

Growing Taylor



Presentation of Baseline Analysis Report

Agenda

Introduction

Survey Results

Key Findings

- **Business Climate**
- **Workforce and Education**
- **Infrastructure**
- **Economic Development Efforts**
- **Quality of Life**
- **Central Business District**

Economic Impact of East Williamson County Park

Next Steps

Introduction

What goes into this report?

- Focus Group Input
- Survey Feedback
- Economic & Demographic Assessment
- Consultant Observation
- Review of Reports and Studies

Public Input

- **Eight focus groups**
- **25+ interviews**
= Input from 200+ individuals

More input to come . . .

- **AE On-line survey**
- **AE Printed survey**
(English & Spanish)

Survey Results

- 60% -> quality of life is same or worse.
- 50% -> biggest priority is downtown.
- 92% -> Taylor is safe.
- 43% -> have Internet Access at home

City of Taylor, 2004 Phone Survey, Montgomery & Associates

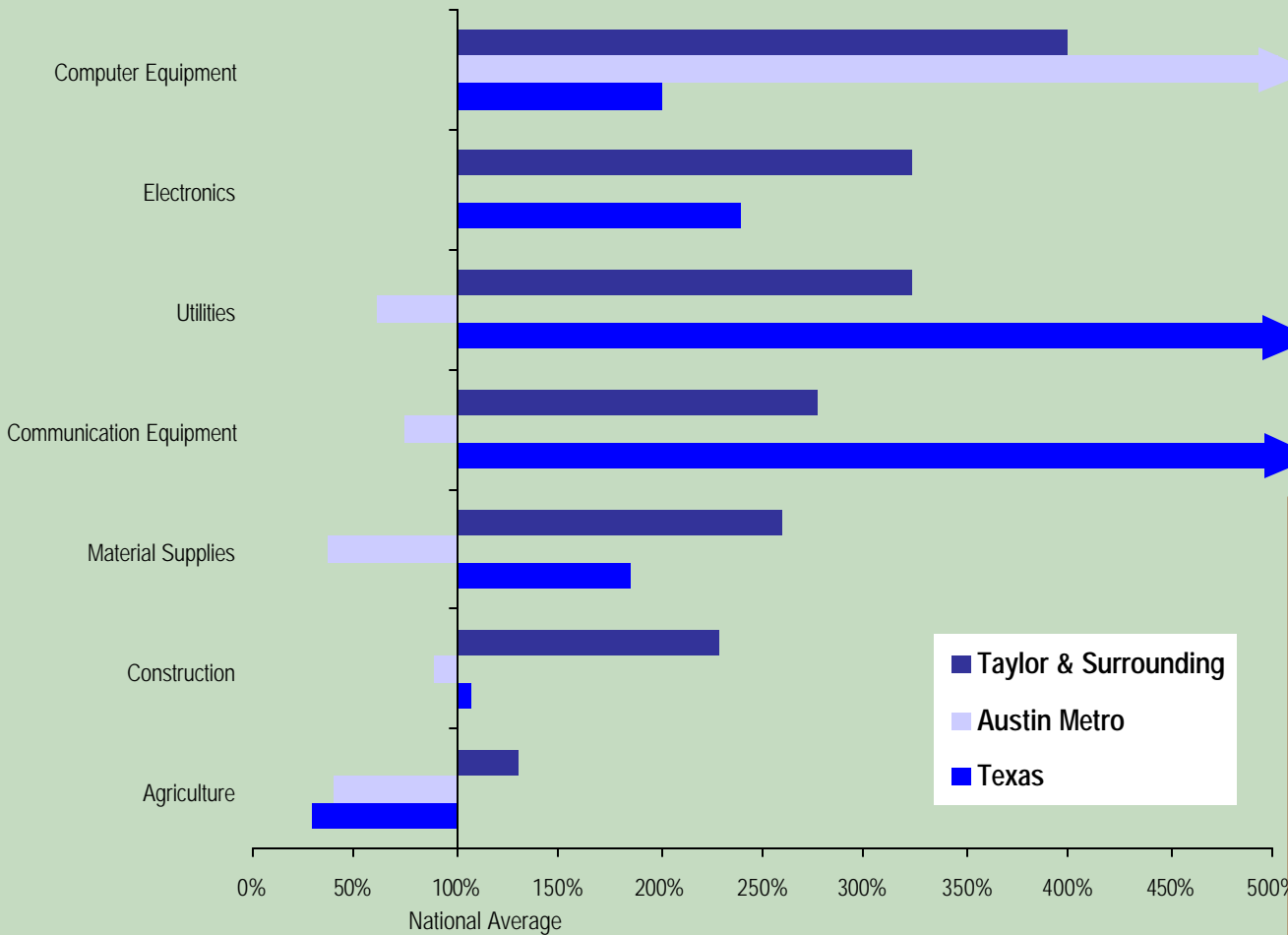
Key Findings

- **Economic Impact of Regional Projects**
- **Education Reform Opportunities**
- **Entrepreneurial Environment is Lacking**
- **Quality of Life is Asset and Threat**
- **Marketing Must be More Targeted**
- **Downtown Must be a Focus**

