive local government, transparent government regulations, and high-quality infrastructure (water, sewer, streets, drainage, telecommunications, etc.).

### 10.1 Highlights

Farmersville has tools to have a healthy economy. Most residents are able to find work in Collin County and average wages in Collin County are higher than average wages in the North Central Workforce Development Area (WDA) and the state. It is located at the intersection of several major highways, including U.S. 380 and S.H. 78, making it accessible to large metropolitan areas. It has active civic groups who provide business support and work to upgrade the downtown in order to improve the quality of life in Farmersville. Continued volunteer and financial support will be needed to preserve and enhance key community resources such as city's parks and downtown area.

The factors limiting Farmersville's economic well-being include a lack of attractions and amenities drawing visitors to the city and a high proportion of low-skilled low-paying jobs.

Over the years the central business district has seen investment and the vacancy rate is moderate, but there are many improvements that can be made to make the area a greater draw for visitors and residents. The city has begun to establish a "brand" and continued development of this brand and collaboration with regional entities will strengthen its regional presence and make Farmersville more of a destination for residents and visitors.

Farmersville's residents have not turned a blind eye to either the city's weaknesses or its strengths. A strong city staff and civic organizations are in place to capitalize on the city's strengths and work on local challenges described in this study.



## 10.2 Context: History, Location, & Community Input

### HISTORIC DEVELOPMENT & COMMUNITY CHARACTER

Farmersville was founded in 1849 primarily as a trading center for agricultural crops. Major crops included cattle, cotton, corn, maize, onions and cantaloupes. It continued to grow over the decades, with the town square being developed in 1859 and incorporation following in 1873. Today, agriculture still remains a significant part of the local economy, but since the 1980s many residents commute outside of the city for employment in the rapidly growing Dallas-Fort Worth metroplex. The city also maintains a sizeable manufacturing base while the historic downtown has seen significant reinvestment and retains its historic character.







Farmersville is approximately 19 miles east of McKinney, approximately 28 miles northeast of Garland, and roughly 44 miles northeast of Dallas.

Farmersville is a community characterized by high-quality schools, active civic organizations, and small town charm. The Central Business District is home to local restaurants, shops, and both government and private offices. The City and civic groups host several regular festivals and events including the monthly Farmers and Fleas Market, the annual Audie Murphy Day & Parade in June, a Christmas Parade, July Fourth Fireworks, Old Time Saturday, and several other events.

## PREVIOUS STUDIES

**North Central Texas Council of Governments: Comprehensive Economic Development Strategy 2016 (CEDS):** Farmersville is part of the North Central Texas Council of Governments (NCTCOG) a multi-purpose voluntary organization of, by and for local governments established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG received designation as an Economic Development District in late 2016 following the release of its Comprehensive Economic Development Strategy (CEDS).

The CEDS is a locally initiated planning process designed to provide a mechanism for guiding and coordinating the efforts of local individuals and organizations concerned with economic development. Funded by the Economic Development Administration, the CEDS emphasizes current NCTCOG regional economic and community development activities, as well as labor force changes. The long-term goals outlined in the CEDs for 2016 include:

1. Develop a globally competitive skilled workforce that encourages businesses to start, locate, and expand in the North Central Texas region.
2. Enhance the North Central Texas region's economic competitiveness.
3. Pursue opportunities and strategies that continue to make the North Central Texas region an entrepreneur-friendly region.
4. Explore and promote comprehensive planning solutions to ensure that regional transportation and public infrastructure meets the needs of employers and citizens.
5. Strengthen the quality of life through comprehensive community development throughout the region.

## COMMUNITY INPUT

A detailed discussion of community input during the planning process is located in *Chapter 1: Introduction*. The particular concerns expressed by residents that relate to economic development and guide the discussion below are:

### Achieve/Preserve

- Draw more people to downtown by more retail and activities that draw people at night
- Utilize Chaparral Trail to draw more fitness oriented people to city and downtown
- Add hotel or Bed & Breakfast downtown
- Host more youth sporting events
- Add ecologically friendly light industrial and manufacturing facilities to east side of town

### Avoid/Eliminate

- Vacant retail shops
- Big box retail
- Growth that is not in-line with the character of the city

## 10.3 Condition & Forecast

The following data includes both local and regional economic information because Farmersville's local workforce and economy are closely connected to the larger region. Some data is not available at the local level and in those cases Collin County is used for comparison.

### 10.3.1 Largest Industries in Farmersville & Collin County

*Tables 10A and 10B and Charts 10A - 10B* list establishment, taxable sales, and employment data. The tables show that:

- The sector with the largest number of establishments in Farmersville is the agriculture industry, followed by the retail trade industry. For a more detailed breakdown of industries in Farmersville, see *Appendix 10A.1*.



**Table 10A: Farmersville and County Establishments**

Industry	# Establishments City	# Establishments County	City as % of County
Agriculture Operations	367	1,932	19%
Mining	1	35	3%
Utilities	0	25	0%
Construction	30	1,734	2%
Manufacturing	43	1,984	2%
Wholesale Trade	13	1,881	1%
Retail Trade	122	8,080	2%
Transportation	0	176	0%
Information	1	871	0%
Finance and Insurance	0	229	0%
Real Estate and Rental and Leasing	0	507	0%
Professional, Scientific, and Technical Services	15	3,526	0%
Management of Companies and Enterprises	0	30	0%
Administrative and Support and Waste Management and Remediation Services	21	1,792	1%
Educational Services	1	121	1%
Health Care and Social Assistance	3	418	1%
Arts, Entertainment, and Recreation	1	923	0%
Accommodation and Food Services	21	2,906	1%
Other Services (except Public Administration)	19	2,670	1%
Public Administration	2	41	5%
Unclassified	0	0	0%
<b>TOTAL</b>	<b>660</b>	<b>29,881</b>	<b>2%</b>

*Source: Texas Comptroller request from 9/26/2016, based on reported sales tax data*

- According to the Texas Workforce Commission, wages in Collin County in 2016 are highest in the Mining, Quarrying, Oil & Gas Extraction, Management of companies and enterprises, Information, Manufacturing, and Wholesale Trade industries. Collin County wages in the agricultural sector, the largest industry in the City, averaged \$836.

**Table 10B: Highest Weekly Wages by Industry, Collin County**

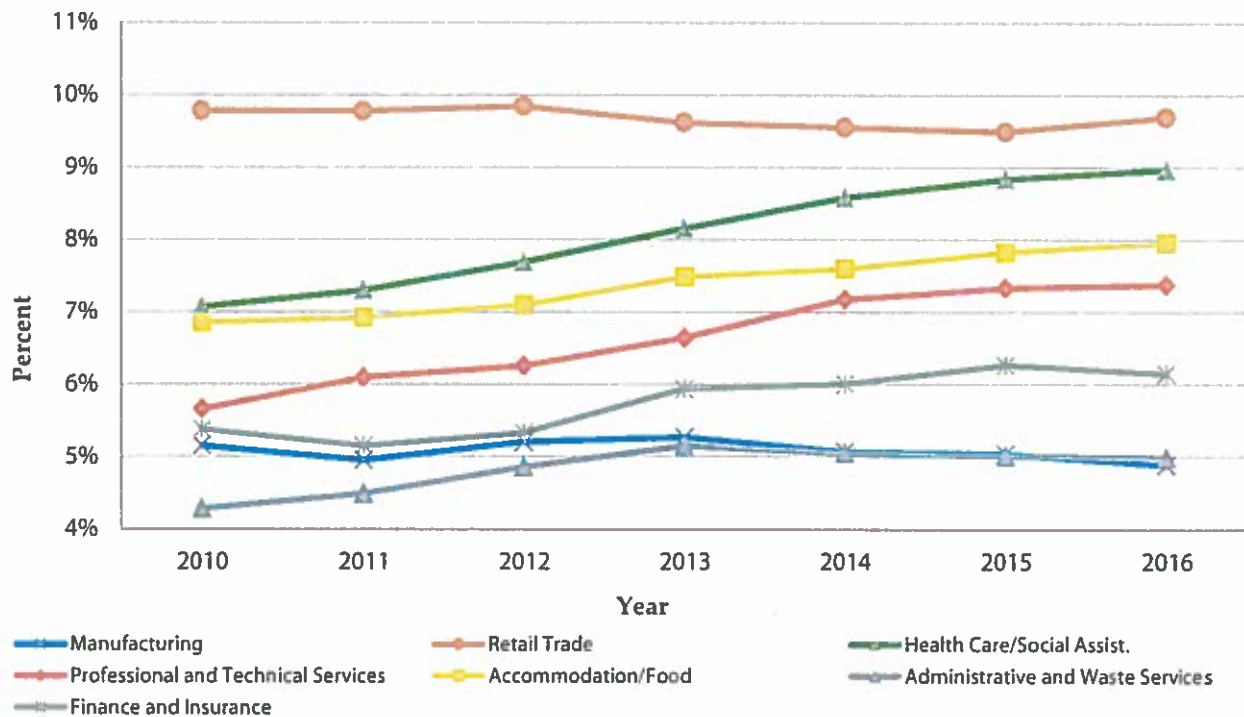
Industry	Average Weekly Wage
Mining, quarrying, and oil and gas extraction	\$4,193
Management of companies and enterprises	\$2,392
Information	\$2,234
Manufacturing	\$1,931
Wholesale trade	\$1,910

*Source: Texas Workforce Commission, Tracer quarterly employment and wages*



- The retail trade industry employs 10% of workers in Collin County. The second largest industry in terms of employment is the health care/social assistance industry with 9% of workers. Accommodation/food services and professional each account for 8% and 7% respectively.

