



Pilot Point Economic Development Corporation

Economic Development Program

2015 - 2016

I. Pilot Point EDC Target Industries:

In 2013, the American Institute of Americans through its Regional and Urban Design Assistance Team program recognized two major cluster industries in Pilot Point, Woodwork Construction and Equine Breeding and Training. Additional target industries were identified and agreed upon through the consulting work of the Burns Development Group. The Pilot Point Economic Development Corporation has five target areas of economic development and is focused on planning and development of these industries.

Destination Tourism & Recreation Economic Development

- Hospitality
- Lifestyle Retail
- Equestrian Trails
- North Texas Horse Country Tours
- Pilot Point Historic Downtown
- Active Transportation
- Outdoor Recreation

Finish Carpentry, Woodworking and Millwork

- Custom cabinetry
- Custom countertops
- Custom doors
- Custom architectural design

Specialized Equine and Agribusiness

- Breeding
- Performance and Training
- Healthcare
- Equestrian Business Services, including transport, farrier, groomer, trainer, photography, etc.
- Products and Supplies, e.g. feed, support equipment, saddles, and tack
- Recreation and Hospitality
- Biochemical
- Animal and Plant Biotechnology
- Crop production, including organics
- Farm and ranch machinery
- Processing
- Seed and sod supply
- Associated marketing, management, and retail sales

Senior Lifestyle Retirement Services

- Senior Retirement Communities
- Assisted Living Facilities

- Healthcare
- Professional Services

Professional, Scientific & High Technology and Technical Services

- University of North Texas' Research Clusters
 - Computational Chemical Biology
 - Renewable Bio Products
 - Human Security
 - Consumer Experiences in Digital Environment
- Entrepreneurism
- Consulting

High Tech Start-Up/Expansion Incentive

High Tech Start-Up/Expansion Incentive is intended to help facilitate business recruitment, stimulate entrepreneurship, and support expansion of high-tech industries and subsequent job growth in Pilot Point. The Pilot Point Economic Development Corporation EDC offers this incentive to high tech start-up companies that are in the process of growing.

II. Goals and Objectives of Pilot Point EDC

SHORT TERM GOALS: October 2014 - September 2015

1. Bring Pilot Point EDC incentive policy to par with our competitive cities in the area

Objectives:

- Meet with new Superintendent to enlist school district participation in recommended incentives by February 2016.

2. Follow Burns Development Group suggested Marketing Task Table in order to establish a strong marketing presence for Pilot Point

Objectives:

- Social Media Strategic Plan
- Blog
- Advertising Campaign

3. Understand the needs of the current businesses of Pilot Point

Objective:

- Complete Business Retention Survey's, 4 per month, starting with largest businesses
- Include target questionnaire to business park tenants, including Empire, horse farms and associated businesses, and cabinet/millwork existing companies

- Establish a Business Council by April of 2016

4. Work in coordination with NCTC and the business of Pilot Point to provide ESL courses to the business workforce

Objectives:

- Meet with Individual businesses to establish need and interest in the program
- Budget money to help with program
- Coordinate with NCTC
- Begin classes by September 2015.

5. Establish Priorities of Target Industries and begin work to recruit and build on at least one target industry per year. Tourism is the selected industry for the first year

Objectives:

- Begin industry based research
- Set up communication parameters
- Establish a marketing plan and budget accordingly
- Begin targeting a supplier for the carpentry/woodwork industry by March of 2016

6. Clean up Pilot Point in general and specifically in business properties

Objectives:

- Continue to improve historic square and commercial district through grants to businesses
- Survey properties along major arteries of Old Town and along 377 and apply code enforcement measures and utilize grant program

7. Plan and Implement a Pilot Point Awareness Campaign

Objectives:

- Local Real Estate Brokers and Developers Meet and Greet by April 2016
- "NTCAR EXPO" networking event participation
- "ICSC Texas" networking event participation
- Networking opportunities through area professional organizations
- Sponsor Bonnie & Clyde Days
- Constant Contacts database of contacts for Target Industries in December 2015
- Scheduled Email Blast to Target industries in January 2016

8. Plan Highway, Monument and Wayfinding Signage Program to better lead visitors to Pilot Point.

Objectives:

- Review Texas Department of Transportation recommendations and contact respective agencies (per provided information) to prepare budget for funding consideration in 2015-2016

- Prepare budget for addition of monument signage on 377 for funding consideration in 2015-2016
- By October 2015, have a plan that identifies available grants and funding for project
- Work within Scenic City Guidelines

LONG TERM GOALS

1. Community Improvements:

Objectives:

- Continue discussions with City Manager and Planning Director to identify infrastructure needs to support economic growth
- Begin discussions with school district and city council on ways to improve the community and ways to become more inviting for new businesses

2. Pilot Point should have a system that connects the trails of Lake Ray Roberts through the Historic Square and through the neighborhoods of Pilot Point into Talley Ranch Development

Objectives:

- Establish a phased plan
- Propose to Parks Board and Planning and Zoning Board for incorporation into the comprehensive Plan
- Joint project with City of Pilot Point (and Corps of Engineers)
- Meet with Corps of Engineers on proposed connector trail from the Corps lakefront property to Downtown Pilot Point
- Located property to purchase, if necessary, and identify a funding for purchase
- Begin the process of contacting land owners regarding dedication of donated right-of-ways to extend the trail throughout Pilot Point and eventually to the tollway extension

3. Thoroughfare Plan

Objectives:

- Review plan adopted in 2008 and discuss modifications

4. Talley Ranch Public/Private Partnership

Objectives:

- Continue discussions to identify ways to work together on recruitment recommendations, including Pilot Point Awareness Campaign

5. Improve the infrastructure of the Industrial Park in Pilot Point

Objectives:

- Identify an engineering firm to conduct a survey of existing infrastructure in both the industrial parks located in the city of Pilot Point

- Obtain a survey, including cost estimate, and prepare application for potential grant assistance

6. Attract young adults and entrepreneurs to the city

Objectives:

- Identify ways to attract and retain a younger population of adults and entrepreneurs
- Promote the lower cost of living and housing prices
- Work with Main Street to seek grants for downtown revitalization
- Plan with city to improve sidewalks and general walkability in the city limits
- Promote the quality of life and easily available outdoor activities
- Attract more unique restaurants

III. Financial Policies:

Pilot Point Economic Development Corporation, if needed, will support the business infrastructure of Pilot Point by spending up to 25% of the yearly budget. The Pilot Point Economic Development Corporation will maintain 50% of one year's budget held in reserve for the purpose of assisting potential business.