

Several Key Tools for Successful ED

1. Confidentiality!
2. Positivity!
 - a. Site Selectors and Businesses watch the news and read the headlines
 - b. Questions and concerns may be easily answered if *asked*, rather than waiting until a public meeting that may come across as an adversarial relationship.
 - c. Businesses do not want to go into negative, controversial or perceived unsupportive communities.
3. Respect the process and trust expertise.
 - a. Everything has a right time or place.
 - b. Trust that as a professional in Economic Development, there is the knowledge to work with the right people and have the right conversations at the right time.
4. Buy in & *True* Support
5. There is a reason for the process.
 - a. Quiet in the headlines does not mean nothing is going on.
6. Important for Council, all City Boards and Committees and all City departments to understand the impact that their actions and decisions have on economic development for the city.
7. Important for Council, all City Boards and Committees and all City departments to understand the importance of ED for the future and how competitive it is. (There are numerous communities aggressively competing for every ED project.)
8. Community members contribute without even realizing.
 - a. Support existing businesses.
 - b. Taking Ownership and Pride in YOUR Community.
 - c. Speaking positively about Kyle to all, strangers included.
 - d. You *never* know who you may be talking to anywhere, anytime. Must be “ON” **ALL** the time.

Council and Committees can specifically help by:

1. Supporting ED efforts locally
2. Following legislation and reacting appropriately when needed.
3. Offer to be involved and be a positive advocate when called upon.
4. Be Positive!
 - a. Keep as many negative comments out of the headlines. Try to work issues and concerns out first if possible!
 - b. Promote your community everywhere and with everyone, as much as possible.

Kyle is followed and looked up to by other communities as a benchmark for success! (Local, state and nationally) This should be recognized internally and should foster continued growth and development as determined by the community and current business environment.

Large challenge is education! Everyone should be telling the same story!

1. Importance and relevance of positive, smart growth and economic development.
2. What is your appropriate role in the ED process?
3. "Elevator Speech"-Why Kyle?
 - a. One of the fastest growing cities in the state and country.
 - b. Kyle is the *heart* of the fastest growing/most traveled corridor in the country!
 - c. In an environment where sales tax has been decreasing consistently (state and nationwide), Kyle has been *UP* consistently!
 - d. Per Austin developers, more retail construction in Kyle than Austin in recent years.

ED is a long process. It does *not* happen overnight. Society today- the easiest, immediate result—headline driven.

Example: Seton took 3 years from the day they walked into City Hall to Ground breaking.

Roles of Economic Developers:

Communicators, promoter, researcher, marketing, PR, sales, educator, facilitator

The Economic Development Department is the 1st Touch at City Hall

- ED Staff is facilitators and educators

Vision:

"Kyle will be the premier employment center for the southern tier of the Austin metropolitan area and will serve as a destination for the best in shopping, recreation, and living in Hays County." -City of Kyle ED Strategic Plan 2008

Kyle will become a full service community that will continue to grow quality healthcare, higher education and retail industries for the benefit of its residents. —Kyle City Council 2011

Target Markets:

- Short-Term Targets

(represent economic opportunities to which Kyle can begin marketing immediately.)

- Destination Retail and Leisure
- Healthcare Services
- Professional Services
- Electronics

- Long-Term Targets

(require sustained efforts over a significant period of time)

- Corporate Business Services and Headquarters
- Biomedical and Life Sciences
- Distribution and Logistics (added)

Kyle will build this position as an employment center by:

- Supporting the development of a commuter rail station surrounded by dense mixed-use development;
- Establishing high standards for new development along I-35 to maximize the impact of new business opportunities;
- Unifying the urbanized area;
- Bridging the gaps between Kyle’s pool of talent and the lack of local employment opportunities;
- Diversifying the tax base to serve a growing population;
- Providing a new outlet for regional economic growth by positioning Kyle as the employment center for the Austin region’s southern tier; and
- Aggressively promoting a new image of Kyle—internally and externally—as the leader in economic development for the metropolitan region’s southern tier.

Projects/Goals

- Short-term projects (0-3 years) >**
- 1) LAND USE MODIFICATIONS AND ANNEXATIONS**
- 2) MARKETING AND BRANDING CAMPAIGN**
- 3) REVITALIZATION OF HISTORIC KYLE**
- 4) HEALTH-CARE RECRUITMENT STRATEGY AND CAMPAIGN**
- 5) BUSINESS AND INDUSTRIAL PARK DEVELOPMENT**
- Long-term projects (3-5 years) >**
- 1) TRANSPORTATION CONNECTIVITY IMPROVEMENTS**
- 2) OFFICE DEVELOPMENT STRATEGY AND CAMPAIGN**
- 3) HIGHER EDUCATION CENTER DEVELOPMENT**

Most Important Role of City Staff?

- Facilitate processes and accommodate to the extent that local code and ordinances allow.
- Promote positive and appropriate growth
- Provide Resources to Facilitate Success

What resources Do we provide to small business owners or people interested in starting a small business in Kyle?

- The ED Office speaks to individuals on a regular basis to educate them on the City of Kyle, local trends and demands, the basic process and referrals to additional resources.