**Chart 10A: Percent of Employees by Industry (Collin Co, 2010 – 2016)**

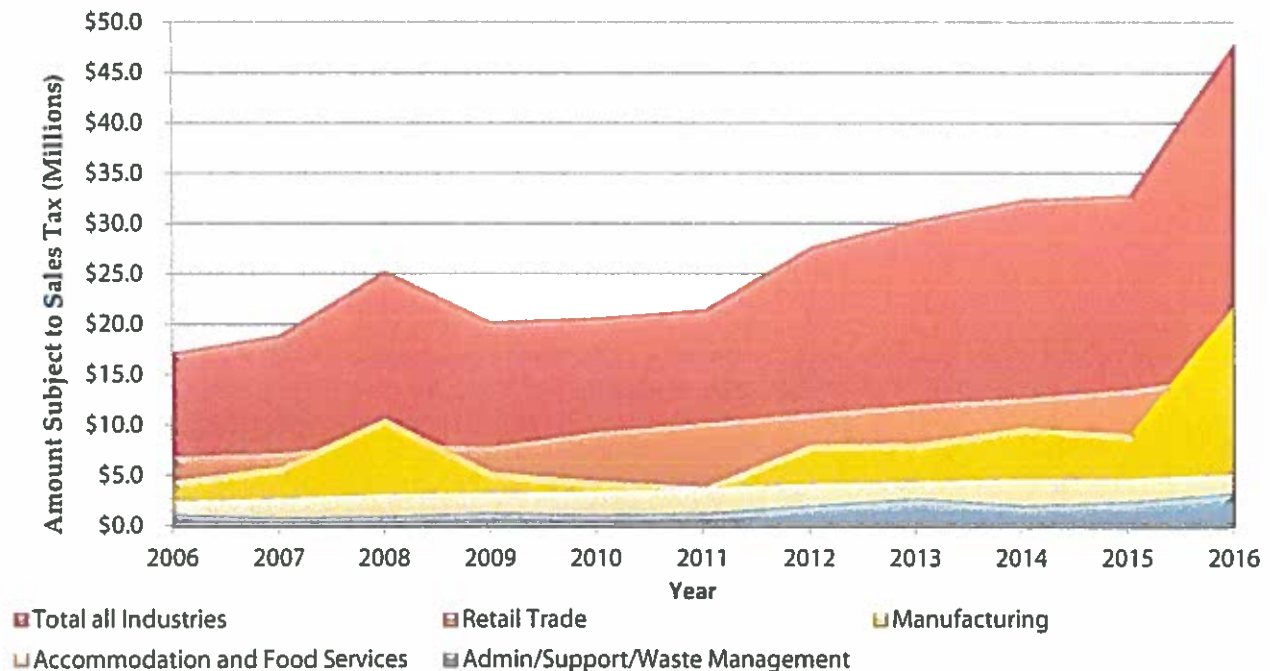


Source: Texas Workforce Commission, Tracer quarterly employment and wages

- Between 2015 and 2016 taxable sales in Farmersville increased by 21%, by far the largest year-over-year increase in the past 10 years. The industries that contribute most to the taxable sales base are the retail trade and manufacturing industries. Additionally, the accommodation/food services and admin/support/waste management industries provide a noticeable, though modest, contributor to the taxable sales base, accounting for 14% and 7% of taxable sales in 2016, respectively. Overall, the share of taxable sales contributed by each industry has been relatively steady over the past decade. Though the sales tax base is reliant on its retail industry, which constituted roughly 41% of the taxable sales base in 2016, the presence of healthy manufacturing and accommodation sectors provides a measure of

economic diversity that can buffer the city against larger shocks to the economy. The Comptroller's Office does not report sales tax revenue for industries with three or fewer establishments, so complete information for sales tax revenue by industry in Farmersville is undisclosed.

**Chart 10B: Taxable Sales, Farmersville, 2006-2016**



Source: Texas Comptroller Quarterly Sales Tax Historical Data

- Agriculture:** The Comptroller's Office does not report sales for agricultural establishments. However, as is evident from employment data, farming is an important part of the county's economy. The USDA's Census of Agriculture data shows that Farmersville's zip code has 416 farms, none of which produce more than \$250K annually. According to the Texas A&M Agrilife Extension, Collin County's main agricultural industries are landscape nurseries, corn, wheat, cattle, hay, grain sorghum.

**Table 10C: Farm Production in Collin County**

Location		Value of all agricultural products sold			
Zip Code	Place Name	Total farms	LESS THAN \$50,000	\$50,000 TO \$249,999	\$250,000 OR MORE
<b>75442</b>	<b>FARMERSVILLE</b>	<b>416</b>	<b>406</b>	<b>10</b>	<b>0</b>
75002	ALLEN	196	186	7	3
75009	CELINA	241	229	8	4
75013	ALLEN	33	33	0	0
75023	PLANO	82	60	22	0
75024	PLANO	27	27	0	0
75025	PLANO	0	0	0	0
75026	PLANO	0	0	0	0
75033	FRISCO	0	0	0	0
75034	FRISCO	83	75	5	3
75035	FRISCO	40	38	2	0
75048	SACHSE	34	34	0	0
75069	MCKINNEY	138	134	4	0
75070	MCKINNEY	124	114	8	2
75071	MCKINNEY	192	184	4	4
75074	PLANO	65	64	1	0
75075	PLANO	78	75	2	1
75078	PROSPER	47	35	4	8
75080	RICHARDSON	78	72	5	1
75082	RICHARDSON	31	31	0	0
75086	PLANO	5	5	0	0
75093	PLANO	53	48	5	0
75094	PLANO	37	34	1	2
75097	WESTON	16	15	1	0
75098	WYLIE	156	152	1	3
75121	COPEVILLE	17	15	0	2
75164	JOSEPHINE	21	19	2	0
75166	LAVON	30	30	0	0
75173	NEVADA	68	63	1	4
75189	ROYSE CITY	393	383	7	3
75252	DALLAS	40	37	3	0
75287	DALLAS	34	34	0	0
75407	PRINCETON	174	161	12	1
75409	ANNA	213	204	5	4
75424	BLUE RIDGE	242	232	6	4
75452	LEONARD	226	219	3	4
75454	MELISSA	55	53	0	2
75485	WESTMINSTER	2	2	0	0
75495	VAN ALSTYNE	224	218	6	0
75550	ANNONA	89	82	3	4
75554	AVERY	166	148	13	5
<b>Total</b>		<b>4,166</b>	<b>3,951</b>	<b>151</b>	<b>64</b>

Source: USDA - National Agricultural Statistics Service; 2007 Census of Agriculture, Zip Code Tabulations of Selected Items ([www.agcensus.usda.gov/](http://www.agcensus.usda.gov/))

## 10.3.2 Characteristics of Farmersville & Collin County Workers

### TYPES OF WORKERS

Most residents of Farmersville are employed in the Educational services, and health care and social assistance, Manufacturing, Construction, or Retail trade fields. The table below shows the types of industries in which Farmersville residents are employed. They may not necessarily be employed in Farmersville.

**Table 10D: Farmersville Residents who work by industry**

INDUSTRY	Estimate	Margin of Error	Percent
Civilian employed population 16 years and over	1,830	+/-239	100%
Agriculture, forestry, fishing and hunting, and mining	11	+/-19	0.60%
Construction	214	+/-131	11.70%
Manufacturing	242	+/-156	13.20%
Wholesale trade	42	+/-49	2.30%
Retail trade	172	+/-112	9.40%
Transportation and warehousing, and utilities	60	+/-68	3.30%
Information	0	+/-13	0.00%
Finance and insurance, and real estate and rental and leasing	121	+/-95	6.60%
Professional, scientific, and management, and administrative and waste management services	130	+/-109	7.10%
Educational services, and health care and social assistance	416	+/-200	22.70%
Arts, entertainment, and recreation, and accommodation and food services	138	+/-108	7.50%
Other services, except public administration	136	+/-91	7.40%
Public administration	148	+/-104	8.10%

Source: US Census, 2011-2015 American Community Survey, 5-Year Estimates, DP03: Selected Economic Characteristics for Farmersville. Note: Margins of error are large, data cited for trends only.

### LOCATION OF WORK

The following data comes from [www.OnTheMap.com](http://www.OnTheMap.com), a product of the U.S. Census Bureau, Center for Economic Studies and presents figures for the year 2014, the latest for which data was made available.

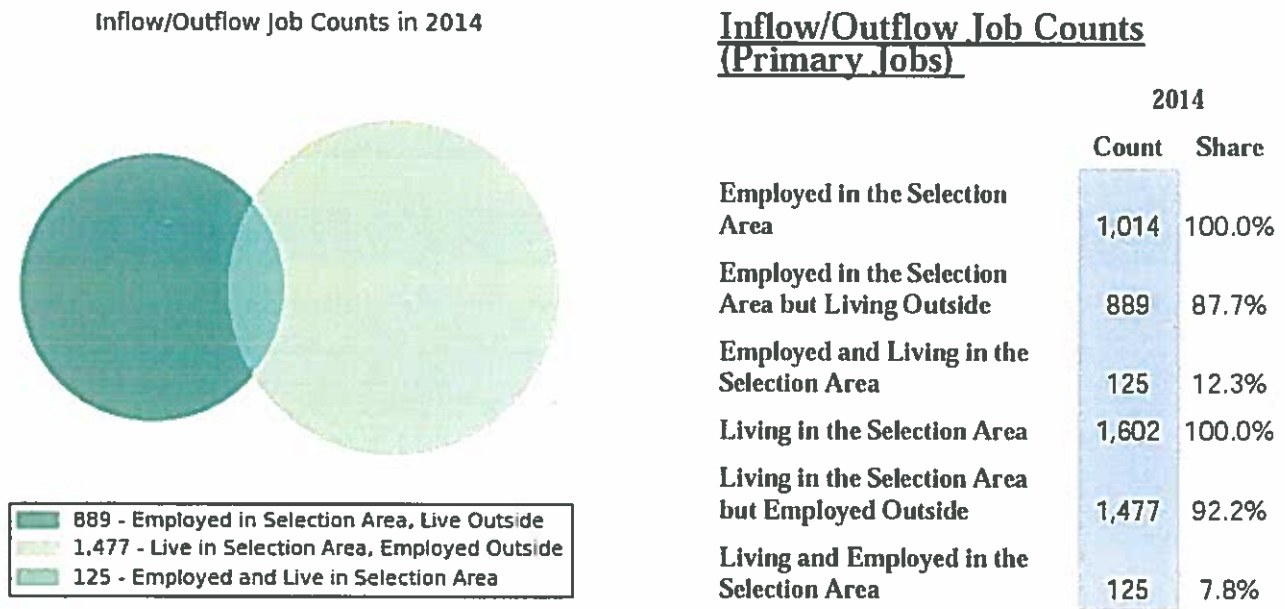


A large majority (92.2%) of Farmersville residents travel outside of the city for their primary employment, with only 7.8% of those who live in Farmersville also working in Farmersville. 87.7% of the city's workforce is comprised of those who live outside of the city.

Of those traveling from Farmersville to work, around 45% are traveling less than 25 miles while over 55% are traveling more than 25 miles to work, with 17.5% traveling greater than 50 miles. Most residents are heading west and southwest towards the Dallas-Fort Worth metroplex.