Industry Assessment

Regional Industry Clusters

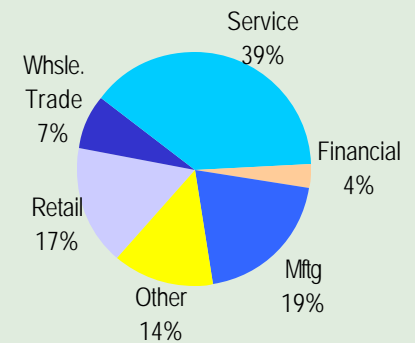
Taylor and Surrounding Areas



Clusters from 1999 still the same.

Service sector is the largest employer in Taylor, accounting for 39 percent of all jobs.

Share of Employment

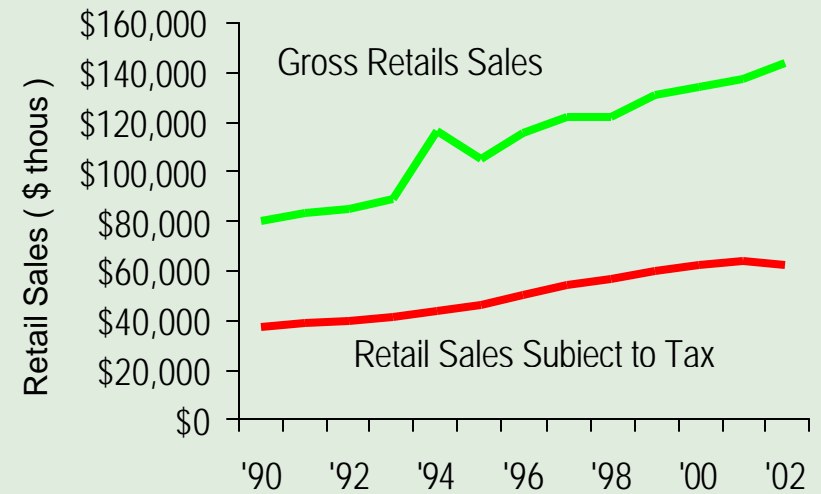


Source: Dun & Bradstreet, 2003

Industry Assessment

Small businesses (with fewer than 5 employees) make up over 60 percent of total retail employment in Taylor.