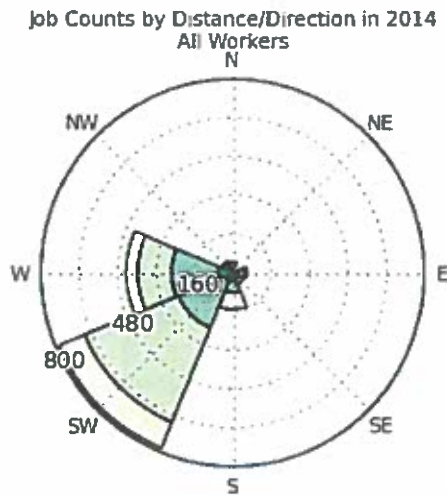
Of those who work in Farmersville, over a third travel less than 10 miles to get to work, close to a third travel between 10 and 24 miles to work, with the remaining third traveling more than 25 miles (14.7% between 25 and 50, 15.3% greater than 50). Many of those workers are coming from areas to the west and southwest (the Dallas-Fort Worth metroplex) with a smaller contingent travelling from the south and east.

**Figure 10B: Inflow/Outflow Job Counts**



There are 1,602 employed individuals living in Farmersville. 92.2% of those individuals travel outside of the city for work, with the remainder (7.8%) working within the city. The city's workforce is made up of 1,014 employees, 87.7% of whom don't live in Farmersville.

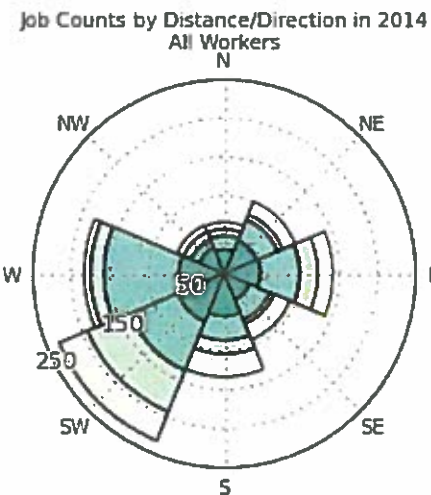
**Figure 10C: Distance and Direction Traveled by Farmersville Residents to Work**



**Jobs by Distance - Home Census Block to Work Census Block**

2014	
Count	Share
<b>Total Primary Jobs</b>	<b>1,602 100.0%</b>
Less than 10 miles	212 13.2%
10 to 24 miles	504 31.5%
25 to 50 miles	606 37.8%
Greater than 50 miles	280 17.5%

**Figure 10D: Distance and Direction Traveled by Workers Employed in Farmersville from Home**



**Jobs by Distance - Work Census Block to Home Census Block**

2014	
Count	Share
<b>Total Primary Jobs</b>	<b>1,014 100.0%</b>
Less than 10 miles	378 37.3%
10 to 24 miles	332 32.7%
25 to 50 miles	149 14.7%
Greater than 50 miles	155 15.3%

Residents of Farmersville find work throughout the region. Some of the cities they are most likely to travel to for work are Dallas, Plano and McKinney. Residents of other cities working in Farmersville also come from throughout the region including from McKinney, Greenville, and Garland.

Figure 10E: Location of City Residents Employment/ Location of City Employees Residence

**Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - Primary Jobs**

	2014	
	Count	Share
All Places (Cities, CDPs, etc.)	1,602	100.0%
Dallas city, TX	240	15.0%
Plano city, TX	134	8.4%
Farmersville city, TX	125	7.8%
McKinney city, TX	123	7.7%
Garland city, TX	80	5.0%
Wylie city, TX	58	3.6%
Richardson city, TX	55	3.4%
Fort Worth city, TX	38	2.4%
Irving city, TX	34	2.1%
Allen city, TX	32	2.0%
All Other Locations	683	42.6%

**Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live - Primary Jobs**

	2014	
	Count	Share
All Places (Cities, CDPs, etc.)	1,014	100.0%
Farmersville city, TX	125	12.3%
McKinney city, TX	55	5.4%
Greenville city, TX	43	4.2%
Garland city, TX	32	3.2%
Princeton city, TX	26	2.6%
Dallas city, TX	18	1.8%
Wylie city, TX	15	1.5%
Plano city, TX	13	1.3%
Allen city, TX	12	1.2%
Celeste city, TX	12	1.2%
All Other Locations	663	65.4%

## SKILLS

According to the US Census, 2011-2015 ACS data, approximately 36% of adults in Farmersville work in professions that require high school completion, while 25% work in professions that typically require a bachelor's degree or higher. Occupations with high educational entry barriers usually require at least a college degree, while those with moderate educational barriers generally require a high school diploma, an associate degree from a two-year/technical college, or specialized coursework/certification. Occupations with low educational barriers do not require completion of high school. A lower percentage of workers in Farmersville hold positions that require college degrees than in the county or state. The city has a slightly higher percentage of workers than the state in positions that require high-school completion, an associate's degree, specialized coursework, or other significant training.

**Table 10E: Workforce Education**

	Farmersville	% of City	County	% of County	Texas	% of State
High Education	458	25%	231,328	52%	4,246,418	37%
Moderate Education	662	36%	148,462	33%	3,902,965	34%
Moderate-Low Education	174	10%	21,627	5%	1,331,539	12%
Low Education	536	29%	42,772	10%	1,935,503	17%
Total	1,830	100%	444,189	100%	11,416,425	100%

*\*Note: More detailed Occupation by Education and Occupation by Education and Gender tables are located in Appendix 9B: Occupation by Education Tables*

*Source: Summarized from 2011-2015 American Community Survey, Table C24010, Margins of error are large, data cited for trends only.*

## WAGES AND UNEMPLOYMENT

Overall, Collin County employee wages are slightly higher than the region – defined as the North Central Texas Workforce Development Area (which includes Collin, Denton, Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Somervell, and Wise counties) – and the state. The overall employment picture for the region and the county is positive with the North Central WDA boasting an unemployment rate of 3.7% and Collin County even lower with a 3.5% unemployment rate. These rates compare favorable both nationally and at the state level and follow a national, state and regional trend of increased employment.

**Table 10F: Wages (4<sup>th</sup> Quarter 2016)**

	Collin County	North Central Texas WDA	Texas
Average Weekly Wage (all industries)	\$1,222	\$1,030	\$1,072

*Source: Texas Workforce Commission, Tracer quarterly employment and wages*

**Table 10G: Unemployment in Collin County**

Year	Area	Labor Force	Employment	Unemployment	Unemployment Rate
2015	State	13,044,089	12,463,031	581,058	4.5%
2015	North Central WDA	1,379,982	1,327,370	52,612	3.8%
2015	Collin	487,091	469,393	17,698	3.6%
2016	State	13,284,623	12,671,801	612,822	4.6%



2016	North Central WDA	1,427,544	1,374,844	52,700	3.7%
2016	Collin	506,100	488,282	17,818	3.5%

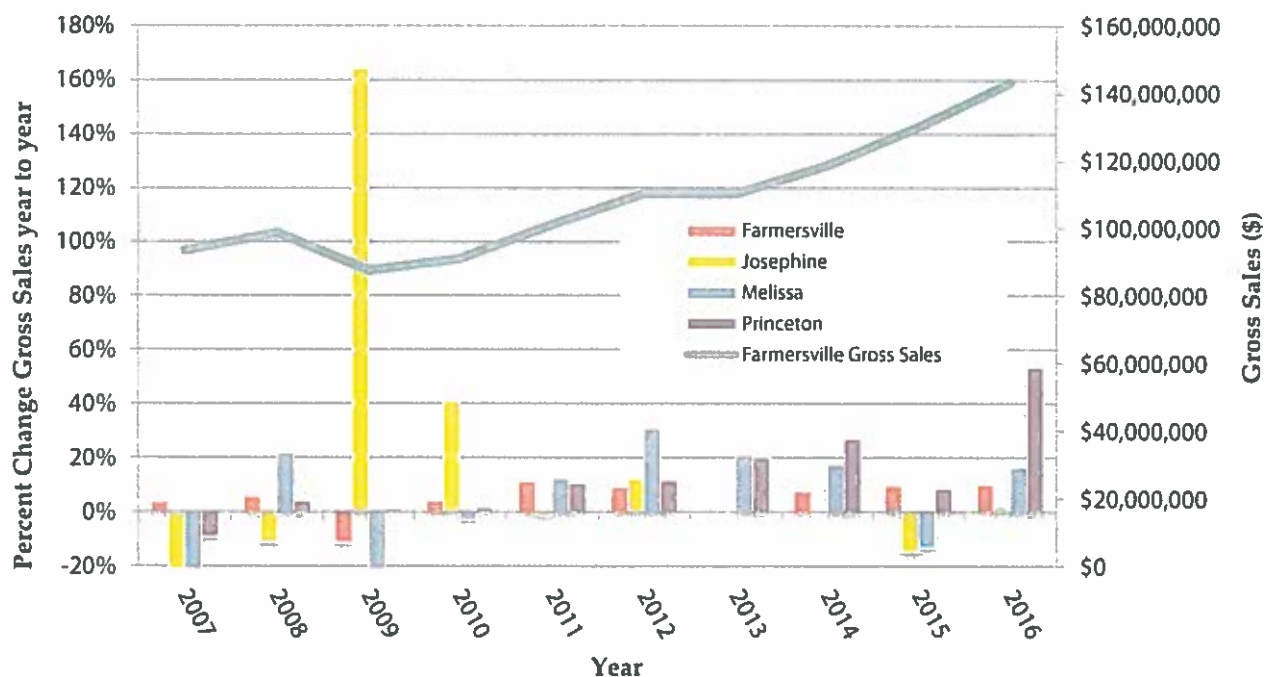
Source: Texas Workforce Commission, Civil Labor Force Employment (LAUS), Average of 2013 vs. Average of 2014

### 10.3.3 Regional Competitiveness

#### SALES GROWTH

Gross sales in Farmersville increased from \$90,103,715 in 2006 (\$107.8 million adjusted for inflation to 2016 dollars) to approximately \$143.3 million in 2016. Gross sales have increased every year since 2009 (the peak of the Great Recession), with the year between 2015 and 2016 seeing the largest year over year percentage increase (21%). Accounting for inflation, Farmersville experienced positive growth in gross sales (25%) between 2006 and 2016.

Chart 10C: Gross Sales Annual Growth, Farmersville and neighboring cities, 2007-2016<sup>28</sup>



<sup>28</sup> Quarterly Sales Tax, Texas State Comptroller; <https://ourcpa.cpa.state.tx.us/allocation/HistSales.jsp>

## SPECIALIZATION

Compared with the state and the U.S., Collin County appears to have specializations in agriculture, forestry, fishing, and hunting; construction; utilities; accommodation and food services; and retail trade. Collin County also has specialization in mining and oil and gas extraction as compared to the U.S. but when compared to the state.

Location quotients (LQ)<sup>29</sup> are used to detect the presence of an industry cluster. The calculation determines whether the local economy has a greater share of each industry than expected when compared to a reference economy. The Bureau of Labor Statistics determines share based on employment by industry. When an industry's LQ is less than 1.0, businesses/residents have a lesser share of employment than the comparison area. When the LQ is greater than 1.0, businesses/residents have a greater share of employment in that industry than the comparison area. The direction of change in an industry's LQ over time indicates whether that industry is growing in that location or declining. LQs greater than 1.0 are highlighted in *Table 10H*.

**Table 10H: Industry Concentration<sup>30</sup>**

	2005		2010		2015	
Collin County Employment Compared to:						
	TX	U.S.	TX	U.S.	TX	U.S.
Agriculture, forestry, fishing and hunting	0.20	0.12	0.18	0.1	0.20	0.12
Mining, quarrying, and oil and gas extraction	0.07	0.37	0.18	0.81	0.09	0.42
Utilities	0.24	0.25	0.29	0.29	0.47	0.52
Construction	0.83	0.91	0.64	0.89	0.72	0.96
Manufacturing	1.09	0.78	0.93	0.79	0.83	0.74
Wholesale trade	0.70	0.85	0.69	0.84	0.73	0.92
Retail trade	1.33	1.32	1.20	1.19	1.06	1.09
Transportation and warehousing	0.26	0.32	0.24	0.29	0.26	0.3
Information	4.17	3.19	3.21	2.66	2.26	2.04
Finance and insurance	1.93	1.92	1.69	1.73	1.80	1.96
Real estate and rental and leasing	2.01	2.22	1.09	1.28	1.16	1.38
Professional and technical services	0.88	1.03	1.27	1.34	1.50	1.53
Management of companies and enterprises	0.32	0.25	3.01	2.11	2.30	1.52

<sup>29</sup> The LQ is calculated by dividing the percentage of employees in an industry in the County by the percentage of employees in that industry in the larger regions. Data for small cities is not available for direct comparison.

<sup>30</sup> Bureau of Labor Statistics Location Quotient Calculator ([http://data.bls.gov/location\\_quotient](http://data.bls.gov/location_quotient))

Administrative and waste services	0.84	0.93	0.88	1.02	0.94	1.02
Educational services	0.56	0.46	0.71	0.49	0.83	0.58
Health care and social assistance	0.61	0.68	0.82	0.77	0.94	0.86
Arts, entertainment, and recreation	1.70	1.38	1.27	0.96	1.34	1
Accommodation and food services	0.96	1.15	0.98	1.09	1.02	1.09
Other services, except public administration	0.84	0.73	1.00	0.83	0.88	0.81
Unclassified	0.05	0.78	0.02	0.41	0.02	0.33

ND (Not Disclosable): From BLS "BLS suppresses data in QCEW records in order to protect confidential information about employers in the industry of that record, or, in some other industries or areas." (<http://data.bls.gov>)

NC (Not Calculable): From BLS, "the data does not exist or it is zero" (<http://data.bls.gov>)

## COST FACTORS

The following table lists basic costs that most companies consider when choosing where to open a facility. Companies will view each cost differently depending on their specific needs. Many costs are similar between Farmersville, Collin County, and State averages. Those that may deter businesses in Farmersville include water costs and advantages include low electric rates.

**Table 10I: Comparative Cost Factors**

Factor	Farmersville	Rating for a Business	Collin County	Texas
Wage Levels	\$1,222	Asset	\$1,222	\$1,072
Electricity Costs	\$0.07/kWh	Asset	\$0.07/kWh	\$0.1127/kWh
Fuel Costs	\$1.85	Asset	\$1.90	\$2.02
Water Rate (Commercial, \$/50,000 gallons)	\$441.40	Liability	\$264.10*	\$260.00**
Sewer Rate (Commercial, \$/50,000 gallons)	\$505.39	Liability	\$268.00*	\$185.0**
Garbage Rate (Commercial, per cart)	\$25.67	NA	NA	NA
Building Costs***	\$143,006	Asset	\$143,006	\$150,951
Land costs (median price per acre)****	\$4,164	Liability	\$4,164	\$2,554
Local Property Taxes (2015)*****	\$0.79	Liability	0.50%	0.46%
Financing Costs*****	4.9	Asset	4.9	5.56

Sources include Texas Workforce Commission; RSMeans 2012 Building Construction Cost Data; U.S. Bureau of the Census, Construction Reports, Series C-25, New One Family Homes Sold and For Sale; Texas Municipal League annual water and wastewater surveys; Texas Comptroller's Office; Real Estate Center at Texas A&M University; Uniform Performance Reports, Federal Financial Institutions Examinations Council (FFIEC)

\*City of McKinney rate

\*\*Average for Texas cities between 2,000 - 5,000 population (from Texas Municipal League survey)

\*\*\* Derived from national price per square foot data from RSMeans cost plus air conditioning cost multiplied by the location factor. Priced based on a 2,000 sf home. County and City price use Texarkana location factor. Texas price is average of Texas cities listed.





\*\*\*\* 2015 Texas rural land prices for the Northeast Texas Region from the Real Estate Center at Texas A&M University.

\*\*\*\*\* From [www.window.state.tx.us](http://www.window.state.tx.us). County rate is average of cities' in county. State rates are average for all Texas cities

\*\*\*\*\*Percentages are not interest rates charged; they are the amount of profit banks report on loans as an indicator of interest rate charges.

## OPERATING FACTORS

The following table lists data that can impact the ability of businesses to operate. The "Rating" column indicates Farmersville's relative advantage/disadvantage under each factor. The city can boast higher high school graduation rates, low per-pupil expenditures, and significant growth in sales. Its liabilities include a lower level of skilled labor than the state. Other factors are similar to neighboring cities in the county and other areas around the state.

**Table 10J: Local Operating Condition Factors**

Factor	Farmersville	Rating for a Business	Collin County	Texas
<b>Workforce</b>				
Unskilled Labor[1]	39%	Liability	14%	27%
Skilled Labor [2]	61%	Liability	86%	73%
Productivity (avg annual sales growth 2005-2015)[3]	11%	Asset	8%	5%
HS Graduation rate[4]	95%	Asset	88%	89%
Unionization[5]	7%	Similar	4%	4%
<b>Transportation</b>				
Motor carrier operators[6]	23	Liability	473	Variable
Rail/Freight service (closest shipping yard)	Wylie	Similar	McKinney	Variable
Air service	McKinney National Airport	Similar	McKinney National Airport	D/FW Int'l Airport
<b>Existing Facilities</b>				
Site Availability	41% of land in City undeveloped	Similar	Variable	Variable



Medical Services[7]	Medical Center of McKinney	Similar	Medical Center of McKinney	75% of counties have at least 1 hospital
School District per pupil expenditure[8]	\$8,239	Asset	\$9,540-\$12,181	\$9,561
Post-HS Education	Paris Junior College - Greenville Center	Liability	Collin College	Variable
<b>Natural Resources</b>				
	agribusiness	Liability	oil, gas, agribusiness	Variable
<b>Non-Competitive Factors</b>				
Electric Power	Readily Available	Similar	Readily Available	Readily Available
Water/Sewer Capacity	Readily Available	Similar	Readily Available	Variable
Gas availability	Readily Available	Similar	Readily Available	Readily Available

## 10.4 Key Economic Development Strategies

Based on the community input and local economic development data described above, the City of Farmersville and its residents should focus on the following key issues related to economic development.

### 10.4.1 Continue to Enhance Marketing Efforts

City officials involved in economic development can do at least three things to market themselves to prospective businesses and tourists. These include: develop a clear "brand"; participate in regional economic development and tourism initiatives to ensure Farmersville continues to be in future plans and to keep city officials abreast of programs and financing opportunities related to economic development; and continue to upgrade the Economic Development Corporation website to include updated information as well as information for prospective visitors and investors.

## STRENGTHEN THE CITY'S BRAND

One of the most basic marketing tools a town has at its disposal is its identity, or “flavor.” Once clearly defined, a town’s strongest identifying characteristics can become the centerpiece of an economic development plan and be used to attract businesses and residents and build community pride. The easiest place to start is with current businesses, icons, and landmarks that are a part of Farmersville’s history and economy.

Unlike other Texas cities, Farmersville lacks outdoor murals and has few emblems located throughout the city that help to define the city’s identity. Murals are generally painted on the side of buildings and can depict famous residents, historic moments, or the city’s agricultural roots. The city does have one such mural depicting the history of agriculture in the area however it is located in the post office. Throughout the city, there are a handful of signs advertising the City, some utilizing the City’s logo. These include the Welcome to Farmersville sign located on the U.S. 380, city name over the Onion Shed, the western entrance to Farmersville Parkway, and the entrances to the Chaparral Trail by the trailhead and by the Spain Athletic Complex.



Figure 10F: Chaparral Trail Entrance at Onion Shed



Figure 10G: Onion Shed



**Figure 10H: Chaparral Trail Entrance at Spain Complex**



**Figure 10I: Farmersville Parkway Entrance, source: Google Streetview**

A city's brand can take the form of a logo or a motto and can be used to define and sell the city and its activities to potential investors/residents as well as to build city pride. The City of Farmersville has both a logo and motto, featured on its website, city documents, and select pieces of signage throughout the city (including at the entrance of the Chaparral Trail, pictured above). The motto is "Discover a Texas Treasure" and is featured in the following logo:



**Figure 10J: Farmersville Logo**

The development of both a logo and motto indicate that the City recognizes the need to create a unified brand that can speak to people beyond the city limits. However, the motto itself does not convey anything specific about Farmersville itself – its history or its main attractions. A motto should work to distinguish a city from its peers. For example, the city of Madisonville is known as "The Mushroom Capital of Texas" for its large mushroom growing facility. Nearby Emory is known as "The Land Between the Lakes" due to its location between Lake Tawakoni and Lake Fork. Farmersville has a long agricultural history it could draw on to help define it, as well as a prime location near Lavon Lake. However, its most defining feature may be as the western trailhead for the Northeast Texas



Trail, a 130 mile long rails-to-trails conversion that stretches from Farmersville to New Boston in northeast Texas. The Farmersville portion is known as the Chaparral Trail. This trail has been drawing increasing numbers of residents and visitors to the area since its opening as it becomes more well-known to people in the region. Farmersville can capitalize further on this amenity by tying its identity to the trail. Possible mottos include "Farmersville, Trailhead to Northeast Texas" or "Farmersville, Home to the Chaparral Trail."