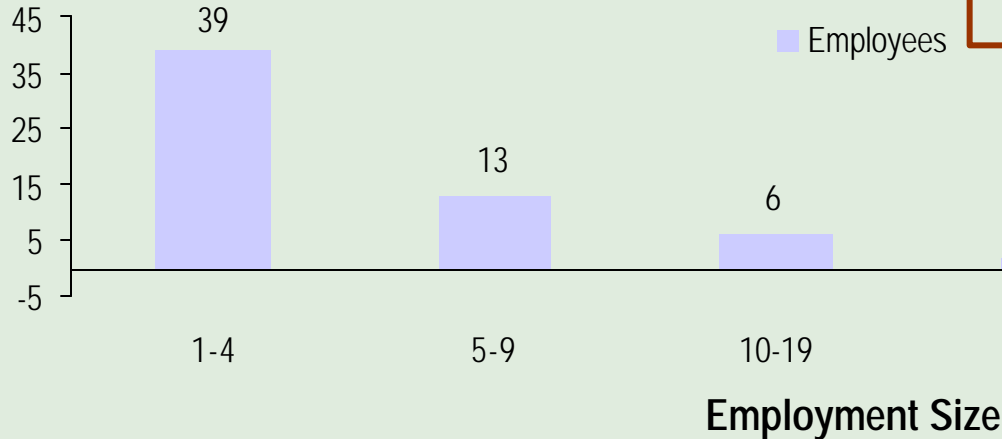
Retail Sales, 1990 - 2002



Source: Texas State Comptroller

Retail Establishments by Employment Level

Taylor



Source: U.S. Census Bureau, Zip Code Business Patterns 2001

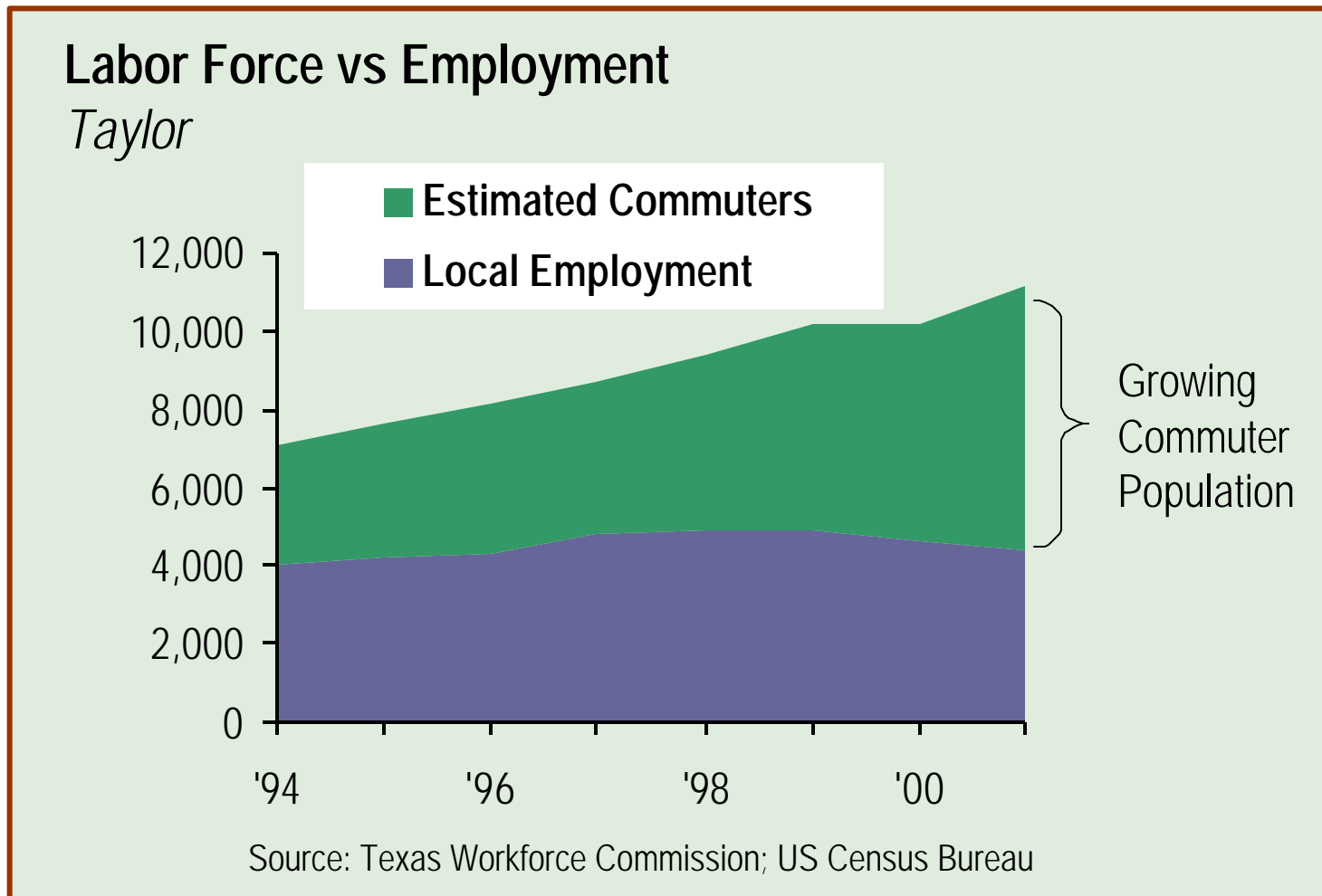
Business	Employees	% of Total Employees in Industry
Wholesale	412	100%
Paradigm Metals Inc.	100	24.27%
Gemini Incorporated	80	19.42%
Wright Distributing Co.	30	7.28%
Taylor Meat Co.	25	6.07%
Total	235	57.04%
Services	2160	100%
Johns Community Hospital	200	9.26%
Don Hutto Correctional Center (Corrections Corp Americ	160	7.41%
Taylor High School	158	7.31%
Sweetbriar of Taylor (Advanced Healthcare Tech)	150	6.94%
Naomi Posemann Elementary School	130	6.02%
Total	798	36.94%
Manufacturing	1265	100%
Intercraft Company	425	39.91%
Labtops	200	15.81%
Accurate Inc.	140	13.15%
Texwood Furniture	90	8.45%
Transit Mix Concrete & Mtl Co.	70	6.57%
Taylor Bedding Company	67	6.29%
Total	992	90.18%
Retail	1045	100%
Walmart	140	15.25%
HEB Groceries	150	14.35%
Maxwell Plymouth (Maxwell Chrysler Plymouth-Dodge)	80	8.71%
Meyer Enterprises	50	5.45%
Golden Fried Chicken (Bo Stover Enterprises Inc.)	45	4.90%
Total	465	48.66%
Financial	194	100%
City National Bank of Taylor	56	28.87%
Cemetary Dept. (City of Taylor)	20	10.31%
McMakin & Associates Inc.	12	6.19%
Total	88	45.37%