Kansas Sampler Foundation (<http://kansassampler.org/rce/>), a rural community development organization in Kansas, and rural economic development specialist Jack Shultz (<http://www.boomtowninstitute.com/index.html>), author of Boomtown USA, provide strategies for building and strengthening a city's brand.

### **INCREASE REGIONAL PRESENCE AND COLLABORATION**

A number of local, neighboring, and regional organizations focus on economic development. Building relationships with those organizations would simplify basic marketing activities such as:

- Ensuring that the City's website is linked to the websites of related organizations, including the Collin County Appraisal District, the North Central Texas Council of Governments and Workforce Solutions for North Central Texas.
- Publicizing information about Farmersville tourism and events in neighboring cities such as the McKinney's Visitor's Center and websites <http://www.visitmckinney.com/>.
- Consider membership in the GO TEXAN Rural Community Program for increased internet marketing opportunities and other economic development resources.
- Work with the Chamber of Commerce to create a stronger presence on Texas Historical Commissions' Lakes Trail website (<http://texaslakestrail.com/>) by adding information on the Chaparral and Northeast Texas Trail and posting upcoming events.
- Continue membership in the North Central Texas Council of Governments and serve as an active member in the General Assembly.
- Coordination of training for "first responders," retail employees on primary thoroughfares who provide information to visitors.



The City should focus collaborative efforts with North Central Texas Council of Governments, Collin County Chamber of Commerce, GO TEXAN Rural Community Program, and the Texas Historic Commission Heritage Trails Program.

### **KEEP CITY'S WEBSITE UP-TO-DATE AND FEATURE CURRENT PROGRAMS ON ECONOMIC AND COMMUNITY DEVELOPMENT WEBSITES**

The internet is typically the first resource visitors and potential residents, investors, and businesses utilized when looking for information about a city. A good website conveys not only necessary information but also the presence of city staff and residents who cooperate and are willing and able to work with prospective companies. Therefore, it is essential that cities, economic development boards, and other organizations interested in promoting a location use the internet to demonstrate everything that location has to offer.

Farmersville's current site is an excellent example of a well-designed, visually appealing, and generally user-friendly web experience. It contains links to current information including:

- Utility rates and local ordinances
- Real estate data: information on available commercial land and buildings
- Updated information on local events open to the public (open air markets, annual festivals, sports club activities, and school activities) including active links
- Information on volunteer and community organizations
- Picture gallery highlighting local events and activities
- Information targeted towards businesses that might consider locating or expanding to Farmersville. The Texas State Comptroller provides guidelines for a 'prospect kit'<sup>31</sup>, a package of information used for communication with prospective businesses. Much of the information suggested in the prospect kit is included in this economic development study.

The City should continue to keep the website up-to-date and, in particular, add more information on past and current projects funded by the Economic and Community Development Corporations. This information should include a description of the project, funding level, benefit to the community, and pictures. In addition, the City should add information about the Chaparral Trail to the homepage.

<sup>31</sup> Prospect kit information located at <http://www.texasahead.org/lga/kit.php> and in the digital appendices to this study.

### 10.4.2 Focus on Business Growth & Recruitment

Three common business and job growth strategies form the basis of an economic development plan: existing company growth, start-up companies, and company recruitment. In general, enabling local entrepreneurship and helping existing companies expand is considered more productive for local economic development in rural America than “smokestack chasing.”<sup>32</sup> Statistically speaking, “there are literally thousands of communities involved in industry attraction, yet fewer than 200 major plant relocations occur annually.”<sup>33</sup> When compared to building a business park, creating tax incentives, and competing with other towns in marketing campaigns, it is more cost-effective for a community to foster opportunities for existing and home-grown businesses than it is for a community to devote resources to attracting new businesses. Nevertheless, many of the activities that support existing and start-up businesses will also encourage out-of-town companies to consider relocating, and there are specific actions that cities can take to lower barriers to relocation.

#### EXISTING BUSINESS SUPPORT

Retaining existing businesses is relatively straightforward, because such businesses usually have vested interests in the community. However, with other localities actively recruiting successful companies, businesses do not always have the incentive to remain in a town that does not support their interests. The City of Farmersville has two organizations devoted to attracting new businesses and supporting existing businesses. These are the 4A Economic Development Corporation (EDC) and 4B Community Development Corporation (CDC).

#### The current goals of the 4A Economic Development Corporation are:

- Create a business atmosphere in Farmersville that supports: retention and expansion of existing businesses; attracting new or relocating businesses that will increase the quality and quantity of primary jobs; working with regional coalitions to address infrastructure, transportation, education and quality of life issues; recruiting at least one new employer per year.

<sup>32</sup> Kotval, Z., J. Mullin, and K. Payne. 1996. *Business Attraction and Retention: Local Economic Development Efforts*. International City/County Management Association, Washington, D.C.

<sup>33</sup> Cothran, H.M. “Business Retention and Expansion (BRE) Programs: Why Existing Businesses Are Important”. (Included in digital appendices, and online at <http://edis.ifas.ufl.edu/pdf/FE/FE65100.pdf>)

- Improve communication with the community and communicate accomplishments of the Economic Development Corporation
- Enhance and promote the quality of life of the community and the crossroads significance of the city. Partner with Collin College for a functional college by 2022.
- Work with the City of Farmersville and the North Texas Municipal Water District (NTMWD) to establish a regional wastewater treatment plant (WWTP) servicing the area. Promote and support a planning study for the Farmersville Towne Centre.

**The current goals of the 4B Community Development Corporation are:**

- Support the economic development and restoration of downtown, with continued financial support of the Main Street Program.
- Encourage and support collaborative efforts and long range planning with the community, City Council, Farmersville Economic Development Corporation, Main Street Program, Chamber of Commerce, Collin College, Parks Board, and FISD.
- Support heritage tourism, including support for the restoration of Bain Honaker House
- Museum and support for planning & development of Farmersville Heritage Museum.
- Support Collin College scholarship program and local campus development.
- Support Farmersville Chamber through sponsorship of annual banquet and bike ride
- Assist in development of community recreational and cultural events, resources, museums, and facilities, as well as continued support and improvement of parks and recreation program and structures, and streetscape improvements.

**In addition to the above activities, the city could further support existing businesses by:**

- Asking businesses what they need. Schedule an annual informal meeting with each local employer to express appreciation for their presence; determine whether infrastructure facilities adequately support existing business operations; and learn of any planned expansions that will require city infrastructure improvements. Alternatively, hold a business

appreciation summit or other event to create an ongoing dialogue on future improvements and business strategies.

- Investing in infrastructure that contributes to residents' quality of life. Beyond basic infrastructure maintenance, gaining businesses' input on investments they believe would make their employee's lives better can increase community buy-in to public expenditures, make it easier for companies to retain a skilled workforce, and create opportunities for public-private partnerships.
- Prioritizing marketing and tourism efforts. Happy visitors lead to more customers and more residents.
- Partnering with organizations that promote area businesses and events on their websites to raise Farmersville's profile. - see section 9.5.1 for details
- Considering a "Buy Local" campaign.<sup>34</sup> Often started by or with the support of a city, such campaigns can help residents understand the importance of shopping at home. Dollars spent at local businesses provide a larger return through taxes, payroll, and other expenditures than do dollars spent at national chains or online at businesses outside the city or region.

Figure 10K: Keep it Local Sign



Source: [www.lowcountrylocalfirst.org](http://www.lowcountrylocalfirst.org)

Many rural communities lose businesses through owner retirement. Building stronger connections between generations through high school entrepreneurship clubs, mentoring programs, and

<sup>34</sup> For more information on starting buy local campaigns, see [www.the350project.net/home.html](http://www.the350project.net/home.html)





organized systems for connecting business owners with younger generations can: provide employers with more focused employees, give students specific education goals, provide businesses with the employees they need to expand, give Farmersville residents reasons to remain in or return to the community, and create a new generation of entrepreneurs able to take over from retirees.

The HomeTown Competitiveness Approach is an example of a model for existing business growth and youth engagement that has been successful for many small towns. The HomeTown Competitiveness Approach highlights youth engagement and existing business growth through a series of collaborative task forces. One of the key components to the approach is its “come-back/give-back mentality” that focuses on cultivating opportunities to encourage and enable younger generations to return to their hometown. Information on the Hometown Competitiveness Approach is located in *Appendix 10C*.

## **ENTREPRENEURIAL SUPPORT**

Often rural towns are dependent on one or two companies. That can be detrimental to the town if those companies close or shift operations. Supporting local entrepreneurship (start-ups) gives local economies greater flexibility and residents more choice about how to live. Entrepreneurial support generally involves:

- Public infrastructure investment, especially in telecommunications
- The creation of temporary office space (incubator facilities)
- Programs that defray rents, taxes or other start-up expenses
- Start-up capital such as access to micro loan sources

These investments can be funded using the 4A EDC or 4B CDC entities. In addition, the City may look into developing a revolving loan program through the Texas Department of Agriculture’s Small and Microenterprise Revolving Loan Fund (SMRF). This program, funded through the federal Community Development Block Grant program, provides capital for rural communities to invest in new and/or existing small businesses and microenterprises. The City must partner with its EDC or CDC to utilize these funds. More information on this program is available at:

[https://www.texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/RuralCommunityDevelopmentBlockGrant\(CDBG\)/CDBGResources/Applications/SMRF.aspx](https://www.texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/RuralCommunityDevelopmentBlockGrant(CDBG)/CDBGResources/Applications/SMRF.aspx).

New business owners are also much more likely to succeed if they have access to supportive business groups, mentors, and other entrepreneurs. While cities can provide infrastructure and financial assistance to start-ups, the long-term success of entrepreneurs will depend on local business leadership.<sup>35</sup>

## COMPANY RECRUITMENT

Existing businesses often determine what businesses might be interested in moving to an area. Companies to target should include those that:

- Supply raw materials/input products to existing businesses;
- Use existing businesses' waste and by-products; and
- Package and transport locally produced goods.

This strategy is often referred to as clustering, building business around existing business. Educational institutions, including college systems and small business development centers, often work with industry to supply workforce training and to assist with the attraction and creation of companies that expand existing industry clusters. *Table 10K* lists the top clusters in Collin County. The data suggests that Farmersville could capitalize on the County's strengths by supporting the growth of businesses active in the following industries:

**Table 10K: Top Collin County Clusters<sup>36</sup> (2015)**

	Texas	U.S.
NAICS 51 Information	2.26	2.04
NAICS 52 Finance and insurance	1.80	1.96
NAICS 55 Management of companies and enterprises	2.30	1.52
NAICS 54 Professional and technical services	1.50	1.53
NAICS 53 Real estate and rental and leasing	1.16	1.38
NAICS 44-45 Retail trade	1.06	1.09

Also, surveying existing businesses would provide additional information for targeted economic development plans. A survey should ask Farmersville area businesses:

<sup>35</sup> See Startup America Partnership, a company focused on aggregating information on and providing support for entrepreneurship in the U.S.: [www.startupamericapartnership.org/entrepreneurial-communities-must-be-led-entrepreneurs](http://www.startupamericapartnership.org/entrepreneurial-communities-must-be-led-entrepreneurs)

<sup>36</sup> Bureau of Labor Statistics location quotient calculator (<http://data.bls.gov>), NAICS=North American Industry Classification System. For a listing of industries within each 2-digit category in the table go to [www.census.gov/naics](http://www.census.gov/naics)

- What supplies they purchase to run their business;
- What goods customers ask for that they don't sell;
- What goods they would like to buy for their businesses but can't easily access;
- How and where they are transporting products; and
- What types of skills their workers need?

That data would: provide area schools the information they need to plan classes that would place students into jobs; provide residents thinking about starting up businesses with ideas for what is needed; and provide companies interested in the area with information about existing market opportunities.

## **RURAL OUTSOURCING**

The U.S. business community is beginning to recognize rural America as a valuable resource for affordable labor. "Rural outsourcing" is the term for outsourcing work to rural communities in the U.S. as opposed to overseas developing countries. From the perspective of a community like Farmersville, this trend is valuable because adding nation-wide employers to the local economy: provides a buffer against the risks of relatively undiversified local industry; enables residents to remain in the community; and provides higher-paying jobs. In order to capitalize on the trend, the City/EDC should support enhanced local telecommunications infrastructure and publicize information like commercial real estate availability to companies that manage rural outsourcing. Most of those companies focus on information technology, but some also provide services such as marketing, design, and business analysis. Examples of rural outsourcing companies include: [www.ruralsourcing.com](http://www.ruralsourcing.com), [www.cross-usa.com](http://www.cross-usa.com), and [www.onshoretechnology.com](http://www.onshoretechnology.com)

## **AGRITOURISM**

One of the most rapidly developing sectors of the tourism industry is agritourism, which gives tourists the opportunity to see, participate in, and/or stay at working farms. Agritourism operations can range from "harvest your own fruit" afternoons to horseback riding – bed and breakfast weekends. In Farmersville, agritourism could be centered on local livestock and vegetable farms, located just outside of the city limits. Texas A&M provides information about agritourism on its



website at <http://naturetourism.tamu.edu/>, and Fredericksburg provides a good example of a community whose farmers have capitalized on the trend [www.fredericksburgtexas-online.com/Agritourism](http://www.fredericksburgtexas-online.com/Agritourism).

## **RESOURCES FOR BUSINESS GROWTH & RECRUITMENT**

Several local, regional, and state organizations work on business growth and recruitment efforts.

### **10.4.3 Prioritize quality of life improvements that promote economic growth**

Quality of life aspects of the community can play a tremendous role in attracting companies to an area, retaining businesses, increasing property values, and enabling a city to market itself. For all of those reasons, Farmersville should continue to invest in activities that improve housing, city infrastructure systems, local parks, and central business district features such as walkable streets and small businesses. The following summarizes key activities related to quality of life improvements found throughout the plan that most heavily impact economic development.

## **HOUSING**

Business owners seeking a place to locate often look for communities that have adequate housing options for employees. The city has few dilapidated homes though, combined with homes in deteriorated condition, they constitute a third of the homes in the city. The prevalence of deteriorated and dilapidated homes is a primary concern of residents and is also a deterrent to attracting new business. The city should take a more proactive stance in addressing deteriorated/dilapidated housing by helping to establish a community group that focuses on facilitating voluntary dilapidated home removal. In addition to this community group, the city should: continue to apply for HOME grant funding; continue to enforce existing ordinances related to substandard buildings; and provide homeowner education of local and regional housing assistance grant/loan programs.



## **INFRASTRUCTURE SYSTEMS**

Maintaining reliable infrastructure systems is a key component to economic development. Businesses and residents look for communities with dependable water and sewer systems and well-maintained city streets and drainage features.

## **PARKS AND RECREATION**

Farmersville is in a unique position to capitalize on its park space as a driver for economic development. Both the Spain Athletic Complex and the Chaparral Trail draw residents and visitors from out of town. The Spain Athletic Complex, home to five ballfields, a football field and concessions, currently hosts little league games, sports tournaments and charity events. The City should work to expand the complex on adjacent city-owned land allowing the venue to host larger events. The City should also network to then draw more events to the space. By bringing in more families from across the region to these events the City can showcase its downtown and provide local businesses with a larger pool of customers.

The Chaparral Trail serves a similar role. With its opening increasing numbers of visitors have been traveling to Farmersville to utilize the trail for exercise or recreation. The trailhead's location at the center of downtown is ideal for drawing increasing numbers of visitors to the shops located in that area. The City should continue to advertise the Trail, incorporate the Trail into its branding, and begin to add amenities to the area that support both the Trail's use and patronization of the local businesses. One suggestion provided during the public workshop was to install public showers at the trailhead to allow Trail users to bathe after their workout, which would allow them to better enjoy the shops and restaurants downtown.

## **DOWNTOWN IMPROVEMENTS**

Farmersville's downtown is located along McKinney St between S.H. 78 and Main Street. Its physical appearance and amenities have a direct fiscal impact on property values and retail sales as well as indirect impacts on residents' sense of pride and community belonging. Working with residents and property owners to identify a set of voluntary or mandatory design guidelines that convey a sense of community investment and cooperation will contribute to economic development.

In addition to downtown appearance and functionality, creating a "lively" downtown area attracts visitors and new businesses to this part of town. Farmersville has been successful in attracting users

for its downtown storefronts. The City should now focus on increasing the footprint of the downtown area to encompass vacant lots within the downtown and along Farmersville Parkway.

## 10.5 Implementation Plan

The Implementation Plan organizes the action items recommended to address each issue identified in the above sections into a timeline for completion. The actions are prioritized by date.

**Table 10L: Implementation Plan**

Goals and Objectives	Activity Year(s)			Lead Organization	Cost Estimate	Funding Sources
	2017-2020	2021-2024	2025-2027			
Goal 10.1 Farmersville markets itself as an attractive place to visit, live, and work						
Coordinate with regional organizations to advertise local events and festivals and consider membership in the GO TEXAN Rural Community Program	x	x	x	CDC	Staff/ Volunteers \$150 biennially (GO TEXAN program)	GEN, CDC
Update EDC/city website to include current figures, pictures, and other information related to economic development	x	x	x	City, EDC	Staff/ Volunteers	N/A
Continue to market available downtown buildings on City/EDC and North Central Texas Council of Governments websites.	x	x	x	City, Main Street	Staff/ Volunteers	N/A
Contact Lakes Trail organization to add additional information about Farmersville to website <sup>37</sup>	x			City, CDC	Staff	N/A
Strengthen Farmersville's brand by creating new motto and incorporating it on an updated website, at community events, and through city signage	x	x		City, Main Street, CDC	Varies	GEN, CDC, Main Street
Identify and train "First Responders" in downtown area to serve as an information point for visitors	x	x		CDC	Staff/Volunteers	N/A
Consider becoming a Partner of the Lakes Trail Region for extended marketing materials and training		x	x	City, CDC	\$250 - \$1,000 (annual)	EDC

<sup>37</sup> To update city information, see online form found at: <http://texasfortstrail.com/node/add/city>

**Goal 10.2 Farmersville has a support system for existing businesses, resources for business startup/recruitment, and information readily available on the local economy**

Continue EDC business advertising support	x	x	x	EDC	\$160/month	EDC
Survey local businesses annually about City services and general business needs.	x	x	x	EDC	Staff	N/A
Host annual "business appreciation" breakfast or lunch for area companies	x	x	x	EDC	\$250, Staff	GEN, EDC
Update website with resource information for residents, business owners, and potential investors including job training organizations, small business financing opportunities, and "prospect kit"	x	x		City, EDC	Staff/ Volunteers	GEN, EDC
Create a "resource center" in City Hall that supplies information about workforce solutions of the North Central Texas and the Prospect Kit (can also include housing resource information)	x	x		City	Staff/ Volunteers	N/A
Launch a "Buy Local" campaign to raise the profile of local businesses (reference "how to" document in digital appendices)		x	x	City, EDC	Staff	GEN, EDC
Connect youth to local business owners/managers through a mentoring or internship program		x	x	EDC, FISC	Staffs	EDC, FISC

**Goal 10.3 Farmersville's downtown and thoroughfares are attractive and functional and improve the quality of life for residents and businesses**

Prioritize capital improvements for infrastructure throughout the planning period	x	x	x	City	\$772,000 (Annual average)	GEN, Utility, County, TDA, TXDOT
Implement strategies in that address deteriorated/dilapidated housing	x	x	x	City, CDC	Varies	GEN, TDHCA, CDC, NCTCOG, Local
Promote Spain Athletic Complex and Chaparral Trail to draw visitors and showcase downtown	x	x	x	City, CDC	Staff/ Volunteers	GEN, Local, CDC
Implement strategies in Land Use Study	x	x	x	City	Varies	GEN



Implement strategies in Recreation and Open Space Study	x	x	x	City	Varies	GEN, Local
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*Sources: GEN = Municipal funds; Staff = Staff time (City); Local = donations of time/money/goods from private citizens, charitable organizations, and local businesses; MCISD= Farmersville Independent School District; EDC = Farmersville Economic Development Corporation, 4B Entity; TDA= Texas Department of Agriculture funds including TxCDBG (Community Development Block Grant) and TCF (Texas Capital Funds); TXDOT-Texas Department of Transportation Statewide Transportation Enhancements Grants; Utility=City of Farmersville water and wastewater utility fund; NCTCOG = North Central Texas Council of Governments; FISD=Farmersville Independent School District.*