Industry Assessment

Top 6 manufacturers, account for 9 out of 10 local manufacturing jobs.

Top 4 wholesalers account for 57% of industry's total employment.

Industry Assessment



Business Climate

- Tax Rates are threat to success
- Some say the City is not “Business Friendly”
- Location is threat and asset
- Leadership is strength / maintain to unified vision
- Improve communication with business community
- Entrepreneurial Environment is Non Existent
- Incentives need modification

Workforce and Education

- Community must embrace education reform
- TISD/City can embrace students for their energy/ ideas
- New High School could become model in Central Texas
- Community College can continue to be one of the best assets
- Bicycle accessibility to new middle school ???

Workforce and Education

	Mean SAT Score	Mean ACT Score	Graduation Rate
Taylor ISD	939	19.1	85.8%
Austin ISD	1041	20.4	75.7%
Georgetown ISD	1086	18.2	88.2%
Elgin ISD	968	19.2	84.2%
Bastrop ISD	980	18.9	78.8%

source: Texas Education Agency, Class of 2000



TCAT:

- ***Caters to Taylorites and individuals throughout the region.***
- ***Beginning expansion this month - double the size of the facility and provide lab space for nursing programs, and health sciences education.***
- ***TCAT will be improving the internal and external appearance of facility***

TCAT Advanced Training Facility

Workforce and Education

Some areas of opportunity and concern include:

- CNET and TCAT seem to be competing for services - opportunity to improve coordination
- TISD may not be aware of all the programs at TCAT
- The nursing program could become a huge advantage for Taylor.
- Involve Student Leadership Team on Many ISD Plans

Infrastructure

- Land is still affordable
- Streets are poor
 - *Clearly communicate City's ability to fix streets*
- Regional Transportation Projects (130 / 45 / Airport)
 - *Will positively impact Taylor*
- Utilities are competitive
 - *Gas is most competitively priced*
- Telecommunications asset is very unique
 - *Can become more applicable and used*

Infrastructure

Some Opportunities for CNET include:

- ERCOT could use CNET conference site or infrastructure for meetings
- Consider as a model application of a community network in other areas of the country
- Work with the city and ISP to market services to regional targeted audiences

Quality of Life

- Relatively safe – Paint a better picture
- Retail choice improving, but still lacking
- “Drink It and They Will Come” –
 - *Enable Sale of Liquor in Restaurants*
- Health care is asset that will be improved
- Community image within / outside is poor
- Diversity of housing stock is asset
- Southern area of town is red headed step child
- Implement EVERY aspect of Wm County Park

Quality of Life

- Skateboard Park -> Do it Right.
- Reuse of Wal-Mart Facility -> Feasible??
- Downtown – Arts and Entertainment District
- Prison Labor Utilization – Beautification & Housing
- Downtown – Arts and Entertainment District
- Downtown – Arts and Entertainment District

Quality of Life

Police Jurisdiction	Murder	Rape	Robbery	Aggravated Assault	Burglary	Larceny	Auto Theft	Total
Georgetown PD	3.40	6.80	37.20	94.60	277.00	1459.40	145.30	2023.60
Pflugerville PD	0.00	5.90	11.70	76.20	433.70	1881.40	146.50	2555.40
Round Rock PD	0.00	31.30	48.50	101.80	435.30	2131.30	90.80	2839.20
Taylor PD	7.10	63.50	35.30	204.50	500.70	2129.90	105.80	3046.80
Elgin PD	0.00	16.80	33.60	285.50	1142.10	1881.10	168.00	3527.00
Hutto PD	0.00	0.00	0.00	918.80	459.40	2220.50	153.10	3751.90
Austin PD	3.60	37.80	171.20	255.00	1006.30	4332.30	457.10	6263.30

Source: Texas Crime Report (2002), Texas Department of Public Safety
(<http://www.txdps.state.tx.us/crimereports/02/ch9.pdf>)

* Crimes are Rate per 100,000

- **Crime really isn't that bad**
- **Perception really is that bad**

Commercial Business District

- Building stock is fantastic
- TEA-21 Grant MUST be successful
- CBD Leadership can be improved/expanded
- Downtown Arts & Entertainment District
 - Community thinks this should be #1 Focus
- Education / Entrepreneurism / Arts & Culture
- What's going to be the unique image?