## FOR A FULL LIST OF STATE FUNDING SOURCES, SEE CHAPTER 15



## 10.6 Appendix 10A: Establishments by Industry (Detailed)

Table 10A.1: Detailed Establishments by Industry

<b>Accommodation and Food Services</b>	<b>21</b>	<b>11%</b>
Caterers	5	
Drinking Places (Alcoholic Beverages)	3	
Rooming and Boarding Houses	13	
<b>Administrative and Support and Waste Management and Remediation Services</b>	<b>21</b>	<b>9%</b>
Carpet and Upholstery Cleaning Services	2	
Convention and Trade Show Organizers	1	
Exterminating and Pest Control Services	1	
Janitorial Services	14	
Other Services to Buildings and Dwellings	1	
Repossession Services	1	
Security Guards and Patrol Services	1	
<b>Agriculture, Forestry, Fishing and Hunting</b>	<b>6</b>	<b>0%</b>
All Other Miscellaneous Crop Farming	2	
Support Activities for Forestry	1	
#N/A	3	
<b>Arts, Entertainment, and Recreation</b>	<b>1</b>	<b>1%</b>
Other Gambling Industries	1	
<b>Construction</b>	<b>30</b>	<b>5%</b>
All Other Specialty Trade Contractors	4	
Commercial and Institutional Building Construction	2	
Drywall and Insulation Contractors	2	
Electrical Contractors and Other Wiring Installation Contractors	9	
Other Building Equipment Contractors	1	
Other Building Finishing Contractors	3	
Other Foundation, Structure, and Building Exterior Contractors	1	
Painting and Wall Covering Contractors	1	
Power and Communication Line and Related Structures Construction	1	
Residential Remodelers	3	
Roofing Contractors	2	
Site Preparation Contractors	1	
<b>Educational Services</b>	<b>1</b>	<b>0%</b>
Professional and Management Development Training	1	
<b>Health Care and Social Assistance</b>	<b>3</b>	<b>1%</b>
Other Individual and Family Services	2	
Other Residential Care Facilities	1	
<b>Information</b>	<b>1</b>	<b>0%</b>
Wired Telecommunications Carriers	1	
<b>Manufacturing</b>	<b>43</b>	<b>10%</b>
All Other Leather Good and Allied Product Manufacturing	1	
All Other Miscellaneous Fabricated Metal Product Manufacturing	1	

All Other Miscellaneous General Purpose Machinery Manufacturing	1	
Burial Casket Manufacturing	5	
Commercial Flexographic Printing	1	
Commercial Screen Printing	1	
Cookie and Cracker Manufacturing	1	
Corrugated and Solid Fiber Box Manufacturing	1	
Costume Jewelry and Novelty Manufacturing	1	
Custom Architectural Woodwork and Millwork Manufacturing	1	
Cut Stone and Stone Product Manufacturing	1	
Electronic Coil, Transformer, and Other Inductor Manufacturing	1	
Electroplating, Plating, Polishing, Anodizing, and Coloring	1	
Fruit and Vegetable Canning	2	
Hat, Cap, and Millinery Manufacturing	1	
Heating Equipment (except Warm Air Furnaces) Manufacturing	1	
Household Furniture (except Wood and Metal) Manufacturing	1	
Iron and Steel Mills	1	
Iron Foundries	1	
Machine Shops	1	
Machine Tool (Metal Cutting Types) Manufacturing	1	
Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1	
Other Apparel Accessories and Other Apparel Manufacturing	1	
Other Computer Peripheral Equipment Manufacturing	1	
Other Snack Food Manufacturing	1	
Outerwear Knitting Mills	1	
Power, Distribution, and Specialty Transformer Manufacturing	1	
Prefabricated Metal Building and Component Manufacturing	2	
Prefabricated Wood Building Manufacturing	1	
Printed Circuit Assembly (Electronic Assembly) Manufacturing	1	
Relay and Industrial Control Manufacturing	1	
Retail Bakeries	2	
Spice and Extract Manufacturing	1	
Sporting and Athletic Goods Manufacturing	1	
Tire Retreading	1	
Women's and Girls' Cut and Sew Dress Manufacturing	1	
<b>Mining, Quarrying, and Oil and Gas Extraction</b>	<b>1</b>	<b>0%</b>
Construction Sand and Gravel Mining	1	
<b>Other Services (except Public Administration)</b>	<b>19</b>	<b>11%</b>
All Other Automotive Repair and Maintenance	1	
Appliance Repair and Maintenance	2	
Business Associations	1	
Coin-Operated Laundries and Drycleaners	1	
Consumer Electronics Repair and Maintenance	2	
Drinking Places (Alcoholic Beverages)	3	
Other Automotive Mechanical and Electrical Repair and Maintenance	4	
Other Electronic and Precision Equipment Repair and Maintenance	2	
Other Personal and Household Goods Repair and Maintenance	1	
Private Households	2	



<b>Professional, Scientific, and Technical Services</b>	<b>15</b>	<b>6%</b>
All Other Professional, Scientific, and Technical Services	1	
Computer Systems Design Services	2	
Custom Computer Programming Services	1	
Engineering Services	1	
Geophysical Surveying and Mapping Services	1	
Interior Design Services	4	
Marketing Consulting Services	1	
Marketing Research and Public Opinion Polling	1	
Other Specialized Design Services	1	
Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	1	
Veterinary Services	1	
<b>Public Administration</b>	<b>2</b>	<b>1%</b>
Administration of Air and Water Resource and Solid Waste Management Programs	1	
Executive Offices	1	
<b>Retail Trade</b>	<b>122</b>	<b>40%</b>
All Other Motor Vehicle Dealers	5	
Beer, Wine, and Liquor Stores	2	
Boat Dealers	2	
Children's and Infants' Clothing Stores	2	
Department Stores (except Discount Department Stores)	2	
Electronic Shopping	4	
Food (Health) Supplement Stores	5	
Fruit and Vegetable Markets	1	
Hardware Stores	1	
Luggage and Leather Goods Stores	7	
Musical Instrument and Supplies Stores	1	
Nursery, Garden Center, and Farm Supply Stores	5	
Office Supplies and Stationery Stores	13	
Other Fuel Dealers	22	
Pet and Pet Supplies Stores	17	
Prerecorded Tape, Compact Disc, and Record Stores	1	
Radio, Television, and Other Electronics Stores	2	
Tire Dealers	3	
Used Car Dealers	2	
Warehouse Clubs and Supercenters	14	
Wholesale Trade Agents and Brokers	1	
Window Treatment Stores	4	
Women's Clothing Stores	6	
<b>Wholesale Trade</b>	<b>13</b>	<b>4%</b>
Automobile and Other Motor Vehicle Merchant Wholesalers	1	
Book, Periodical, and Newspaper Merchant Wholesalers	1	
Farm and Garden Machinery and Equipment Merchant Wholesalers	1	
Home Furnishing Merchant Wholesalers	1	
Industrial Machinery and Equipment Merchant Wholesalers	2	
Metal Service Centers and Other Metal Merchant Wholesalers	1	



Other Chemical and Allied Products Merchant Wholesalers	1	
Paint, Varnish, and Supplies Merchant Wholesalers	1	
Recyclable Material Merchant Wholesalers	1	
Service Establishment Equipment and Supplies Merchant Wholesalers	1	
Tire and Tube Merchant Wholesalers	1	
Wholesale Trade Agents and Brokers	1	
<b>Grand Total</b>	<b>299</b>	<b>100%</b>

*Source: Texas State Comptroller's office, Sales Tax Division, open records request (2016)*



## 10.7 Appendix 10B: Occupation by Education Tables

Table 10B.1: Detailed Occupation by Education

	Occupation	City	% of City Total	County	% of County Total	Texas	% of State Total
High Education	Management occupations	77	4.2%	68,929	15.5%	1,176,136	9.7%
	Business and financial operations occupations	74	4.0%	35,650	8.0%	574,636	4.8%
	Computer and mathematical occupations	21	1.1%	32,132	7.2%	311,385	2.6%
	Architecture and engineering occupations	31	1.7%	17,246	3.9%	246,461	2.0%
	Life, physical, and social science occupations	0	0.0%	2,681	0.6%	84,651	0.7%
	Community and social service occupations	19	1.0%	5,257	1.2%	166,650	1.4%
	Legal occupations	0	0.0%	5,666	1.3%	124,992	1.0%
	Education, training, and library occupations	122	6.7%	29,714	6.7%	759,431	6.3%
	Arts, design, entertainment, sports, and media occupations	46	2.5%	8,760	2.0%	186,442	1.5%
	Health diagnosing and treating practitioners and other technical occupations	29	1.6%	18,165	4.1%	404,119	3.3%
Moderate Education	Health technologists and technicians	39	2.1%	7,128	1.6%	211,515	1.7%
	Healthcare support occupations	109	6.0%	5,486	1.2%	277,159	2.3%
	Fire fighting and prevention, and other protective service workers including supervisors	71	3.9%	3,999	0.9%	139,850	1.2%
	Law enforcement workers including supervisors	0	0.0%	2,494	0.6%	137,876	1.1%
	Personal care and service occupations	38	2.1%	12,812	2.9%	397,085	3.3%
	Sales and related occupations	208	11.4%	58,170	13.1%	1,344,972	11.1%
	Office and administrative support occupations	125	6.8%	53,562	12.1%	1,606,023	13.3%
	Production occupations	111	6.1%	11,939	2.7%	677,837	5.6%
Moderate - Low Education	Farming, fishing, and forestry occupations	0	0.0%	513	0.1%	60,079	0.5%
	Construction and extraction occupations	123	6.7%	12,163	2.7%	808,733	6.7%
	Transportation occupations	51	2.8%	8,951	2.0%	462,727	3.8%

Low Education	Food preparation and serving related occupations	191	10.4%	18,340	4.1%	679,277	5.6%
	Building and grounds cleaning and maintenance occupations	72	3.9%	9,271	2.1%	506,388	4.2%
	Installation, maintenance, and repair occupations	129	7.0%	10,523	2.4%	445,475	3.7%
	Material moving occupations	144	7.9%	4,638	1.0%	304,363	2.5%

Source: Summarized from 2011-2015 American Community Survey, Table C24010

**Table 10B.2: Detailed Occupation by Gender (Farmersville)**

	Occupation	Male	Female	Total	% Total
High Education	Management occupations	43	34	77	4.2%
	Business and financial operations occupations	74	0	74	4.0%
	Computer and mathematical occupations	21	0	21	1.1%
	Architecture and engineering occupations	31	0	31	1.7%
	Life, physical, and social science occupations	0	0	0	0.0%
	Community and social service occupations	19	0	19	1.0%
	Legal occupations	0	0	0	0.0%
	Education, training, and library occupations	0	122	122	6.7%
	Arts, design, entertainment, sports, and media occupations	12	34	46	2.5%
	Health diagnosing and treating practitioners and other technical occupations	0	29	29	1.6%
Moderate Education	Health technologists and technicians	22	17	39	2.1%
	Healthcare support occupations	18	91	109	6.0%
	Fire fighting and prevention, and other protective service workers including supervisors	71	0	71	3.9%
	Law enforcement workers including supervisors	0	0	0	0.0%
	Personal care and service occupations	0	38	38	2.1%
	Sales and related occupations	106	102	208	11.4%
	Office and administrative support occupations	53	72	125	6.8%
	Production occupations	60	51	111	6.1%

Moderate - Low Education	Farming, fishing, and forestry occupations	0	0	0	0.0%
	Construction and extraction occupations	123	0	123	6.7%
	Transportation occupations	51	0	51	2.8%
Low Education	Food preparation and serving related occupations	19	172	191	10.4%
	Building and grounds cleaning and maintenance occupations	72	0	72	3.9%
	Installation, maintenance, and repair occupations	129	0	129	7.0%
	Material moving occupations	144	0	144	7.9%
	Total:	1,068	762	1,830	

Source: Summarized from 2011-2015 American Community Survey, Table C24010

## 10.8 Appendix 10C: HomeTown Competitiveness Approach

The HomeTown Competitiveness approach to rural community development emphasizes strong community involvement by creating interconnected committees and task forces centered around four pillars: Entrepreneurship, Charity (Transfer of Wealth), Youth Engagement, and Leadership. The pillars were specifically designed to deal with the four critical issues that are inhibiting rural America—the generational wealth transfer problem, the historical youth out-migration trend, the loss of farms and small businesses, and the erosion of leadership capacity. The approach is one of intense community involvement and so the types of people who lead the task forces need to be passionate, invested in community progress, and willing to work.

The primary objectives of each task force are summarized below:

- *Entrepreneurial Task Force:* Focuses on growing businesses within the community and expanding existing businesses. Develops strategies for producing increased entrepreneurial activity, fostering an entrepreneurial culture, and helping the community realize economic goals.
- *Charitable Assets Task Force:* Establishes a Community Affiliated Fund governed by a Fund Advisory Committee in order to capture the transfer of wealth from rural America to larger cities over generations. It accomplishes this by encouraging resident and business donations to the Fund.
- *Youth Task Force:* Mobilizes youth engagement and cross generational collaboration on community projects and assists youth in putting their ideas into action. The primary goal here is to encourage youth to return to their communities after college. The innovation center is a good resource for youth engagement ([www.theinnovationcenter.org](http://www.theinnovationcenter.org)).
- *Leadership Task Force:* Cultivates leadership within the community through training and awareness in order to share leadership roles and smoothly transition leadership to new generations. There are two main leadership programs: “skill-based” emphasizes conflict management, and “civic-based” emphasizes learning detailed knowledge about the community to more effectively live/work in it.

These task forces work best when in collaboration with one another and in conjunction with an oversight committee. More information on the Home Town Competitiveness Approach and success stories can be found at <http://htccommunity.org/>.



## 10.9 Appendix 10D: Local & Regional Economic Development Resources

The following is a summary of local and regional technical and support resources available to the City of Farmersville or residents of Farmersville. A comprehensive list of specific grant information related to economic development can be found in *Chapter 15: Funding Sources*.

### RESOURCES CURRENTLY AVAILABLE/ACTIVE IN FARMERSVILLE

Farmersville Economic Development Corporation: In 1996 Farmersville citizens approved the establishment of the Farmersville Economic Development Corporation (FEDC) to encourage the location of new businesses in the City and to foster the growth of existing local industries and businesses. Economic development goals are set by a local, five-member board appointed by the City Council.

Contact:

Phone: 972-782-6151

[http://www.farmersvilletx.com/boards\\_and\\_commissions\\_2/economic\\_development\\_2/economic\\_development.php](http://www.farmersvilletx.com/boards_and_commissions_2/economic_development_2/economic_development.php)

Farmersville Community Development Corporation: Created by a city election in 1996. It is funded by a ½ cent Type B sales tax. The Corporation operates according to state guidelines, and may fund a variety of economic development and quality of life projects for the community.

Contact:

Phone: 972-782-6151

[http://www.farmersvilletx.com/boards\\_and\\_commissions\\_2/community\\_development\\_2/community\\_development.php](http://www.farmersvilletx.com/boards_and_commissions_2/community_development_2/community_development.php)

Chambers of Commerce: The Farmersville County Chamber of Commerce works on the behalf of the organization's members to enhance the community business environment. The organization's goal is to demonstrate the value of Chamber Membership through tangible and intangible benefits and is dedicated to making the community a better place to live, work and conduct business.

Contact:

201 S. Main Street

Farmersville, TX 75442



Phone: 972-782-6533

Website: <http://www.farmersvillechamber.com/>

North Central Texas Council of Governments: The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by and for local governments in the 16 county<sup>38</sup> region of North Central Texas, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

Contact:

North Central Texas Council of Governments

3991 E. 29th

Bryan, Texas 77802

Phone: 979-595-2800

Website: <http://www.nctcog.org/>

Collin County Agrilife Extension: The Collin County AgriLife Extension Service of Texas A&M University provides free and low-cost educational programs and manages the 4-H programs in Collin County.

Contact:

Collin County Office

825 North McDonald Street

Suite 150

McKinney, TX 75069-2175

[Collin-tx@tamu.edu](mailto:Collin-tx@tamu.edu)

Phone: 972.548.4233

Website: <http://collin.agrilife.org/>

## **ORGANIZATIONAL RESOURCES AVAILABLE TO THE CITY**

Texas Lakes Trail Region Heritage Trails Program: The Texas Lakes Trail Region heritage trails program is a non-profit organization developed in conjunction with the Texas Historical Commission. The organization's mission is to develop the unique culture, heritage, and natural resources of the area to stimulate economic development. The Texas Lakes Trail Region website provides several advertising opportunities for city events and amenities.

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<sup>38</sup> Service area includes: Collin, Dallas, Denton, Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Somervell, Tarrant, Wise



**Contact:**

Texas Lakes Trail Region  
116 West Bridge Street  
Granbury, TX 76048  
Website: <http://texaslakestrail.com/>

**GO TEXAN Rural Community Program:** The GO TEXAN Rural Community Program (RCP) is administered through the Texas Department of Agriculture and provides technical and financial assistance related to tourism and economic development to member cities and associate members (chambers of commerce, EDCs). Memberships are for two years and cost \$150. Members receive emails and an infoletter discussing workshops and available resources for rural development. Members are also linked to the GO TEXAN website and its social media contacts, including a GO TEXAN App for iPhone which promotes restaurants, agricultural products and other retailers and services in member communities.

**Contact:**

Texas Department of Agriculture  
Phone: 877-99-GOTEX  
website: <http://www.gotexan.org/>

**GO TEXAN Certified Retirement Community Program:** The GO TEXAN Certified Retirement Community Program (CRC) is designed to help Texas communities encourage retirees and potential retirees to make their homes in Texas communities by helping Texas communities market themselves as retirement locations; assisting in developing retirement and long-term living communities that attract retirees; encouraging tourism to Texas and promoting Texas as a retirement destination. The program application requires a \$5,000 fee, a local sponsor/contact, and names of members of a Retirement Board. Information about the community application and other guidelines can be found on the CRC website: <http://www.retireintexas.org/>

**Contact:**

Texas Department of Agriculture  
Phone: 877-99-GOTEX  
Website: <http://www.retireintexas.org/>

## **ORGANIZATIONAL RESOURCES AVAILABLE TO RESIDENTS/BUSINESS OWNERS**

Texas Center for Rural Entrepreneurship (TCRE): TCRE is a non-profit corporation that seeks to provide educational and technical support to meet the needs of rural entrepreneurs and organizations supporting entrepreneurship in their communities. TCRE is a resource for residents seeks to start or grow small businesses in rural communities. The organization provides a number of educational resources including various “how-to” online courses and information about funding options, small business incubators, and Higher Education resources.

**Contact:**

Greg Clary, Chairman  
3115 Fall Crest Dr.  
San Antonio, TX 78247  
Phone: 903-714-0232  
Website: <http://www.tcre.org>

Small Business Development Centers: The Collin County Community College hosts the Collin Small Business Development Center and serves Collin and Rockwall Counties. The SBDC offers general business advice, technical assistance, training, workshops, and reference resources free of charge to those wanting to start or expand a small business.

**Contact:**

Marta Gomez Frey, Director

The Courtyard Center for Professional & Economic Development  
4800 Preston Park Blvd., Suite 114  
Plano, Texas 75093  
Phone: (972) 985-3770  
Fax: (972) 985-3775  
Email: [bcolter@collin.edu](mailto:bcolter@collin.edu)  
Web Site: <http://www.collinsbdc.com/>

Workforce Solutions of the North Central Texas: This organization serves residents of Collin County and is a part of the larger Texas Workforce System providing one-stop assistance to job seekers and employers in the region. Services include: labor market information, job training skills, youth services, career planning, childcare, and information or referral. The closest office is in located in McKinney (Collin County).

**Contact:**

McKinney Workforce Center





1701 W. Eldorado Parkway, Suite 250

McKinney, TX 75069

Phone: 972-542-3382

website: <https://dfwjobs.com/workforce-centers/mckinney-workforce-center>



*Accelerating the North Texas  
economy by helping  
entrepreneurs grow sustainable  
businesses*

*Collin SBDC grows business with:*

- ❖ C-level analysis
- ❖ Succession planning
- ❖ Optimal cash flow strategies
- ❖ Financing assistance
- ❖ Potential target markets
- ❖ Product/service diversification
- ❖ Financial modeling
- ❖ Competitor analysis
- ❖ Buy/sell a business
- ❖ Sales strategies
- ❖ Social media marketing

**www.CollinSBDC.com**

## **WHO ARE WE?**

The Collin Small Business Development Center is a partnership between the U.S. Small Business Administration, the State of Texas, and Collin College. Through this partnership, one-on-one, consulting is provided by former business owners at no charge to businesses and residents of Collin and Rockwall Counties. Low and no charge workshops and seminars are scheduled on topics that are essential to business success.



### **Business Expansion**

Experienced business advisors provide busy company owners and managers with tactical expansion strategies that can be used to hold them accountable to their continued and sustainable progress.



### **Starting or Buying a Business**

Potential entrepreneurs are provided the help to determine the true feasibility of their business ideas. Award-winning business advisors assist with sales projections, financing options, and marketing strategies.



Collin Small Business Development Center  
4800 Preston Park Blvd, Suite 114  
Plano, TX 75093  
Email: SBDC@Collin.edu



The Collin SBDC is a partnership program of the U.S. Small Business Administration and Collin College.