Commercial Business District

- Improve communication and collaboration
- Consider pooling resources to jointly market to tourists
- Downtown businesses are ready to campaign and get more locals to buy in Taylor and attract more outside traffic to city

**BUY GREATER
AUSTIN AND HELP
KEEP OUR CITIES
MOVING AHEAD.**

Your Sales Tax Funds Public Transportation.



- *Good example of buy local campaign targeting residents*

- *PR – Chamber's Dec. article*

- *Message on city bills to residents*

**BUY GREATER
AUSTIN AND
MAKE OUR PARKS
GREENER.**

Your Sales Tax Funds Parks.



http://www.hillcountryedc.com/tourism_committee.htm

Hill Country Economic Development Council serving Burnet & Llano Counties in Central Texas - Microsoft Internet Explorer

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Address http://www.hillcountryedc.com/tourism_committee.htm

Area Info
Members
Schedule
Join Us
Useful Links
Services
News
Contact Us

COMMUNITIES

Bertram
Buchanan Dam
Burnet
Cottonwood Shores
Granite Shoals
Highland Haven
Horseshoe Bay
Kingsland
Llano
Marble Falls
Meadowlakes
Spicewood

2002-2005 BILLBOARD CAMPAIGN: Too busy



Click for enlarged image

Pursuant to an exceptional opportunity for statewide advertising, the Tourism Committee is working to develop the financial resources to accommodate the installation of 40+ billboard signs in major markets and on major highways throughout the State of Texas, Oklahoma and Louisiana. [For a list of selected locations click here.](#)

The signs will be 14' x 48', designed to attract tourists to the Highland Lakes region. Our cost associated with these signs will be a phenomenally low \$70/mo. each, although the cost must be borne on the front end of this opportunity.

The Burnet Tourism Alliance contributed \$33,600 for the production of 20 billboards, the Marble Falls/Lake LBJ Chamber of Commerce has contributed \$33,600 to purchase 20 more and the Lake Buchanan/Inks Lake Chamber of Commerce has contributed \$1,680 as well. We are hopeful that Llano and some of the other Highland Lakes communities will join this campaign to bring the saturation level to more than 41 billboards.

In conjunction with this proposed advertising campaign, the Hill Country EDC is creating a new website. www.LAKESandHILLS.com that will be dedicated to tourism within the Highland

Internet



Economic Impact of East Williamson County Park on Taylor

Economic Impact

Williamson County Park Impact Summary

Direct Effects	Wages	\$540,000
	Jobs	20
	Retail / Concessions	\$2.7 Mil
	Sales Tax	\$54,400
Indirect Effects	Retail	\$970,000
	Sales Tax	\$10,400
	Property Tax	\$27,000
	Retail Jobs	27

- *AE recommends implementing all parts of Park Plan*
- *Facility should be well-managed*

Biggest Opportunities

- 130/45/Airport
- TEA-21 / Historic Designation
- TCAT Expansion
- Develop Entrepreneurial Climate
- New High School / Reform
- Downtown, Downtown, Downtown
- Internal/External Marketing

Economic Development Efforts

- External Promotion – it's time
 - *Develop one single, powerful theme*
 - *Determine mix of activities - prioritize*
 - *Use one plan to be more effective*
- Internal Marketing - huge importance
 - *Improve product*
 - *Inform the community on your progress*
 - *Train everyone to promote the city*
- Resources are sufficient for marketing and ED

Economic Development Efforts

Overview

1. Citizens and local businesses want to be better informed and updated
2. Most see Marketing as a top priority
3. City is open for a new theme to market all organizations – Lets get the community to vote!
4. The Market Taylor Committee is formed
5. Promote what Taylor has that benchmarks don't

Next Steps

- Report Review (feedback to John Nelson)
- March 4th - Marketing Workshop
- March 29th- 5-Yr ED Plan Presentation
- Bloomin' Festival – Economic Summit

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